

PLAINTIFF'S EXHIBIT

USG-581

The USG Line of Red Top Plasters *is unsurpassed in completeness and quality*

A Message to New England Dealers
from
The United States Gypsum Company

DEALERS know the advantage of selling a line of plasters which is recognized for its quality... a line which includes a high-grade material for every requirement. That is why many dealers, whose 1931 objective is to maintain volume and profits, sell the complete USG line of Red Top Plasters.

If volume and profits are to be maintained in the building supply business this year, overhead and selling expense must be reduced... waste must be

eliminated... every customer must be satisfied so that repeat sales follow. The United States Gypsum Company recognizes this and is cooperating with its dealers to the fullest extent.

Following are some definite reasons why it pays dealers to sell the complete line of USG Red Top Plasters as well as the many other USG materials for interior walls and ceilings:

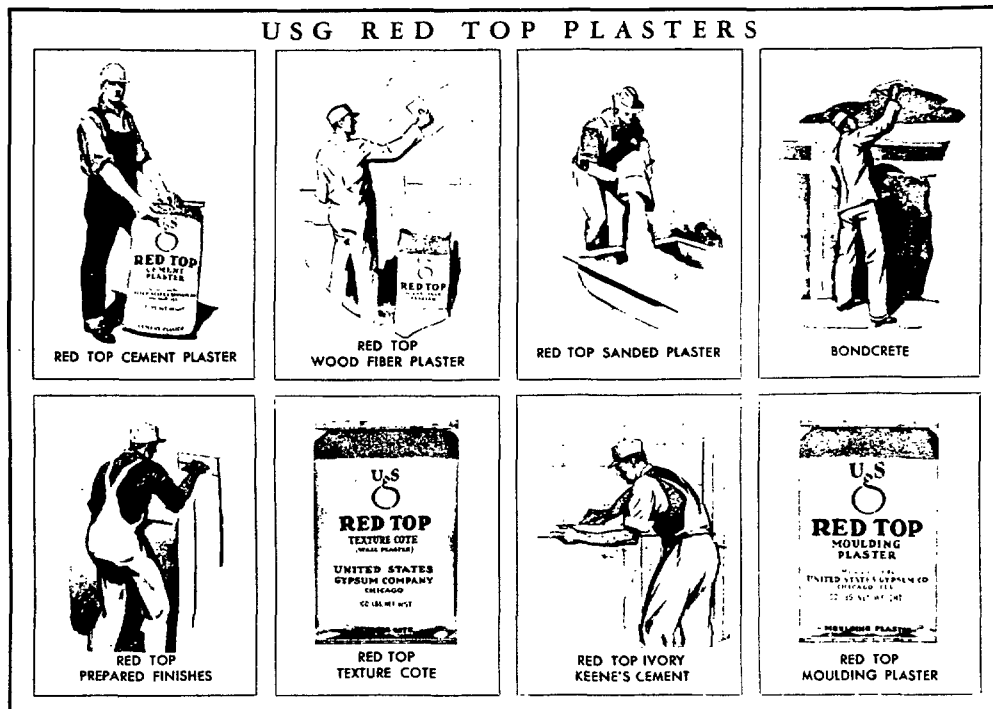
Recognized Quality. USG products are accepted both by the industry and the public with confidence and without sales-resistance. This recognition and preference reduces your selling effort and cost.

Availability. The USG mill at Boston is located near practically all New England markets. This assures fast delivery with minimum freight charges. It brings you

USG materials when you want them, quickly, economically and on a single invoice. **USG Mixed Car Service.** Permits you to buy a variety of USG wall and ceiling materials in minimum quantity. Insures low inventory, quicker turnover and a greater net profit.

By selling the complete line of USG Red Top Plasters together with other USG products—by taking advantage of USG service—you can help maintain your volume and profits right now. Your USG salesman will gladly discuss your problems with you. Ask him for further information about any USG item. Or write to us. Please address the United States Gypsum Company, Dept. 844, 300 West Adams Street, Chicago, Illinois.

RED TOP PLASTERS



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Recognized Quality. USG products are accepted both by the industry and the public with confidence and without sales-resistance. This recognition and preference reduces your selling effort and cost.

Availability. USG mills and warehouses are located near all principal markets. This assures fast delivery with minimum freight charges. It brings you USG materials when you want them, quickly, economically and on a single invoice.

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