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PLAINTIFF'S EXHIBIT
USG-961

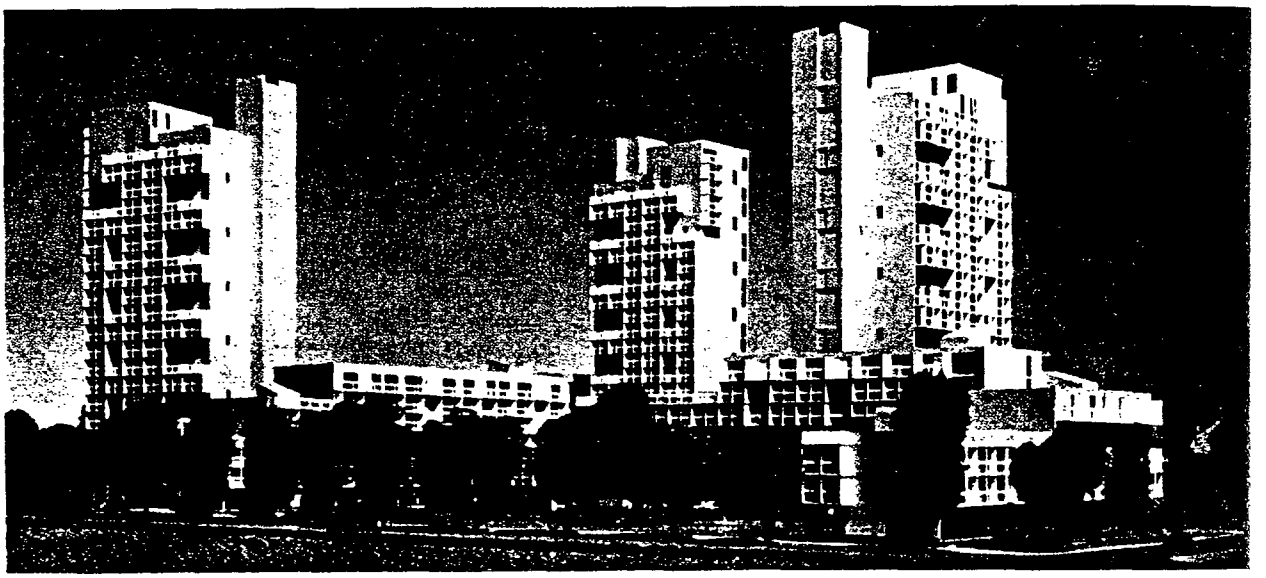
"I've found a gauging plaster 'keener' than Keenes cement...

it's STRUCTO-GAUGE"

says John Manganaro
Malden, Mass. plastering contractor



Harvard University Dormitories—
large STRUCTO-GAUGE job by Manganaro.



Here's why he's so "keen" on STRUCTO-GAUGE:

- *better mixing qualities*
- *easier application*
- *smoother finish, less troweling*
- *better bond to basecoat*
- *fewer costly callbacks*
- *harder-than-Keenes-cement finish*

U.S.G. sells Keenes cement, too, but doesn't want to keep problem-solving STRUCTO-GAUGE a secret. Why not try it? Call your dealer or U.S.G. sales representative for full details.

HISTORICAL FILE
Trade-Mark Protection
Received JUN 11 1964
DO NOT DESTROY
BBO11 0408

UNITED STATES GYPSUM *the greatest name in building*