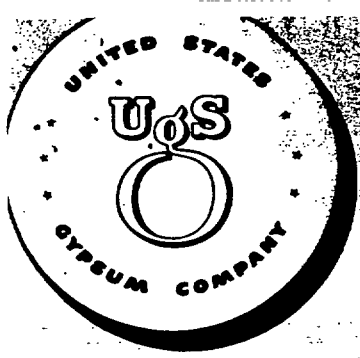




UNITED STATES GYPSUM BOARD

SALES

VITAMINS

PLAINTIFF'S EXHIBIT

USG-1650



Vitamin A - Advertising Vitamin B - Building Sales
Vitamin C - Compelling Sales Help Vitamin D - Doing Sales

BB026 1485



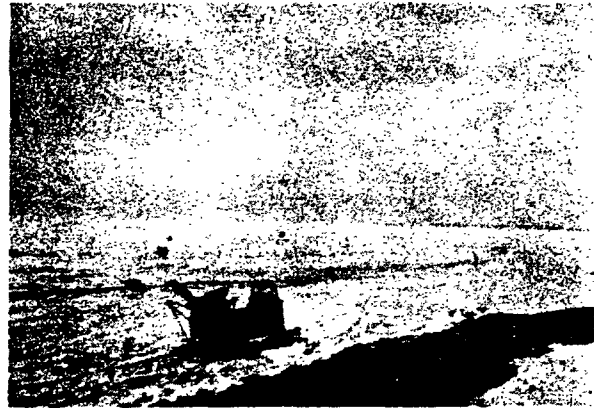
THIS TEAM INSTALLED SHEETROCK AND PER-FA-TAPE IN 249 HOUSES IN 1940.

THE PICTURE WAS SNAPPED JULY 1, 1941, JUST BEFORE THE BOYS STARTED THEIR 200TH JOB ALONG THE "PRODUCTION LINE".

THEIR AVERAGE HOUSE THIS YEAR TOOK 4500 SQ. FT. MOST OF THEM WERE 2-STORY HOMES, ACCORDING TO C.L. DAVIS, SHEETROCK CONTRACTOR, DALLAS, TEXAS.

THE TEAM IS STRONGLY SOLD ON SHEETROCK QUALITY. "BUM" RECESSES OR OTHER DEFECTS ARE CONSPICUOUSLY LACKING WHEN THEY STICK TO THE "RED LABEL".

C.M. WELCH, U.S.G. SALESMAN, IS PROUD OF THIS CREW, AND WONDERS IF ANYBODY CAN "GO HIM ONE BETTER". THIS IS PRIVATE WORK - DEFENSE PROJECTS DON'T COUNT.



Added to the problem of persuading balky contractors and dealers that Gyplap is "Better'n" wood sheathing, J.W. Hawkins, USG Salesman, Manistee, Michigan, had to figure out how to cross eight miles of ice and snow to get from the mainland to Mackinac Islands, where no autos are permitted. "Uncle Tom's Cabin" was overdue to be Gyplapped, so a crossing on the ice had to be made.

No dog-sleds were available, so J.W. found a man with a cross between an airplane and a dog-sled who "fanned" him across. Branches of evergreen trees stuck in the snow marked the trail.

Dog-sled or no Dog-sled, "Liza" Hawkins brought home the side-meet; 3000 sq. ft. of Gyplap for the "Tom" Arnold Estate, Mackinac Islands, where they don't think the auto is here to stay, but can see the merits of Gyplap.

"Phil" Phillips, District Manager, went along as "Simon Legree". He didn't have to use the whip, because this was ninth in a long line of Gyplap orders sold in small towns by Hawkins' job work.