This advertisement appears in: *American Lumberman, Gulf Coast Lumberman, Mississippi Valley Lumberman, Southern Lumber Journal, The Plan, Lumber Merchant, Retail Lumberman*—September, 1955; and *Building Supply News, Western Building, IRLDA News, Southern Building Supplies, Lumberland, Wood Construction, Hoosier Board & Brick, Illinois Building News, Iowa Lumber Dealer, Lumber CoOperator* and *Northwest Lumber Dealer*—October, 1955.

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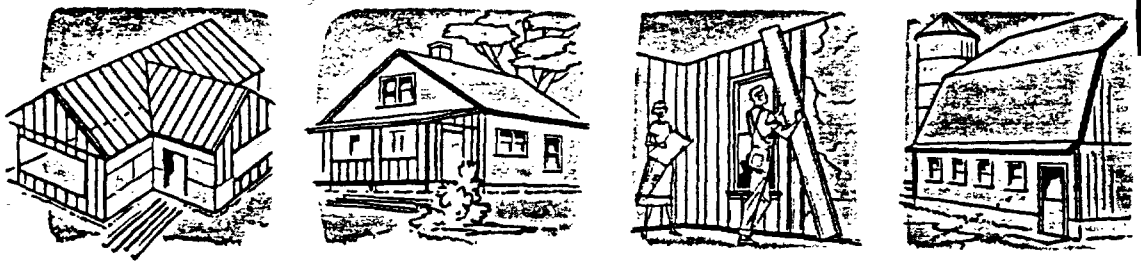
PLAINTIFF'S EXHIBIT

USG-1928

TODAY'S 4 BIG MARKETS



NEW HOMES | REMODELING | DO-IT-YOURSELF | FARM BUILDINGS

You reach them ALL with U.S.G.'s PLAN for DEALER PROFITS



New homes . . . remodeling . . . "do-it-yourself" . . . farm buildings . . . these are today's four *big* building markets. Reach these markets, *sell* these markets—with U.S.G.'s Plan for Dealer Profits. It helps you every step of the way—plants the idea for better living . . . builds preference for your firm . . . brings prospects to your door . . . helps you close the sale.

The U.S.G. Plan for Dealer Profits is spearheaded by your own full-color magazines, *Popular Home* and *The Business of Farming*, sent to your best prospects and carrying your own selling messages. It's reinforced by powerful national advertising; the industry's outstanding point-of-sale material, product samples, movies, literature . . .

Learn all about the exciting U.S.G. Plan for Profits for you—talk it over with your U.S.G. Salesman.

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