



**DOWN
COME
PLASTER
COSTS
TO THE
LOWEST
EVER!**

HISTORICAL FILE NEW RED TOP* ONE-COAT *Mark Protection*

One-day finishing saves builders time
and money on top-quality plaster jobs!

PLAINTIFF'S EXHIBIT

USG-594



ONE COAT DOES IT!

Applies fast—dries fast! New RED TOP ONE-COAT sets in one hour; guards against dry-outs, wall damage by other trades. RED TOP ONE-COAT is lightweight, easy to order (one plaster and one base material)—uses less water. Provides up to four times the coverage of ordinary plasters!



NEXT-DAY DECORATING!

Because RED TOP ONE-COAT dries in one day, an average-size residence can be trimmed and decorated just 24 hours after plaster has been applied. This saves the builder up to 10 days in finishing a home. Gives him a top-quality interior for about the same price as non-monolithic materials.



EVERYBODY PROFITS!

High-speed lathing and one-coat finishing cut weeks off your plastering schedule—assure builders more profits. You provide hard, crack-resistant walls and ceilings that make a hit with homebuyers. And RED TOP ONE-COAT permits sand floated or sponge swirl finishes over concrete.

*T.M. Reg. U.S. Pat. Off.

Be smart! Switch to RED TOP ONE-COAT PLASTER

Get all the facts from your U.S.G. Representative, or write to us at 101 South Wacker Drive, Dept. CP-41, Chicago, Illinois 60606.

UNITED STATES GYPSUM
THE GREATEST NAME IN BUILDING

BB026 0594