PLAINTIFF'S EXHIBIT

USG-843



How to make your neighbor turn green and like it!

Dear Homeowner:

There's just one way that we know of to make your neighbors turn green with envy while they love you . . .

Let their eyes feast on the beauty of YOUR new USG* Asphalt Shingle roof. That does it!

For the color blends of U.S.G. are famous. Thanks to U.S.G. "art blending" of the Gem Selected Mineral Granules (give color and protection), these asphalt shingles have a definite, distinctive look of quality — sometimes copied, but never quite approached.

Then, behind the look of quality is REAL VALUE. A value rooted in United States Gypsum Company quality control. (U.S.G. has been making superior building materials for 50 years — ask any architect or builder).

And we're right here to stand behind the applied job. We KNOW the valleys will be water tight, the flashings at dormers and chimneys snug fitting and secure.

What's more, we're here to serve you whether you need new roofing now or not. For example, we'd suggest, right now, that you let us make a FREE no-obligation inspection of your housetop. For this ounce of prevention may save you a costly later "cure." Phone today, please, at the number shown below.

Sincerely,

BB023 0340

USG UNITED STATES