

PLAINTIFF'S EXHIBIT

USG-1071

1940

1940 ★ NEW PROCESS

GLATEX

ASBESTOS CEMENT SIDING



★ STAYS CLEAN
LIKE A CHINA DISH

62041 1517



EVEN DIRTY OIL WILL NOT PENETRATE
"GLATEX" SURFACE



WIPES OFF—LIKE CLEANING
A CHINA DISH



THE SURFACE IS RESTORED TO
ITS ORIGINAL FRESHNESS

GP041 1619

THE SMUDGE TEST



WALLS THAT KEEP THEIR FRESHNESS

You can make this test yourself. Pour dirty transmission oil on the shingle—try to rub dirt into it—use any black sooty substance you can find. You can wipe it off with a clean rag. Should any film adhere to the surface it can be removed with soap and water.

WATER AND DIRT REPELLENT

"Glatex" seals the surface—"Glatex" is fused into the core of the shingle. It turns water like a porcelain bath tub. Dirt cannot easily adhere to its china-like surface.

When you see samples of this new "Glatex" Siding you will readily appreciate this epoch-making improvement. Not only is it fine looking on first examination—it stays that way. The man who buys Glatex has his good judgment confirmed year after year.

As time goes on people who apply this new siding will be more and more enthusiastic. Ask to see samples today.

U.S.

With "Glatex"—the wonderful new protective process that preserves the factory-fresh, clean appearance of side walls, there is no more need for grimy, streaked surfaces.

This process seals the siding against water and dirt penetration—dirt just can't creep into the shingle—the result is clean, fresh side walls that stay cleaner.

"Glatex" Processed Siding was released only after it had been tried and proved in long exposure tests in grime-laden air and smoke.

This gives homes, stores and buildings a trim neat appearance that continues. Side walls covered with Glatex are improved for long years to come—no painting expense every few years.

Beauty that is self-preserving

Never needs paint—washable

Fireproof protection—lasts a lifetime

UNITED STATES GYPSUM COMPANY