G7041 1664

Ask about

OUR EASY PAYMENT PLAN

DON'T delay longer—give your home the improvements it needs NOW. We can help you re-side your home, easily, economically with the U S G Monthly Payment Plan. No down payment necessary—you pay nothing until the job is finished. And you can use the same easy terms on any other type of modernizing job. Come in and see us today—find out how much you can improve your property for just a few dollars a month.

PLAINTIFF'S EXHIBIT
USG-896

LIFETIME INVESTMENT

in beauty and protection



USG ASBESTOS CEMENT SIDING

Only

USG

GIVES YOU *ALL* THESE FEATURES

FIRE PROTECTION—Of course USG Asbestos Cement Siding is fireproof. Made of Portland Cement and asbestos fibres, there is nothing in it that will burn. You cannot afford to be without this protection. Remember that fire destroys 380 homes every day—one every four minutes.

PERMANENCE—USG Asbestos Cement Siding gets harder and tougher as the years go by. It provides an exterior wall finish that need never be replaced. Made of lasting materials, it offers a lifetime of satisfaction.

LOWER COSTS—USG Asbestos Cement Siding never requires paint—saves periodical painting costs. No maintenance bills to pay. Tighter, more wind-resistant walls help to reduce fuel bills. Protects your home from fire. Can be applied right over the old walls.

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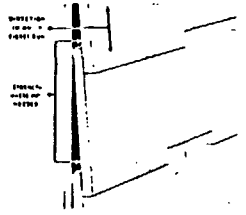
Shingles—USG Siding Shingles are 27" inches long. This means many hundred less joints on the average home—a tighter, warmer, better insulated wall



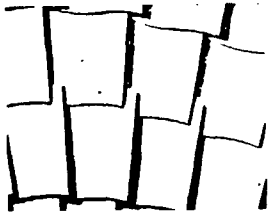
Die-Cut Edges—All four edges of U S G Siding Shingles are die-cut simultaneously. Clean, true edges make for accurate alignment—tighter joints—fuel savings—a neater job.



Strength Where Needed Most—U S G Siding Shingles are reinforced from top to bottom. This is the point of greatest strain. Once in place, the shingles are there to stay.



Greater Texture Variation—24 different texture designs in the 27" U S G Siding Shingles. Avoids monotonous repetition of identical patterns. An exclusive U S G feature.



1939

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Presto! TRANSFORM YOUR HOME *This magic, lifelong economical way*

THE pictures at the right tell a story of old buildings that have sprung into new, modern beauty —beauty that continues with the years. New fire safety and economy —for these shingles never need paint or care. Only by looking at the actual shingles or a completed job, however, can you fully appreciate the real beauty of the light, uniform colors.

Buildings like these that have been covered with USG Asbestos Cement Siding are more readily salable. Buyers quickly appreciate the beauty, economy and permanence of this new sidewall finish.

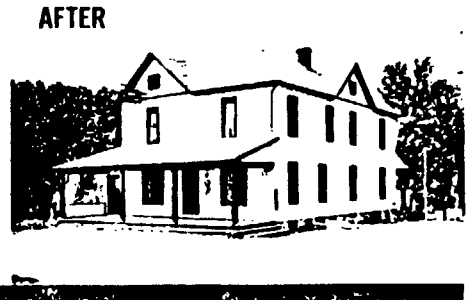

BEFORE


AFTER


BEFORE


AFTER


BEFORE


AFTER

UNITED STATES GYPSUM COMPANY