This advertisement appears in: *Popular Home* and *The Business of Farming*—
Late Spring Issues, 1956

PLAINTIFF'S EXHIBIT

USG-733

No weather worries with these Storm Shingles!

new USG IMPERIAL-LOCK

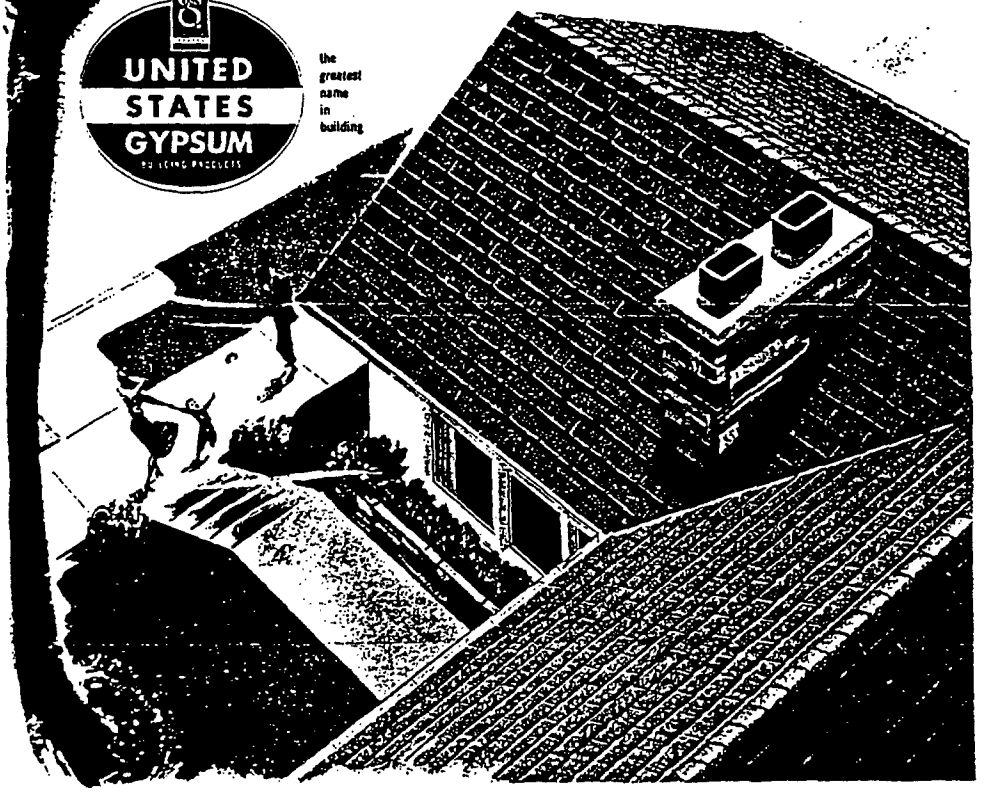
In wind tunnel tests IMPERIAL-LOCK shingles held fast, even in hurricane blasts of more than 100 miles per hour. In addition to being nailed, the lower edges of shingles are locked into the courses below. Rain or melting snow can't penetrate their heavy weather ends. They carry the Underwriters Laboratories label for fire protection.

NEW SHADOW-ACCENT BEAUTY is particularly pleasing on low-pitched roofs. Sweeping shadow lines, color-toned right into the surface, provide conventional straight-line beauty preferred by discriminating homeowners everywhere. Eight colors to choose from in random pattern "shake" texture—now at your U.S.G. dealer.

NAVAJO RED (shown), PALISADE GRAY, MOJAVE BROWN and SHASTA GREEN—all with SHADOW-ACCENT. Also in BRIAR GREEN, VENETIAN RED, PASTEL BLUE and BRILLIANT GREEN.

UNITED STATES GYPSUM

the greatest name in building



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