PLAINTIFF'S EXHIBIT
USG-1189



The Case of the "HANDPRINT ON THE HOUSE"



Dear Homeowner:

Not "who dunnit" but who'll rub it out — that's the mystery.

Looks like a terrific problem, getting that grimy handprint off the white asbestos-cement siding of this house. Not so! For this house has GLATEX*, the super deluxe USG Asbestos Cement Siding. And GLATEX, thanks to an exclusive, patented process, has a "China-like" glaze. It's washable as a china dish. Never needs paint!

AND NOW IT COMES IN NEW GREEN, GRAY, BROWN AS WELL AS IN THE TREMENDOUSLY POPULAR SATIN WHITE.

We think you should see this sensational fine home siding. It's so unmistakably high quality that it's being used more and more on upper-price-bracket new homes. YET GLATEX IS SO ECONOMICAL, SAVES SO MUCH BY ELIMINATING HOUSE PAINTING, ADDS SO MUCH TO RESALE VALUE — THOUSANDS OF OWNERS ARE RENEWING OLDER HOMES WITH GLATEX.

Here's our suggestion: Whether you plan now to do anything to the exterior of your home or not, let us acquaint you with this modern way to make any home more beautiful. Let us demonstrate the exclusive GLATEX features that set it apart from any other siding in America. Then, when you're ready to re-paint or re-side your house, you'll know all about this better way that saves and saves, not for years but for a housetime.

Please, don't wait until deterioration sets in. Phone us NOW for our expert siding inspection (FREE) and GLATEX siding estimate. No obligation.

Sincerely yours,

HISTORICAL FILE
Trade-Mark Protection
Received 1950
DO NOT DESTROY

BB023 0339

USG
UNITED STATES GYPSUM