

NEWSPAPER MATS

FOR ADVERTISING

USG

GLATEX

ASBESTOS CEMENT SIDING

PLAINTIFF'S EXHIBIT

USG-1127

Newspaper mats of the advertisements illustrated in this folder are now available to U S G Dealers.

Please order mats by number as shown below each advertisement.

These mats are furnished to aid U S G Dealers in promoting the sales of Glatex Siding. Their use in no way obligates the United States Gypsum Company for any payment for the space in which they are used.

GT004 0892

UNITED STATES GYPSUM COMPANY

HOUSE WALLS
CLEAN AS A CHINA CUP

NEW GLATEX
ASBESTOS CEMENT SIDING

PRODUCT OF UNITED STATES GYPSUM COMPANY

- The surface of Glatex Siding has a china-like glaze that repels dirt and turns water. It helps to keep sidewalls clean and to preserve their freshness and beauty. Glatex has the fireproof durability of ordinary asbestos cement siding plus a cleanable surface.

Come in and see this better siding. Ask about our monthly payment plan.

DEALER'S NAME

Ad No. 617—2 col. x 5 in.

HOUSE WALLS
CLEAN AS A CHINA CUP

GLATEX
ASBESTOS CEMENT SIDING

PRODUCT OF
UNITED STATES GYPSUM COMPANY

- The surface of Glatex has a china-like glaze that repels dirt and turns water. It helps to keep sidewalls clean and to preserve their freshness and beauty. Glatex has the fireproof durability of ordinary asbestos cement siding plus a cleanable surface.

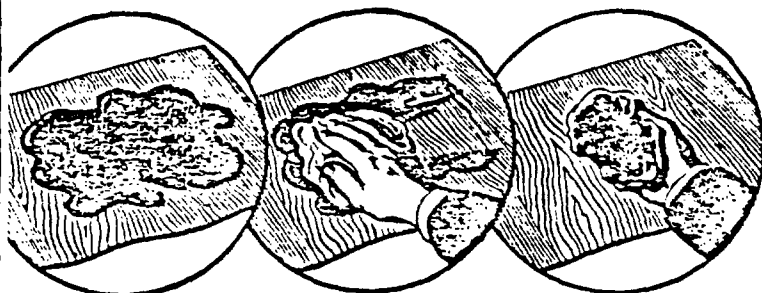
Come in and see this better siding. Ask about our monthly payment plan.

DEALER'S NAME

Ad No. 620—1 col. x 5 in.

C1004 0893

HOUSE WALLS THAT DIRT AND WATER CANNOT PENETRATE



Even dirty oil will not penetrate "Glatex" surface.

Wipes off—like cleaning a china dish.

The surface is restored to its original freshness.

NEW GLATEX

ASBESTOS CEMENT SIDING

PRODUCT OF UNITED STATES GYPSUM COMPANY

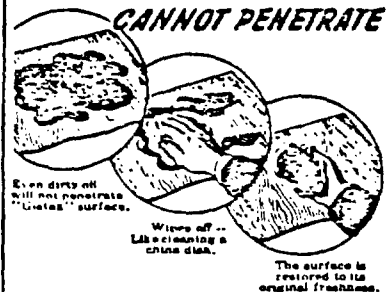
● This lasting cleanliness of Glatex plus its durability, fireproofness and attractive appearance provide a new exterior wall surface that eliminates painting and adds years to the life of your house.

You can put Glatex right over the old sidewalls of your home and pay for it in easy monthly payments; call and get full details.

DEALER'S NAME

Ad No. 616—2 col. x 6 in.

HOUSE WALLS THAT DIRT AND WATER CANNOT PENETRATE



Even dirty oil will not penetrate "Glatex" surface.

Wipes off—like cleaning a china dish.

The surface is restored to its original freshness.

NEW GLATEX

ASBESTOS CEMENT SIDING

PRODUCT OF
UNITED STATES GYPSUM COMPANY

● This lasting cleanliness of Glatex plus its durability, fireproofness and attractive appearance provide a new exterior wall surface that eliminates painting and adds years to the life of your house.

You can put Glatex right over the old sidewalls of your home and pay for it in easy monthly payments; call and get full details.

DEALER'S NAME

Ad No. 622—1 col. x 5 in.

CP004 0894



NEW GLATEX

ASBESTOS CEMENT SIDING

PRODUCT OF UNITED STATES GYPSUM COMPANY

● A new revolutionary process gives Glatex a china-like surface that is sealed against water and dirt penetration. Rain washes off the surface and helps to keep its original beauty and freshness. Come in and see this fireproof siding that is different from any other and learn how you can put it right over the old sidewalls of your home and pay for it in small monthly payments.

DEALER'S NAME

Ad No. 618-2 col. x 5 in.

**LET THE RAIN
WASH IT CLEAN**



NEW GLATEX
ASBESTOS CEMENT SIDING

PRODUCT OF
UNITED STATES GYPSUM COMPANY

● A new revolutionary process gives Glatex a china-like surface that is sealed against water and dirt penetration. Rain washes off the surface and helps to keep its original beauty and freshness. Come in and see this fireproof siding that is different from any other and learn how you can put it right over the old sidewalls of your home and pay for it in small monthly payments.

DEALER'S NAME

Ad No. 623-1 col. x 5 in.

C P004 0895

**HOUSE WALLS
SEALED AGAINST DIRT!**

with

NEW GLATEX

ASBESTOS CEMENT SIDING

PRODUCT OF UNITED STATES GYPSUM COMPANY

● When applied over old walls Glatex Siding repels dirt because the china-like finish is baked into the cement siding. Water and dirt will not penetrate Glatex. In addition to this "plus" advantage Glatex is fireproof. Come in and see this revolutionary new siding. Ask about our monthly payment plan for Glatex Siding.

DEALER'S NAME

Ad No. 615-2 col. x 5 in.



GLATEX

ASBESTOS CEMENT SIDING

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● When applied over old walls Glatex Siding repels dirt because the china-like finish is baked into the cement siding. Water and dirt will not penetrate Glatex. In addition to this "plus" advantage Glatex is fireproof. Come in and see this revolutionary new siding. Ask about our monthly payment plan for Glatex Siding.

DEALER'S NAME

Ad No. 621-1 col. x 5 in.

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