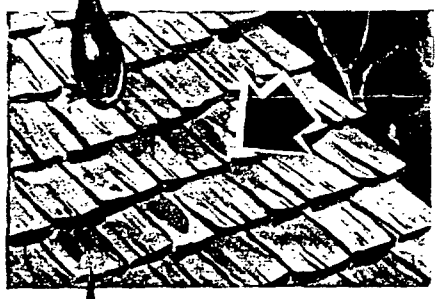
MILLIONS OF DOLLARS A YEAR

Watch these danger signals

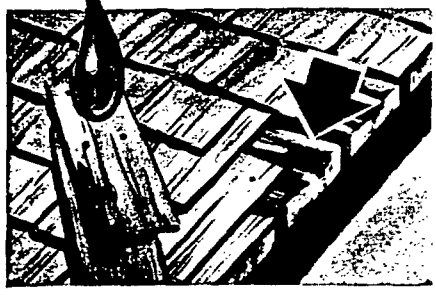
PLAINTIFF'S EXHIBIT

USG-728



WARPED AND SPLIT SHINGLES

Split, warped, and broken off pieces of shingles are unfailing signs that there is going to be trouble soon. Small leaks may even now be causing some damage. Quick action at this point is real economy. Any roof in this condition is a risk.



ROTTED ROOF BOARDS

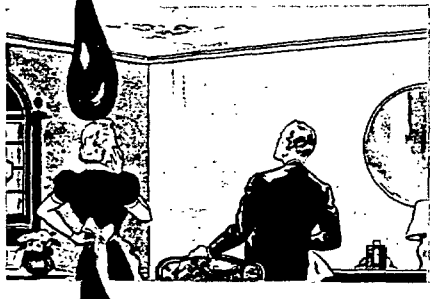
Don't delay when you first notice stains and signs of rotting on roof boards, rafters, and sills. Repairs or replacement of structural members weakened by repeated soaking may cost more than an entirely new roof. Prompt action eliminates this extra cost.

Here's what Happens



WATER RUNS DOWN RAFTERS

Before roof boards and rafters become thoroughly saturated and rotted, water will trickle down them to the inside walls. Repeated soakings will weaken and rot these structural members. After that, no part of the house is safe from damage and decay.



SPOILS DECORATIONS

Every time water drips down into the walls the wall structure becomes weaker and weaker. Then it comes right through and leaves ugly spots on the inside walls and ceilings. Frequently draperies and furnishings are ruined. All this because of a neglected roof.



. . . AND EVEN MENACES HEALTH

Down, down goes the water on its path of destruction. From roof structure to walls—on down to the basement. More damage to the structure and a damp, smelly atmosphere throughout the house, with the health of your loved ones in constant jeopardy.

89006 0328

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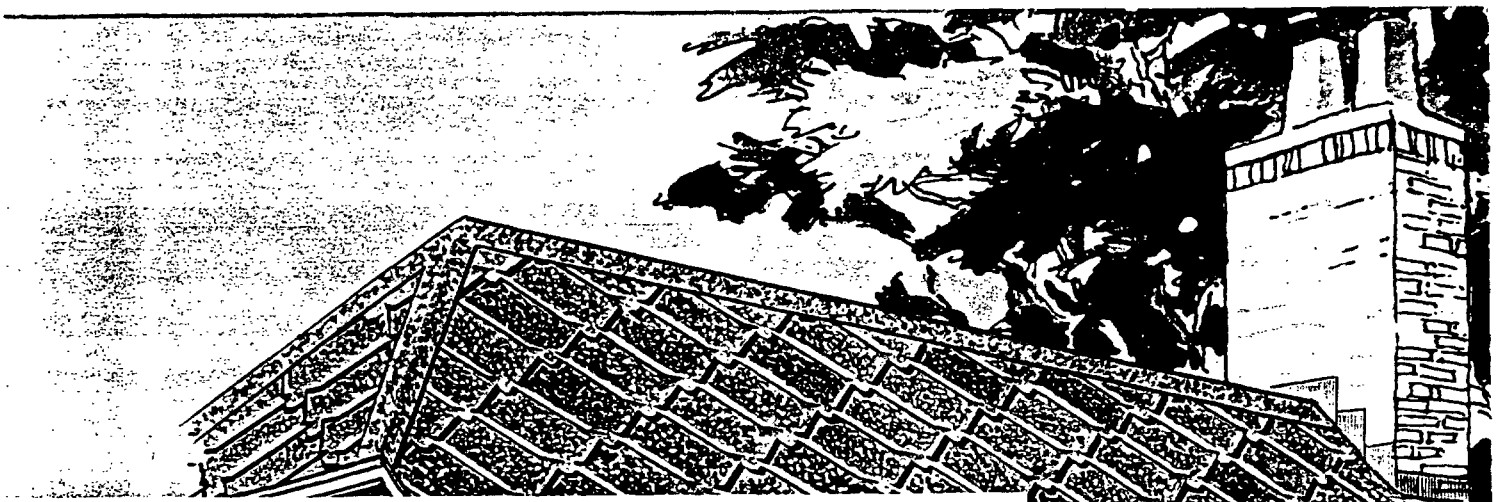
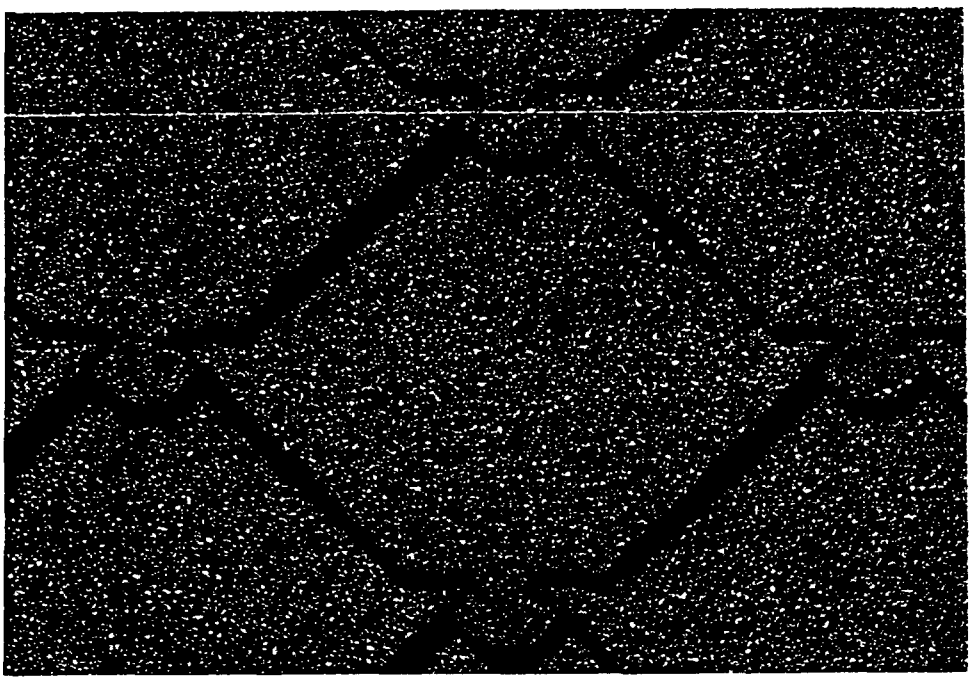
FORTIFIED



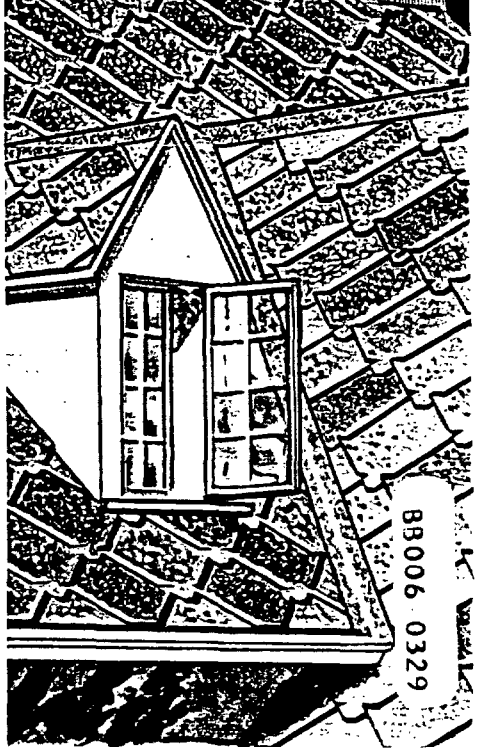
AGAINST FIRE

Inflammable roofs are a menace—outlawed in 520 U. S. municipalities. Remove this fire hazard—help protect your own life and the lives of your loved ones. Help prevent fire loss and reduce insurance rates with a USG mineral-surfaced Asphalt Roof—"Fortified" against fire.





USG ARRO-LOCK SHINGLES—BRILLIANT GREEN



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SNOW

over an old roof—asphalt act as an extra blanket of ion. Fuel losses may be l, with resulting savings in help pay for the new roof. Asphalt Shingle Roofs are ed" to withstand icy blasts as changeable temperatures.

WIND

When winds blow—it's good to know that your roof is "Fortified." Then you can be certain it is designed to weather the gale. U S G Asphalt Shingles are made to meet every requirement of a good roof. Patented locking features provide extra protection against high winds.

RAIN

A roof must be "Fortified" to provide a watershed. Made with asphalt —the oldest known waterproofing agent—U S G Roofs assure protection from water and weather. They help save damage to walls, ceilings and decorations — help preserve the family health and welfare.

SUN

The full-bodied saturation of asphalt in USG Shingles provides a reservoir wherein life-preserving elements are stored. So when the sun beats down it strikes a roof that is "Fortified" against the destructive rays—"Fortified" to preserve its life and beauty for years.

Select These Shingles of Exclusive USG Design for an Attractive Weather and Fire-Resistant Roof

Most of the important improvements in asphalt shingles were made during the past ten years. And U S G has taken full advantage of them. Completely modern plants and equipment, tremendous research facilities, and over 35 years of leadership in the manufacture of building materials all contribute to the exceptional quality of USG Roofing Products. The result is a complete line—distinctive shapes and glorious, lasting colors. Conventional, lock type, and special designs. A shingle for every type of roof. Plain or solid colors. New eye-appealing blends bright, subdued, warm or cool, that suit varied tastes and styles of architecture.

ARRO-LOCK SHINGLES

The shingles reproduced on the opposite page give you some hint of the colorful beauty and distinctive design of the USG Arro-Lock* roof.

Their greatest value, however, lies in the patented slot arrangement at the bottom that holds each shingle together with an "unyielding grip." In addition, each shingle is firmly secured to the roof by four nails.

*Reg. Trade-Mark

. . . Right Over Your Old Roof



Applying a new roof right over the old one, you save the labor cost of ripping off the old shingles. There is less debris to clean up. And you retain the insulation value of the old roof.

Re-Roof Now—Pay Later

We can help you to re-roof your home, easily, economically with the U S G Monthly Payment Plan. No down payment necessary—you pay nothing until the job is finished. Take advantage of our experience in roofing problems. Let us help you to get the right roof for your home for only a few dollars per month.

89006 0330

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WHERE IT BEGAN

A few sparks from the chimney quickly ignite the old, dried-out shingles and soon the whole house is a mass of flames. This is the most common cause of all residential fires—the worst menace to the safety of property and life.

Avoid this costly damage

Every four minutes, every day and night, fire destroys another home. Every year millions of dollars worth of property goes up in smoke. A large percentage of this great loss could easily be avoided by the use of fire-resistant roofing materials. Be sure that your home has a fire-safe roof. Records show that mineral-surfaced asphalt shingles have frequently withstood the above test in a creditable manner. They bear the Class "C" label of the Underwriters' Laboratories, Inc. And insurance companies in most states offer much lower rates on property protected with this type of roof.

D-4

STOP

PLAYING WITH

