

PLAINTIFF'S EXHIBIT

USG-1055

American Roofer, etc.—American

Lucky the Man Who Sell USG* Roofing!

NEW PASTEL BLENDS IN USG THICK-BUTT



Terrific sellers—also outstanding
standard colors in this quality
asphalt shingle.

POPULAR ARRO-LOCK,[®] OTHER LOCK SHINGLES



Harder the
wind blows, the tighter they
lock! Selling features
you can demonstrate!

GLATEX[®] IN COLORS, COMPLETE SIDING LINE



Everybody knows GLATEX,
the aristocrat of asbestos
cement sidings. A real
money-maker!

STANDOUT LINE OF ROLL ROOFING



There's SHINGAL-ROL[®]
for shingle effect at
roll price. Standard rolls, too.

...you're in Luck with this Leading Li

Tops in beauty, in quality, in downright sales appeal.
It's a complete line, with exclusive selling features to
lift you above the toughest competition. A money-maker
line, backed by the greatest name in building. Are
you in? Put this lucky lineup in your selling kit—now

*T. M. Reg. U.S. P.



UNITED STATES GYPSUM

The Greatest Name in Building

Fulton, Morrissey Company



Advertising ... CHICAGO

GP032 1055