

PLAINTIFF'S EXHIBIT

USG-1155

**for outstanding new colors,
for straight-grain texture...**

USG STRIATED

fireproof asbestos cement siding

Just see how it sells!

New colors give a house a true luxury look at moderate cost. They're fresh and lasting—Cadet Gray, Canyon Brown, Island Green, Salem Red, Birch White—so soft, so *right* for any house. Lustrous, thermoplastic coating; no paint or preservative needed. Straight-grain texture is non-patterning and will satisfy your most discriminating customers.

Just see how fast it goes up!

Shingles are extra wide—27 inches—meaning fewer to handle, fewer to nail up. (Means less joints, tighter walls for the homeowner, too.)

Just see how it pays!

You get increased volume because it's so *easy* to sell! Quicker installation saves labor, lets you finish jobs faster.

For complete information, write
Dept. NR-1, 300 W. Adams St., Chicago 6, Ill.



UNITED STATES GYPSUM
the greatest name in building