PLAINTIFF'S EXHIBIT
USG-1473

For Your Information

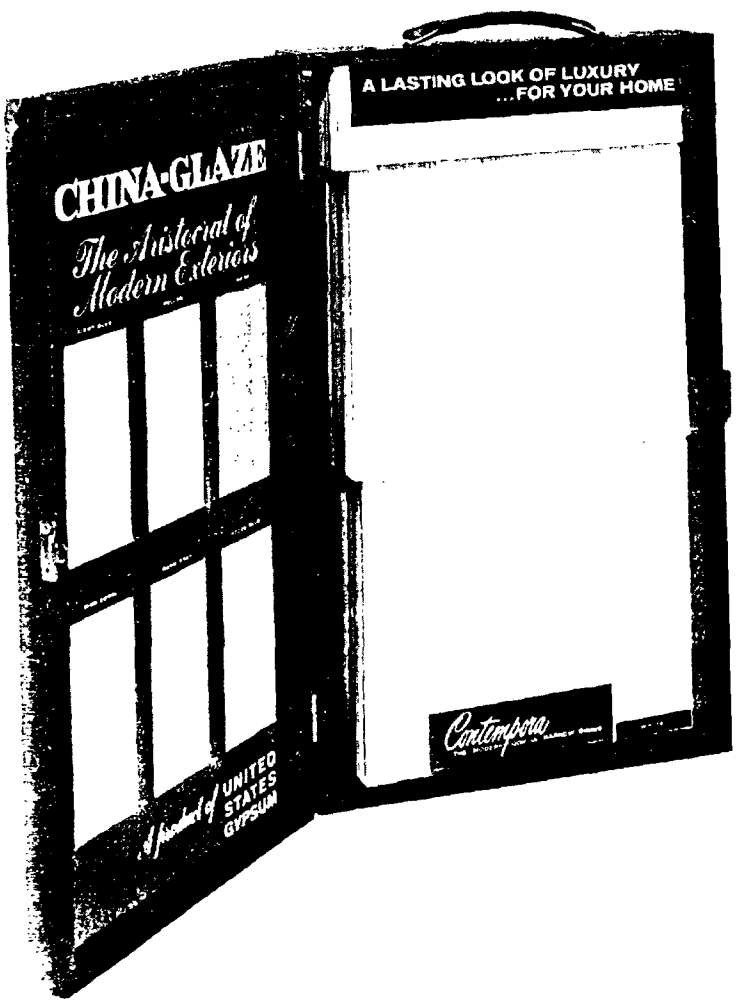
UNITED STATES GYPSUM CO.

ROOFING & SIDING PRODUCTS

June 12, 1964

REVISED
ACR-172/ACR-173
CHINA-GLAZE or GLATEX SIDING SAMPLE DISPLAY CASE

We've added another member to the family....



ACR-172/ACR-173 "D"

Yes, now this popular siding sample is available with corners. Many of you have applicator salesmen who desire a siding sample with corners... others prefer a different type.... we have that, too!

RR017 2305

USG—6523

With the new corner innovation, the ACR-172/173 is probably the most versatile sample case on the market today. It should be your trump in meeting your siding customer's every demand. And... it's a fitting showcase for the Aristocrat of Modern Exteriors.

HOW TO ORDER

(In the past you have been able to requisition separate replacement parts for existing sample case. Single swatches, the new nine-slot left-hand panel, etc. This still holds true, with one exception. To accommodate the new "D" style, with corners, the case itself is made approximately two inches deeper. So naturally, you cannot put a "corner part" into an old case, you must order a complete display sample case to get the corner unit. However, for the sake of economy, do order replacement parts as before for both old and the new "D" style as required. You will make our supply of these attractive units go further to serve everyone.)

Order from East Chicago -- use separate advertising requisition.

1. Show form number: ACR-172 -- CHINA GLAZE
   ACR-173 -- GLATEX

2. Add CODE NUMBER to above form number as separate replacement part is needed.

3. State style number of case: A, B, C or D.

4. In descriptive column, always specify color or colors, and specify name and number of product where necessary as per code below.



BB017 2304

CODE NUMBER

LP-9	One nine-slot left-hand panel only for type (A) or (C) cases with #444 (CHINA GLAZE) or #400 (GLATEX). Color swatches show complete line.
LP-6	One six slot left-hand panel only.
9	One shingle color swatch (3-1/8" x 3-7/8") for the nine-slot left-hand panel. Specify color.
6	One shingle color swatch (3-1/8" x 5-1/2") for the six-slot left-hand panel. Specify color.
A-RP	Siding shingles only (two pieces with cardboard backer) for RIGHT PANEL OF CARRYING CASE STYLE A (as described below). Specify number and color of product.
B-RP	Siding shingles only (three pieces with cardboard backer) for RIGHT PANEL OF CARRYING CASE STYLE B (as described below). Specify number and color of product.
C-RP	Siding shingles only (2 pieces) for RIGHT PANEL OF CARRYING CASE STYLE C (as described below). Specify number and color of product.
D-RP	Siding shingles and corners for RIGHT PANEL OF CARRYING CASE STYLE D (as described below). Specify number and color of product.

When complete new sample cases are ordered, the following standard color arrangements will be supplied unless otherwise specified:

Style	Right Side	Left Side
A	White, regular 11" exposure, lapped as applied showing shadow line.	Color swatches of all 9 colors.
B	White, contempora, narrow exposure lapped as applied.	Swatches of remaining colors, some repeated if necessary to fill 6 spaces.
C	2 large swatches, all edges concealed. Top, White; Bottom, Meadow Green.	Swatches of remaining colors in specified product number, some repeated if necessary to fill all spaces.

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Style	Right Side	Left Side
D	Specify product and color, lapped as applied with Kokomo Corners and exposed lower edges. (Also available with metal channel on lower edges, if required, in White only).	Swatches of remaining colors in specified product number, repeated if necessary to fill spaces.

D. W. Jacobsen,
Commodity Advertising Manager

This letter sent to all Regional, Division, District and Ass't District Managers, Sales Promotion Managers, Architect Service Representatives, all General Line and Siding Specialty Salesmen in the U.S.A., except in the following districts: Albany, Boston, Buffalo, Providence, Long Island, Manhattan, Hudson Valley, Connecticut, New Jersey, Baltimore, Philadelphia, Washington, Chicago, Los Angeles #90 & Los Angeles #52; copies to Messrs. Watt, Duffy, Busch, Futterer, Stainback, Chandler, Fisher, Cady, Gimlin, Day, D. Wilson, Aalholm, E.L. Petersen, Vebawn, Gerkin, Stolz, Bledsoe, Keessen (10), Norman, O'Brien, Splittorff, Underwood, Lane, J.J. McLaughlin, Jarvis, O'Donnell, Bopp, Wayman, T. Richards, McClayton, Department #122 (10), Dept. #147-4 (20), Dept. #159 (24).

RB017 2308