PLAINTIFF'S EXHIBIT
USG-821

HISTORICAL FILE
Trade-Mark Protection
Received
DO NOT DESTROY

FOLDER NUMBER
4
Order By This Number



PHONE US FOR ROOF REPAIRS.

OUR MEN ARE EXPERIENCED-OUR PRICES ARE RIGHT

EAVESTROUGHS CLEANED AND REPAIRED

Rust and leaks are sure to follow when an eavestrough clogged with leaves and dirt is neglected. Give us a call, we can clean and repair them reasonably.



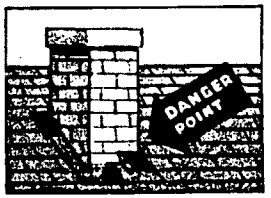


MINOR ROOF REPAIRS SAVE MONEY

Reinforcement of loose shingles and sealing of potential leaks is easy to do now and may save a big bill in a year or so. It doesn't pay to neglect your roof.

CHIMNEY AND VENT FLASHINGS REPAIRED

Small leaks at the chimney soon become big leaks that spoil walls and ceilings. We can repair minor chimney leaks without trouble and at low cost.



IMPROVE THE APPEARANCE OF YOUR HOME AT LOW COST



Brick Like Siding eliminates costly repairs to old outside walls. Brick Like Siding seals the walls against wind and rain and makes your home cozy. You'll be surprised at the low cost.

We will be glad to arrange Easy Budget Terms for repair work.

SAVE this handy name reminder
Please tack up in your basement

BB020 1822

TORONTO ASPHALT SHINGLES LAST LONGER

BB020 1823

. . . *Give Complete Roof Protection at Lowest Cost . . . with New Beauty*

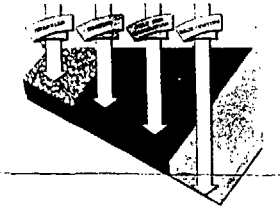
When you re-roof with Toronto Asphalt Shingles, you get ALL ten of the essential roofing characteristics shown in the chart on the right—resistance to fire, long life, low cost, choice of colors, beauty of design—complete roof protection for your home at lowest cost. With all these points in their favor, no wonder home owners prefer and specify Toronto Asphalt Shingles for their new roof.

THIS CHART SHOWS WHY HOME OWNERS SELECT TORONTO ASPHALT SHINGLES WHEN THEY RE-ROOF!



CHARACTERISTIC	Asphalt	Wood Shingles	Corrugated Steel	Asbestos Shingles	Slate	Clay Tile
1. Suitability for every roofing purpose	√					
2. Beauty of color	√			√	√	√
3. Wide choice of color	√			√		√
4. Choice of texture	√			√	√	√
5. Choice of pattern	√	√		√	√	√
6. Architectural suitability	√	√		√	√	√
7. Fire resistance	√		√	√	√	√
8. Insurance savings	√		√	√	√	√
9. Constant product improvement	√		√	√		
10. Economy	√	√	√			
Combined rating	10	3	4	8	5	

Your New Roof Should be "FORTIFIED"



Against FIRE . . . SNOW WIND . . . RAIN . . . SUN

A roof that is to last must be equipped to fight the elements and guard against all kinds of weather. Toronto Asphalt Shingles are "Fortified" at every step of production to protect against fire, driving rains, ice and snow, and blistering sun.

BUILT LIKE A FORTRESS

Toronto Asphalt Shingles are built like a "fortress" with Granules, Coating, Felt, Saturation and Back-Coating all carefully selected and scientifically combined to survive in the war against wear.

FREE Roof Inspection Saves Money

Don't wait 'till your roof leaks—have it checked NOW. We do this without charge and give you a complete report on its condition. Phone today!

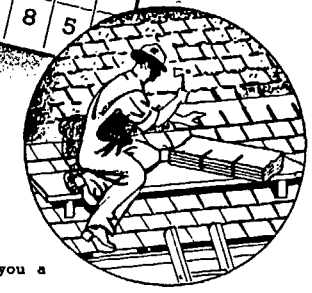
What a Single Leak Means . . .



How often have you poured liquid from a cup and noticed the first drops trickling down the side? As the flow increases, the stream frees itself and pours almost vertically from the cup. In the same way a defective roof starts to leak. When the first drops from a leaky roof strike you in the face it is usually a warning that the roof has been leaking for some time, that water seeping through defective or worn out shingles has been attacking roof boards and rafters.

YOUR NEW ROOF APPLIED RIGHT OVER THE OLD ONE

We apply your new roof right over the old one, saving you the cost of ripping off the old shingles. Phone us to bring out our samples of Toronto Asphalt Shingles and let us help you select the design best suited to your home.



RE-ROOF NOW-*Pay Later* A small down payment will give you a new roof right away. Why delay?

Phone us today for FREE Estimate

YOUR NAME IMPRINTED HERE

YOUR TELEPHONE NO.

YOUR ADDRESS IMPRINTED HERE