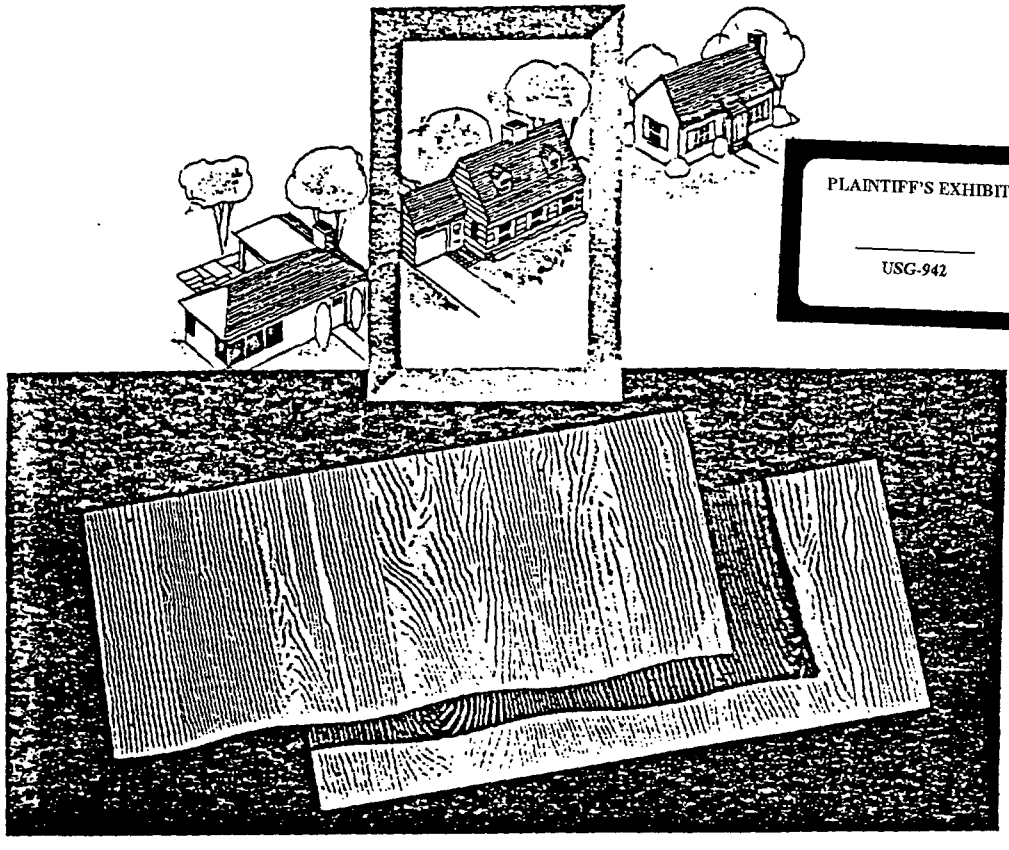
Ad No. 507—American Roofer—August, 1947
United Roofer—August, 1947



PLAINTIFF'S EXHIBIT

USG-942

WHAT'S THE GLATEX* PICTURE?

Siding applicators are likely to think of "The GLATEX picture" in terms of supply. Since the very beginning GLATEX asbestos cement siding popularity has taxed our production facilities. The loyalty of our many applicator friends through these years of restricted supply is appreciated.

Until our manufacturing capacity can be increased, we seek your continued patience and understanding. Some day the *supply picture* will change.

The picture that doesn't change is the charming one GLATEX siding makes of the home. The original satiny white beauty in seemingly endless variety of subtle textures is preserved longer by the china-like sealed finish that is GLATEX. And, of course, we want *you* in the GLATEX Picture.

*GLATEX is a registered trademark which distinguishes the asbestos cement siding manufactured only by the United States Gypsum Company.

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