

PLAINTIFF'S EXHIBIT

USC-1952

1949

ROOFING and
SIDING
MATERIALS



BB024 1429

ROOFING AND SIDING CONTRACT

Middleton, U.S.A.

City

State

John Doe

Date

1949

Middleton, S.A.

Address

We propose to furnish and apply to you

Roofing

situations

Chalmers Road

the following materials

Under Roofing

Thompson Asphalt Shingles

Other Materials

To be paid for by you on the following terms.

\$500 cash upon completion of work.

\$ to be paid at the rate of per month for a period of months.

The owner or owners agree to execute a promissory note acceptable to the undersigned for the amount herein set forth. Acceptance by the owner shall constitute a contract and shall constitute the entire contract between and binding upon the parties hereto, superseding all promises or agreements except as herein set forth, but shall be subject to approval of credit.

Yours truly,

Your Customer

BB024-1430

Point-of-sale

WALL AND WINDOW STREAMERS



SUPER-TITE
THE SUPER-SAFE SHINGLE



ARRO-LOCK

THE ORIGINAL NATURAL-LOCKING SHINGLE

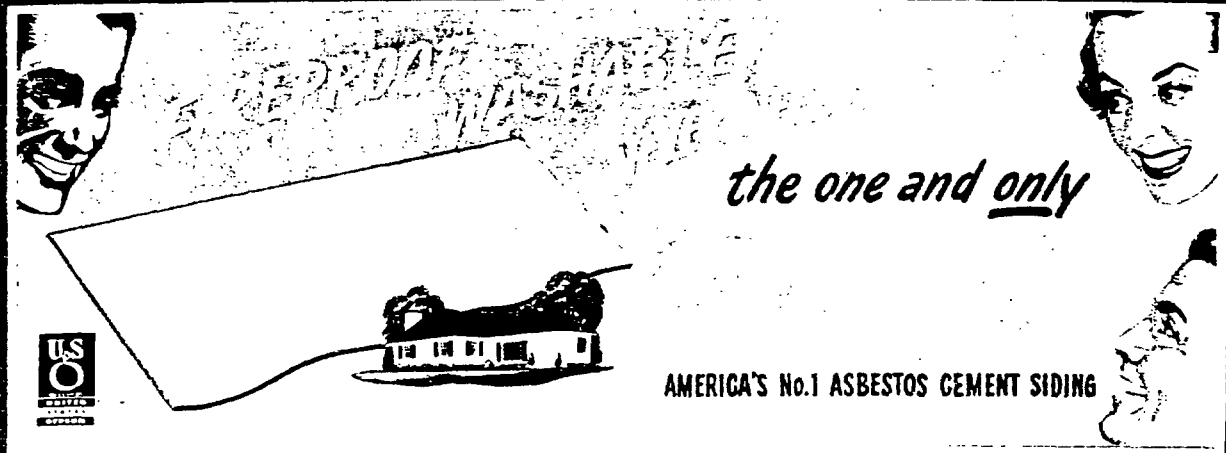


USG
UNITED STATES GYPSUM
ROOFING

Get FREE Estimate NOW!



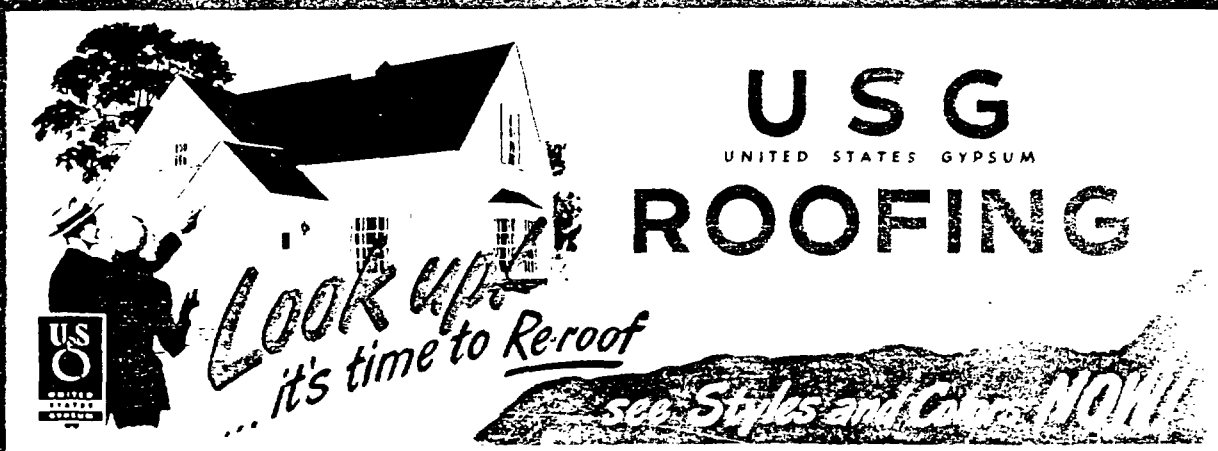
full color materials



the one and only

AMERICA'S No.1 ASBESTOS CEMENT SIDING

USG
UNITED STATES GYPSUM



USG
UNITED STATES GYPSUM

ROOFING

*Look up
... it's time to Reroof*

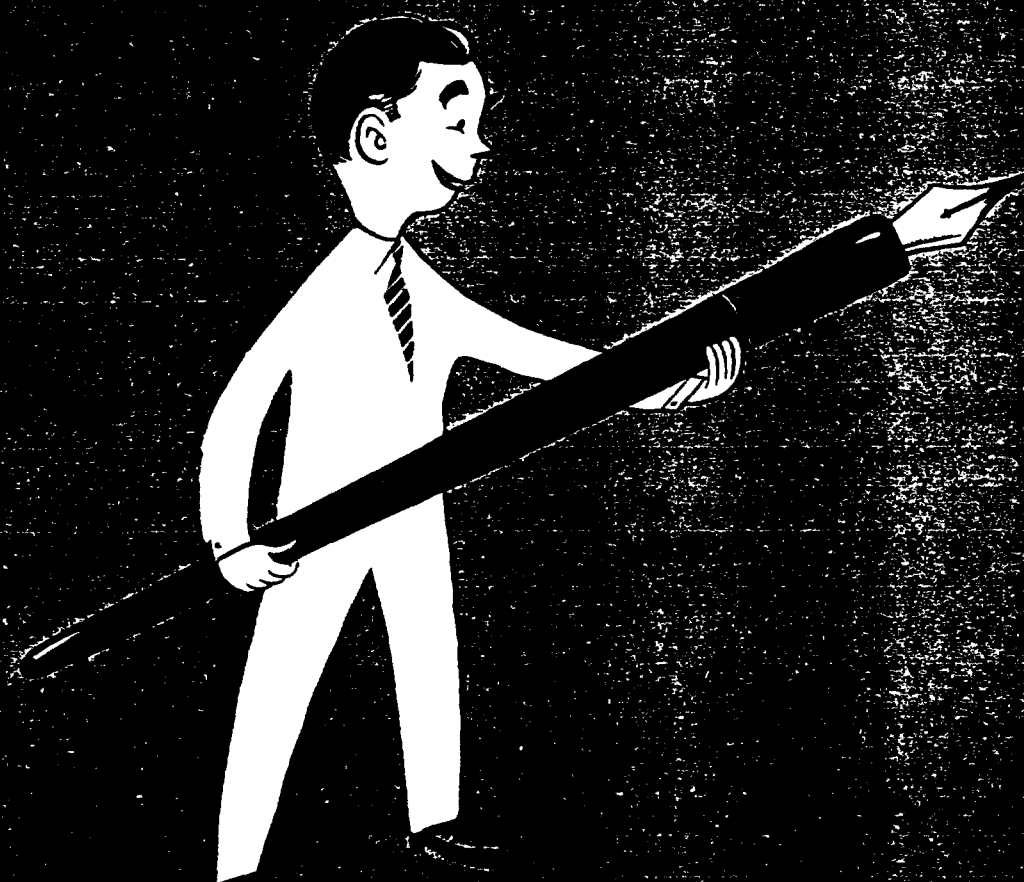
see Styles and Colors NOW!!

USG
UNITED STATES GYPSUM



BB024 1433

PRODUCT FOLDERS



BB024 1434

BB024 1435

RF-83

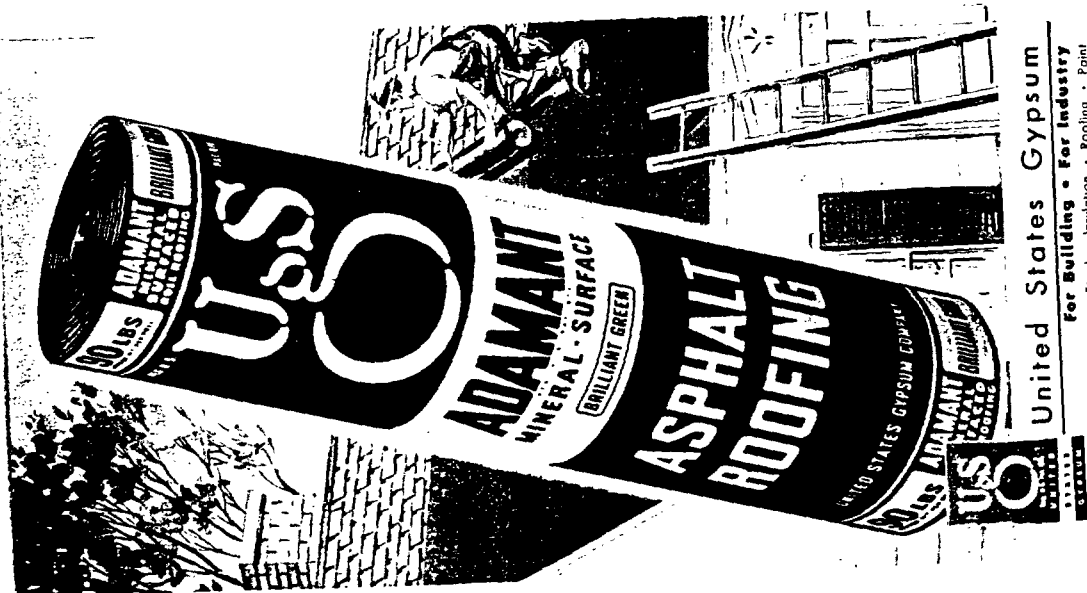
1902-1904

B8024 1436

ACR-7



WEATHER ARMOR
FOR YOUR ROOF



USG Roll Roofing

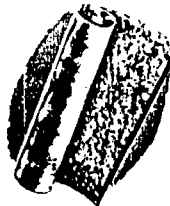
T. M. REG. U. S. PAT. OFF.

MADE IN VARIOUS COLORS,
WEIGHTS AND SURFACES

There's a grade, weight and surface for
practically every type of work under the sun
... for new buildings and re-roofing.

ADAMANT*

top grade mineral surfaced roll roofing
in your choice of Brilliant Green,
Persian Red, and Black. One roll
covers 100 square feet, weighs ap-
proximately 90 lbs. including fix-
tures. Approved by Underwriters'
Laboratories as a Class "C" fire-
resistant covering.



IMPERIAL*

smooth, mica-surfaced roll roofing
in your choice of 65, 55, or 45-lb.
weights. 65 and 55-lb. weights
carry Class "C" Underwriters'
label.

*T. M. Reg. U. S. Pat. Off.

RF-50—Copyright 1949, United States Gypsum Company



65-LB. IMPERIAL

is particularly recommended for
"blind nailing" application,
which does away with the hazard
of exposed nails. A 5-inch safety
lap is cemented down by the
cold method with SUPER-TITE
Quick Setting Lap Cement.



OPEN ENDS

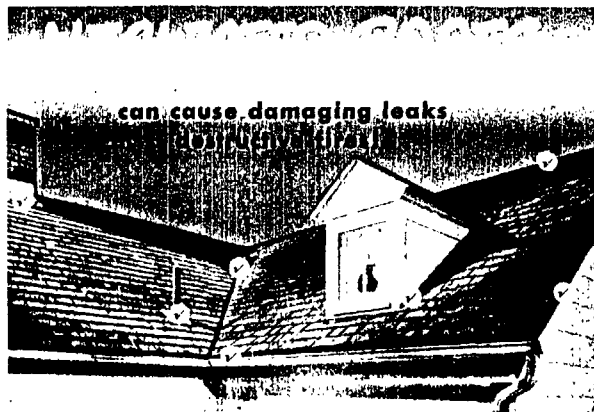
provide convenient hand holds.
Cement and nails for applying
each roll are secured in the cen-
ter of the roll with a patented
holder.

BB024 1438

.... the weather will
get under your roof!

MAIL ^{this} card TODAY

POSTAGE
PAID



DON'T GAMBLE WITH YOUR ROOF!

Is your roof giving your home FULL protection? Little leaks rot timbers, damage interiors . . . old shingles invite destructive fires!

Let our experts check your roof now! If it's sound, you're free from worry. If it needs repair, they'll estimate costs—without obligation.

Our men are experienced roofers. Our materials are made by the United States Gypsum Company—your assurance of the highest quality. Convenient payment terms gladly arranged.

Don't wait! Check and mail the attached card TODAY!

Let us check your roof now! No obligation.

RF-46

Gentlemen:

I'm interested in the following services you have to offer to help keep my home in first-class condition. I understand that I am not obligated to you in any way.

- ☐ FREE roof inspection and estimate.
- ☐ Information on a new roof.
- ☐ Information on new siding.

NAME

ADDRESS

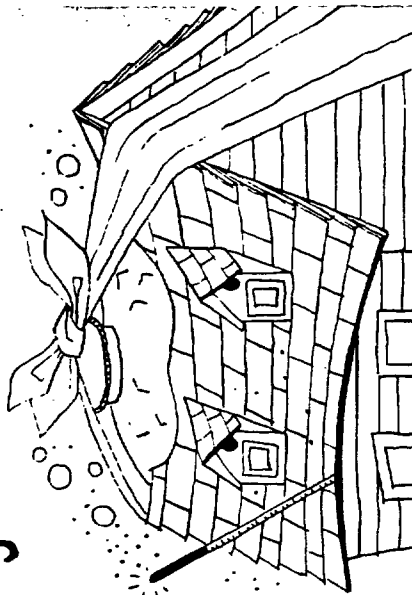
CITY

STATE

REMARKS

BB024 1439

don't let your roof
get "under the weather"



BB024 1440

OR...



BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES
2c POSTAGE WILL BE PAID BY

FIRST CLASS
Permit No. 760
(Sec. 510, P. L. & R.)
Chicago, Ill.

USG Thick Butt Asphalt Shingles

Built For Beauty That Endures



Give Your Home this roof distinction...

Tops in Beauty

There's rugged beauty in every line of these massive shingles—and in their deep, attractive shadows. They are "at home" on any roof!

...in Protection

They're all protection! The thick tabs, extra heavy at the weather end where wear occurs, hold fast against driving winds and drenching rains. There are years of wear built into every shingle!

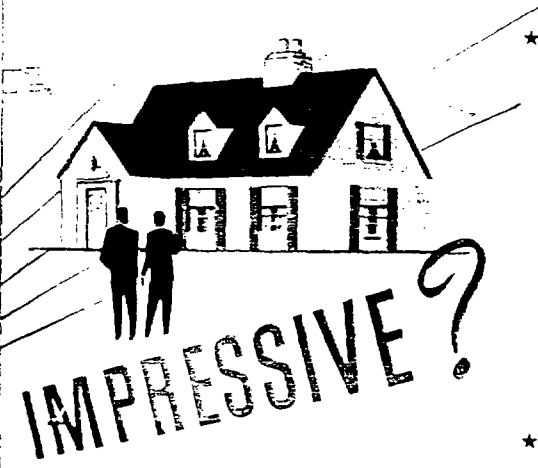
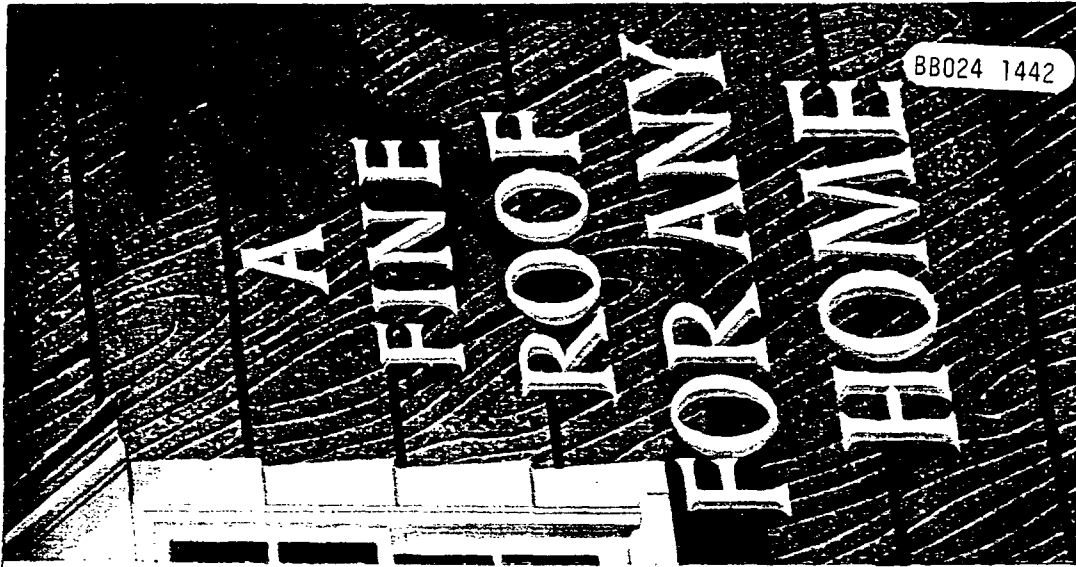


United States Gypsum

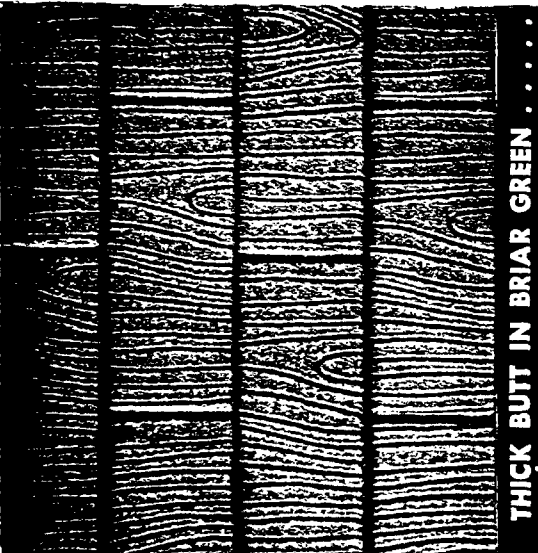
For Building • For Industry

ASK FOR FREE
INSPECTION TODAY!

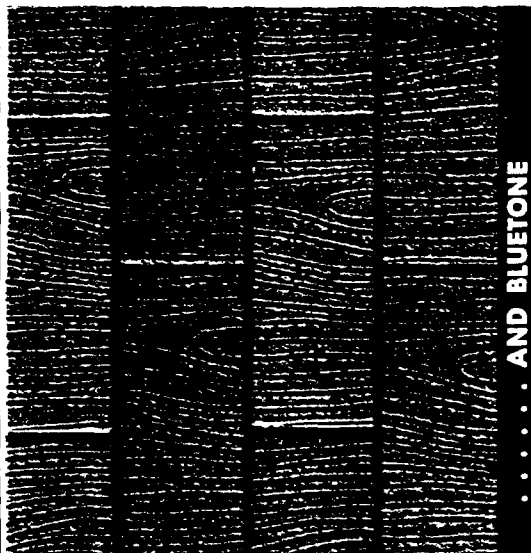
BB024 1441



RF-24 Copyright 1993, United States Gypsum Company



THICK BUTT IN BRIAR GREEN



. AND BLUETONE

BB024 1443

RF-7

RF-90

RF-24



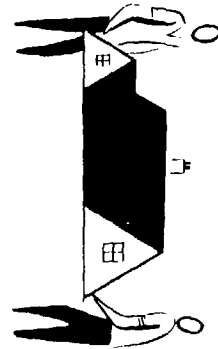
DUTCH LAP SHINGLES

bring
Greater Beauty
to your roof because

The square cut design goes well with any type of house. There's rugged resistance expressed in its deep, heavy shadow lines and set off by its beautiful blends and solid colors.

RF-39—Copyright 1947, United States Gypsum Co

No matter what your
roofing problem is
BRING IT TO US

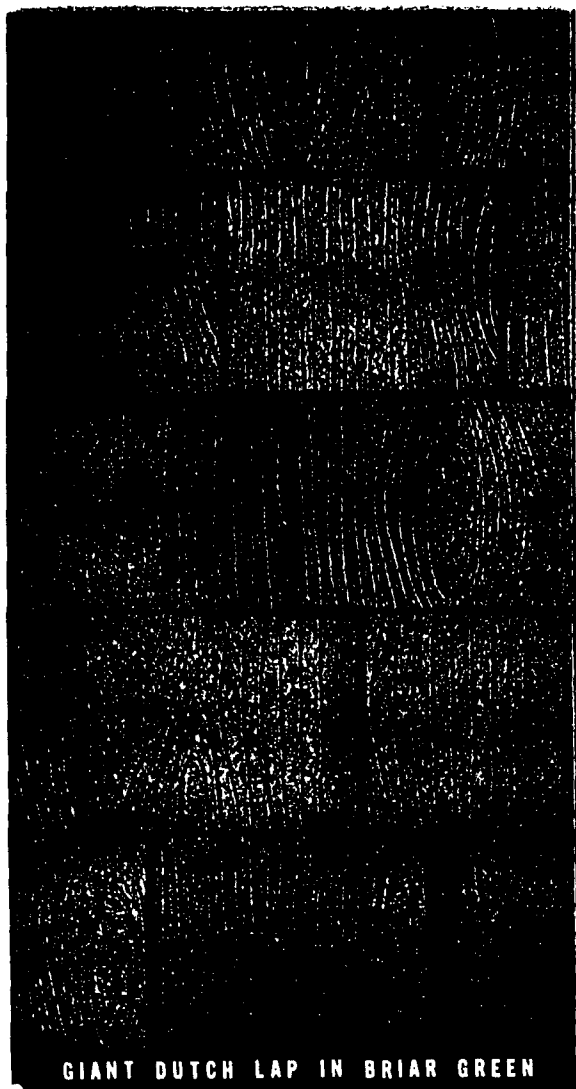


USG* GIANT
DUTCH LAP SHINGLES
ARE HEAVYWEIGHT
FOR HEAVY WEAR

88024 1444

* T. M. Reg. U. S. Pat. Off.

GIANT DUTCH LAP IN VENETIAN RED



GIANT DUTCH LAP IN BRIAR GREEN

Here are



HEAVY DUTY SHINGLES

with a giant weight base and a flinty mineral surface

They protect roofs against rain



snow



fire



They're anchored



tight against

wind



and weather. They're made in beautiful

blends,



solid colors



and wood grain

texture



The deep shadow pattern results in

roofs of rich, handsome appearance



UNITED STATES GYPSUM COMPANY

BB024 1445

BB024 1446

RF-50



RF-49



RF-23



All These Big Features and Economy, Too



pleasing design

—the small tab gives added beauty and greater protection.



natural watershed

—diagonal pattern conducts water away from the center of shingle.



better wind resistance

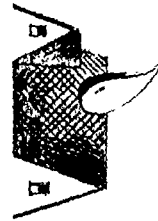
—The streamlined design of the small hexagon pattern gives greater wind resistance.



beautiful colors

—Reds, blues, greens, browns are blended in a gay array from which to select.

STOP THAT DROP

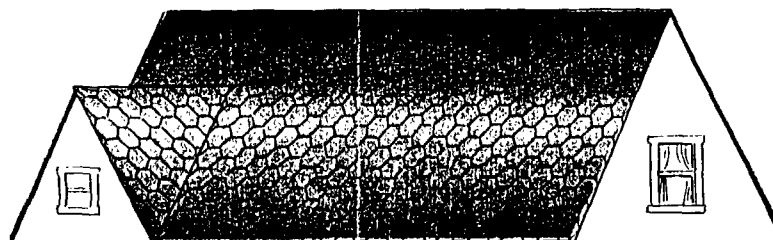
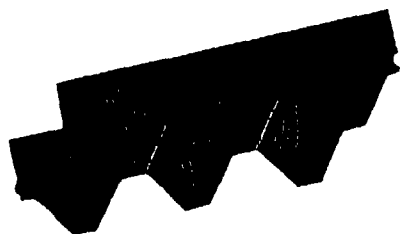


*Beauty
and
Long Wear
above all*

**USG
3 TAB**

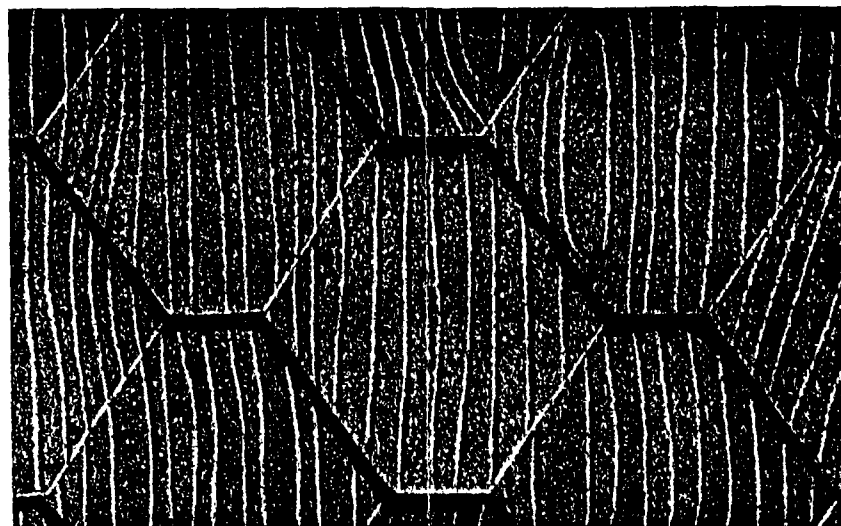
Hexagon shingles

BB024 1447



durability, charm and value

Here's a roof that's *yours* for
years! . . . Long years of satisfac-
 tion in the beauty of its accepted
 design and blending of color . . .
 years of protection from roof
 fires . . . from wind and weather
 . . . years of assurance in dura-
 bility, charm and value! That's
 USG* 3-Tab Hexagon Shingles.



UNITED STATES GYPSUM COMPANY

*Reg. U. S. Pat. Off.

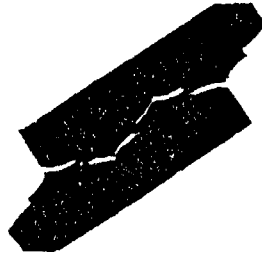
RF-82—Copyright 1947, United States Gypsum Co

BB024 1448

USG*
Thatch shingles bring
these extra values

**EXTRA
ECONOMY . . .**

Every square inch of this material is utilized for protection without any waste in manufacturing.



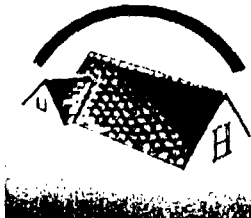
**STREAMLINED
DESIGN . . .**

Wind slides off the contour lines of Thatch Shingles, affording greater wind resistance.

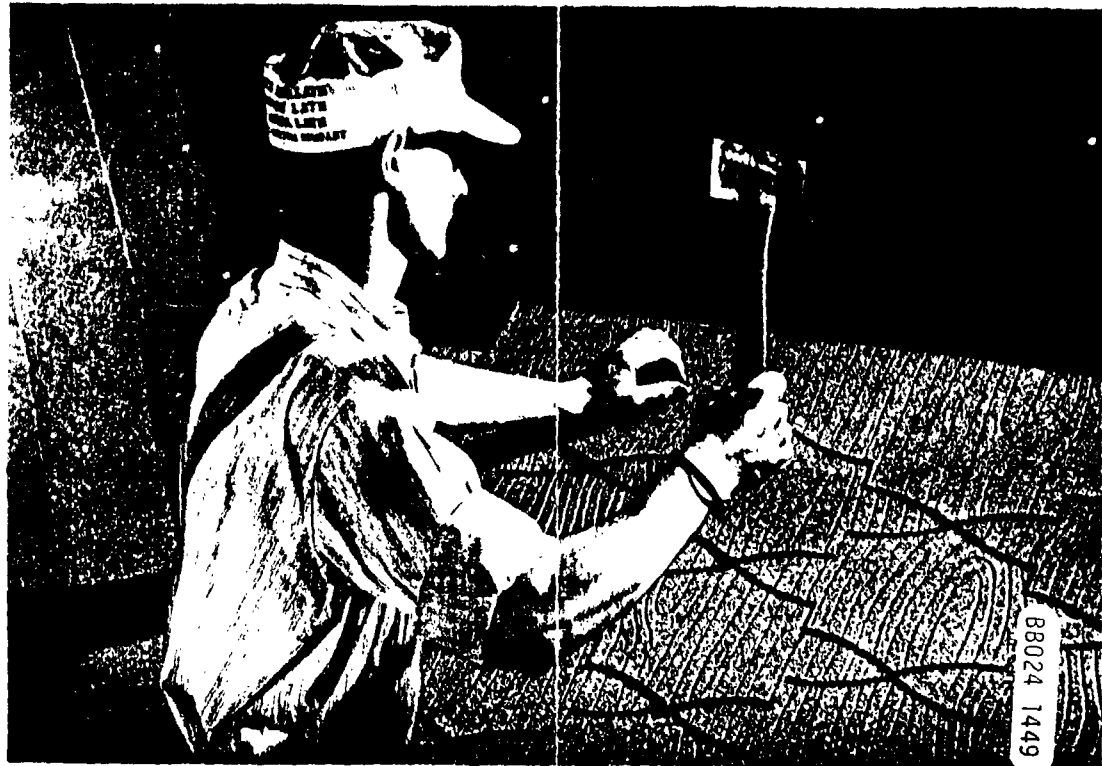


**COLORFUL
BEAUTY . . .**

The distinctive pattern is well suited to display the blends of blues, greens, reds or browns, whichever suits your taste.



New Beauty and Protection for old or new roofs



READILY APPLIED OVER
ANY TYPE OF ROOFING



**EXCLUSIVE
DESIGN . . .**

Combines old world
charm of quaint thatch
roofs with present-
day pattern. Blends
well with any style of
architecture.



**FIRE AND
WEATHER
PROTECTION . . .**

The mineral surface
resists fire. Carries
Fire Underwriters'
Class "C" Label.
Gives years of care-
free protection
against the burning
sun, the freezing
snow, blustering wind
and rain.

BRING IT TO US



No matter what your
roofing problem is

**USG[®]
THATCH
SHINGLES**

*Bring
Beauty to
Your Roof*



*Reg. U. S. Pat. Off.

BB024 1450

88024 1451

RF-97

RF-82

RF-39

BB024 1452

RF-59

RF-93

RF-92

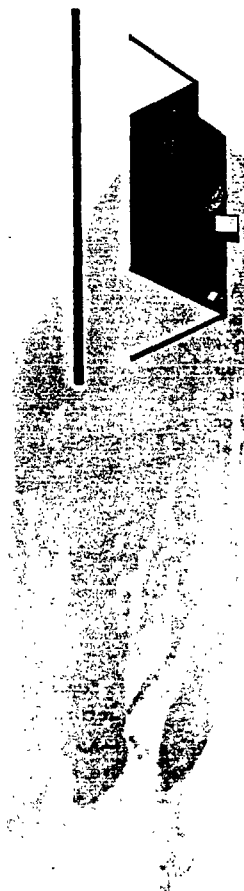


The Hallmark of the finest
in building materials

SUPER-TITE Roof Coatings and Roof Cements
are among the many roofing products
of United States Gypsum Company. When
you buy, look for the colorful, red, white
and blue can with the USG trade-mark and
SUPER-TITE brand name. It's your assurance
of highest quality.

UNITED STATES GYPSUM COMPANY

• Reg. U. S. Pat. Off.



STOP THAT DROP

a Patch
in time

Super-Tite[®]
ROOF COATINGS
AND ROOF CEMENTS

88024 1453

*SUPER-TITE is a trade-mark owned by the United States Gypsum Company

Make everything water tight with Super-Tite

SUPER-TITE Asphalt Roof Coating

—Pure asphalt with its natural lighter oils for good brushing consistency. Excellent for re-newing old composition roofs, coating roofs in good repair—coating valleys, etc.



SUPER-TITE Plastic Roof Cement

—A heavy bodied Asbestos fibrated asphaltic plastic. Used for patching or pointing up old composition roofs. For flashing chimney or vent pipes and parapet walls.



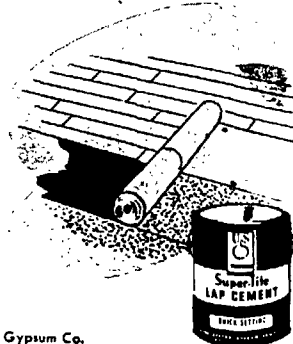
SUPER-TITE Asbestos Fiber Coating

—The correct blend of asphalt prepared to the proper consistency with solvents and asbestos fiber. Ideal for re-coating old asphalt and metal roofs—increasing their life at low cost.



SUPER-TITE Quick Setting Lap Cement

—An excellent adhesive for cold application in cementing laps or for use in "blind-nailing."



SUPER-TITE Damp-proofing Coating

—An asphalt base coating used to make brick, concrete and other masonry surfaces either above or below grade more water resistant.



RF-59 Copyright 1948 United States Gypsum Co.

B8024 1454



Look at your roof
and your siding - now.



With no obligation, please furnish me with more information on U-S-G Roofing and siding products.

NAME _____

STREET _____

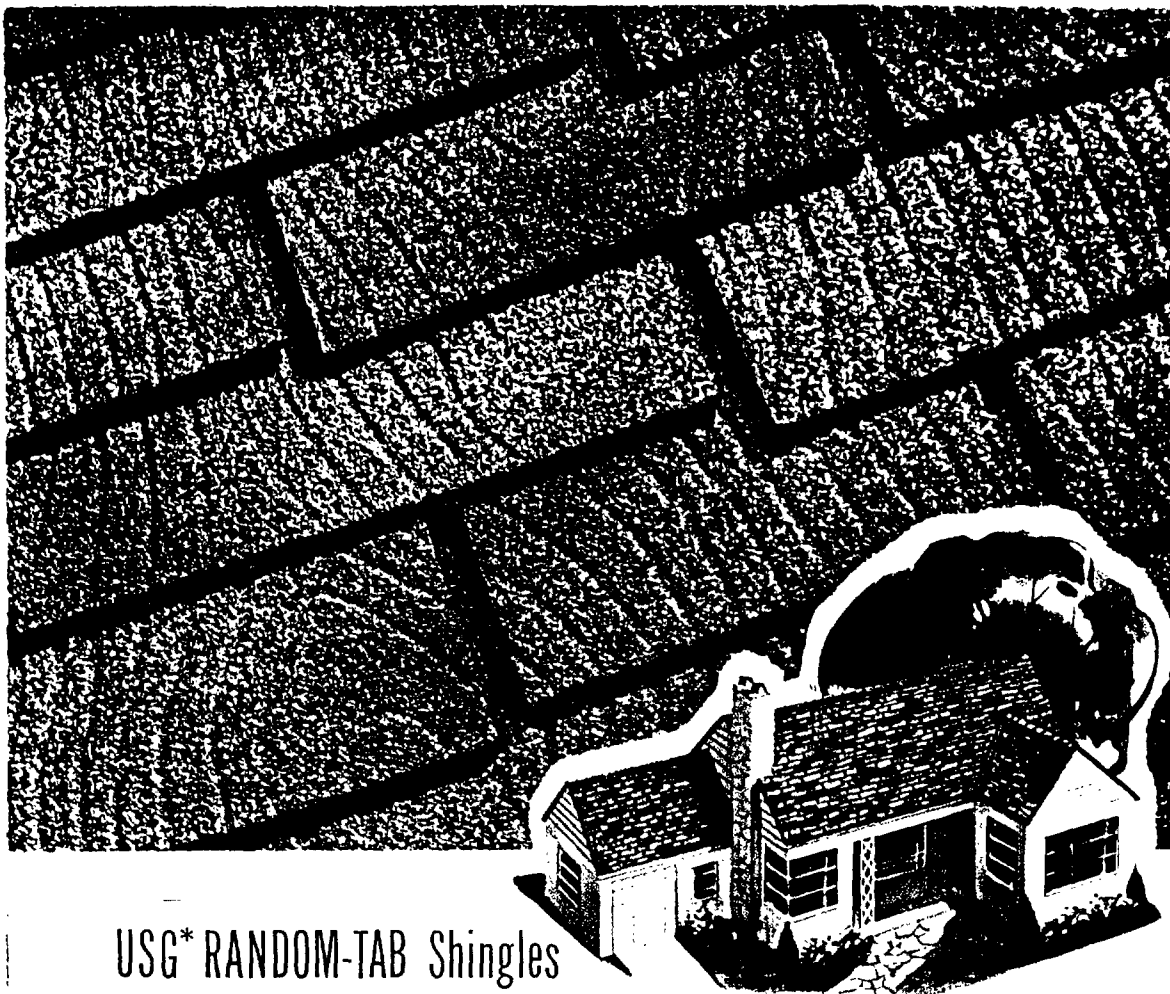
CITY _____ STATE _____

RF-70

MAIL THIS CARD FOR FULL INFORMATION . . .

RF-55

BB024 1455



USG* RANDOM-TAB Shingles

bring made-to-order individuality to your home

Your search for distinguished roof beauty is over the moment you see this shingle. Just let your eyes travel over the pleasing irregularity . . . deep shadow lines . . . splendid variation of blended color.

These are the hand-selected effects found otherwise in the most expensive roofs, but here available in the greater economy of the strip shingle.

View Random-Tab Shingles from any angle . . . artistic sense, common sense or plain dollars-and-cents. Here is a noteworthy

achievement in roofing individuality within reach of all.

This refreshing beauty is backed by U.S.G. quality that goes on your roof to stay for years.

Extra heavy felt saturated with full-bodied asphalt forms the base, is covered with a heavy coating of asphalt into which is embedded the mineral granules.

All these selected quality ingredients mean added protection from fire, weather and wear.

*Reg. U. S. Pat. Off.



UNITED STATES GYPSUM COMPANY

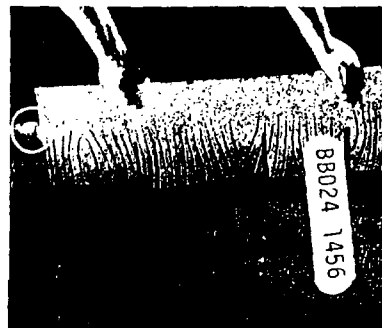
Nails are completely concealed.



3" coverage between joint and closest cut-out



Automatic alignment helps assure pleasing irregularity.



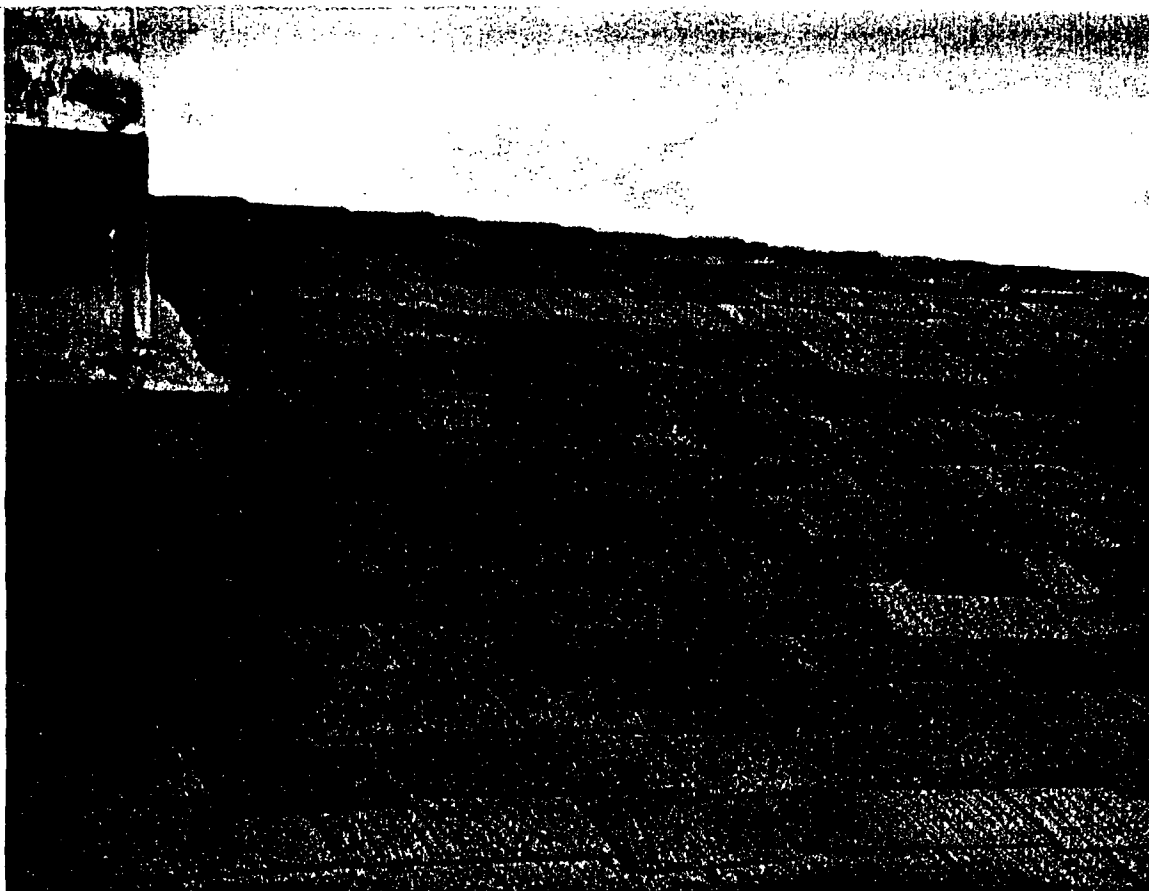


Here's welcome relief from roof monotony . . . A custom-cut roof in appearance . . . that "looks like a million" but is within your reach in cost.

Your roof has a hand-tailored look as though made for you alone . . . The bold, rugged, hand-selected effect and wood grain texture are accented by the super-deep shadow lines due to its thick tabs.



B8024 1457

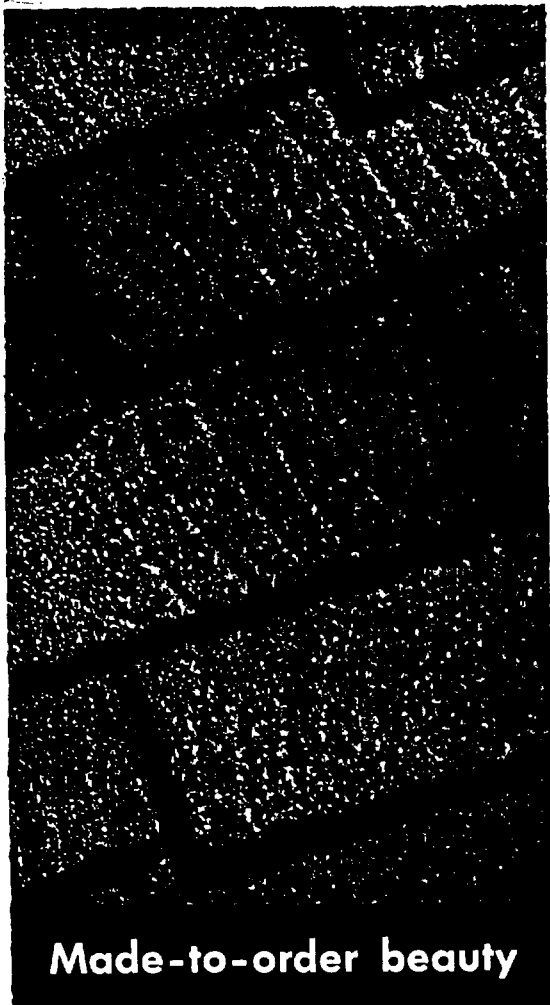


There are many blends in bright colors or restrained tones to suit your taste.

One thing is certain . . . when you choose a shingle made by U.S.G., you may be sure of quality from side to side, front to back and end to end . . . quality that means long wear, protection from fire and weather, which means low cost per year of service . . . and that counts!



BB024 1459



Made-to-order beauty

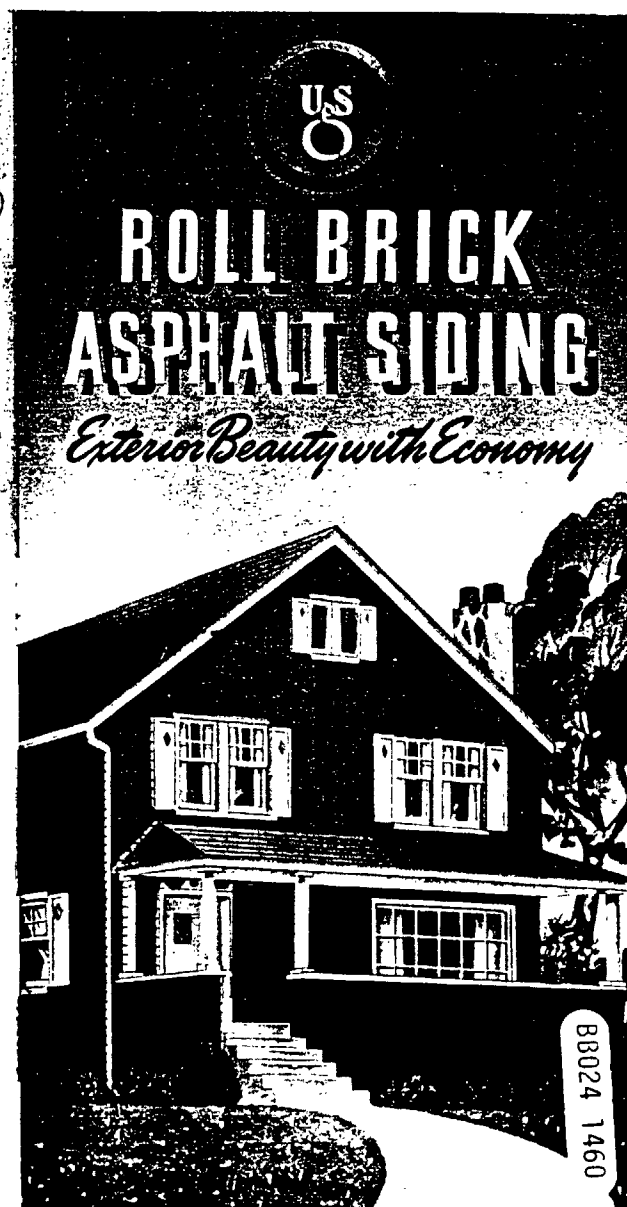
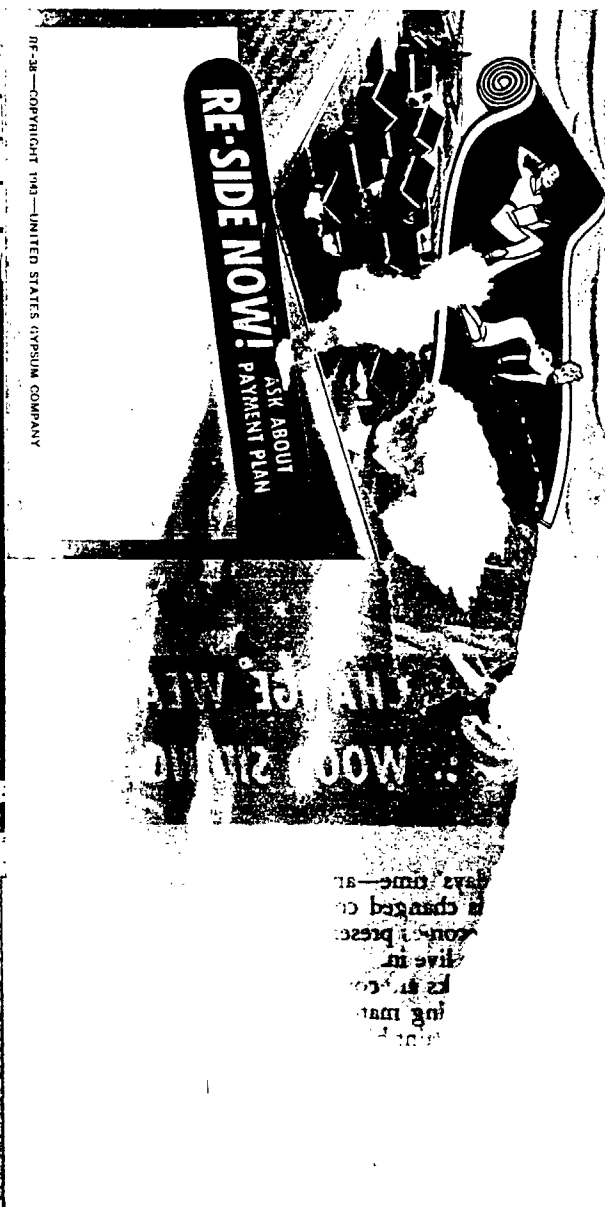
RF-911 COPYRIGHT 1948, UNITED STATES GYPSUM CO



BAXBORD Provides a Smooth Surface over Old Wood Siding

To give a smooth base for Roll Brick, Baxbord—a fireproof plaster board—is applied over the wood siding. Butted against corner boards and fitted around window and door trim, it gives a "snug" weather-seal fitting as well as a neat finish for asphalt or asbestos siding.

RE-38—COPYRIGHT 1943—UNITED STATES GYPSUM COMPANY





Quick

CHANGE WEATHER-BEATEN
WOOD SIDING TO LOOK LIKE

BRICK

A few dollars . . . a few days' time—and Presto!—old, worn, wood siding **is changed** completely. A dingy, rundown house **becomes** presentable, rentable and a pride and joy to live in.

The former draughty cracks are covered. An extra coating of weather-resisting material produces an extra layer of protection. Paint bills are gone for many years...for Roll Brick Siding never needs paint. Fire hazard is reduced, for Roll Brick resists fire. Fuel

is saved. All in all... here is an investment in comfort and protection and which helps pay its way for years.

Roll Brick comes in strips 43'-6" x 16" wide, including 2 1/4" selvage edge. (Two rolls per package—enough for 100 square feet of surface area.)

See this Asphalt Siding. Note its brick-like surface, its base which is fully saturated with full-bodied asphalt. Get cost estimates and see for yourself what a fine product it is.

A PRODUCT OF THE UNITED STATES GYPSUM COMPANY
CHICAGO, ILL.

BB024 1461

IMAGINE GLATEX SIDING ON YOUR HOME

Note the clean, gleaming beauty of the house in the picture at the right. That beauty will remain because it's GLATEX siding. GLATEX is even more than an enduring, fireproof asbestos siding—it's a siding that will retain its freshness longer because it has a baked-on mineral surface that seals it against ordinary dirt and grime. This means GLATEX not only stays clean longer, but if you want a complete fresh-up job, it washes easily.

GLATEX saves you money, too! It can be applied right over present siding—never needs paint—will last as long as your house. A GLATEX shingle is 27" long—reducing the number of joints, which makes a tighter wall. Straight, die-cut edges assure accurate, neat alignment.

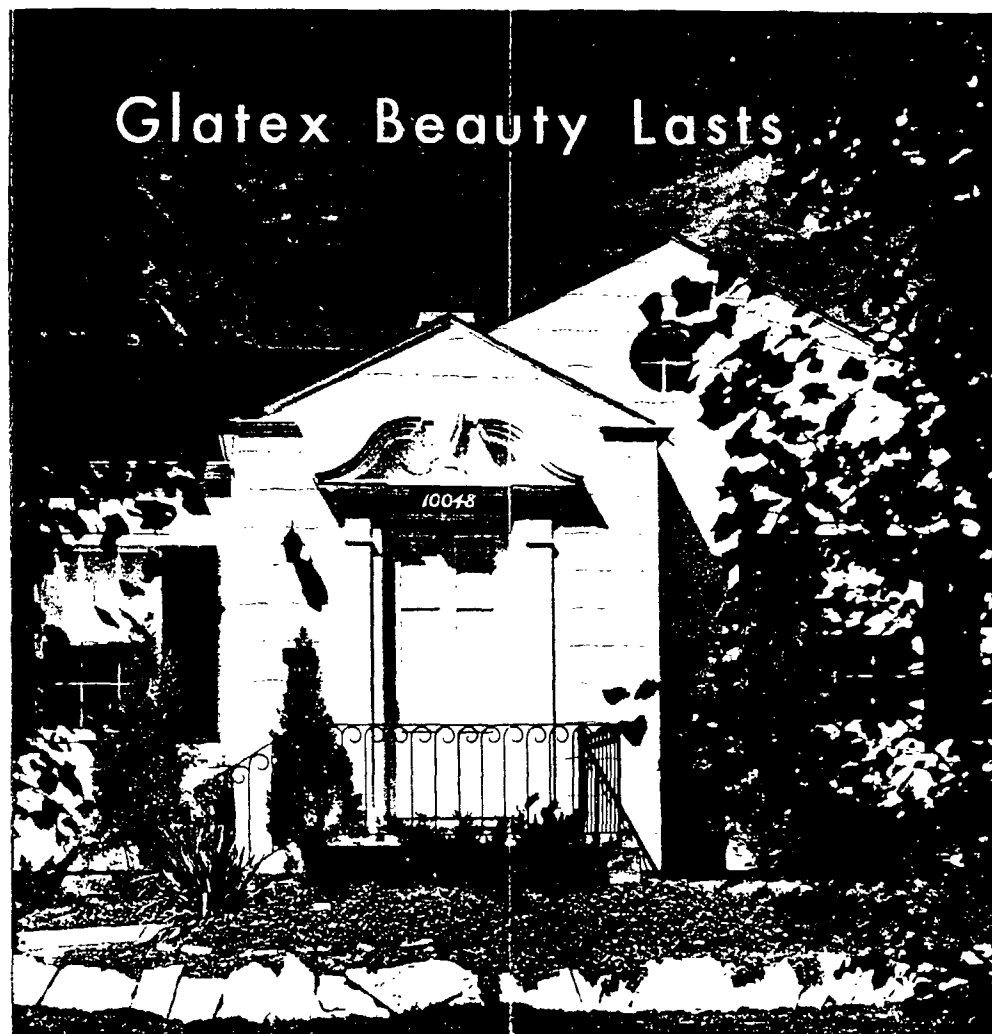
Select the straight edge or wavy edge—either one will be beautiful glimmering white. Realize your ambition of having an outstanding house in your community.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint



Glatex Beauty Lasts

HERE'S PROOF OF

Glatex

SUPERIORITY



GLATEX is like a china dish—it has a hard surface finish from which dirt, grime and smudge may easily be removed. Below is a test which you can make yourself. It is proof that your home will have lasting beauty year after year.

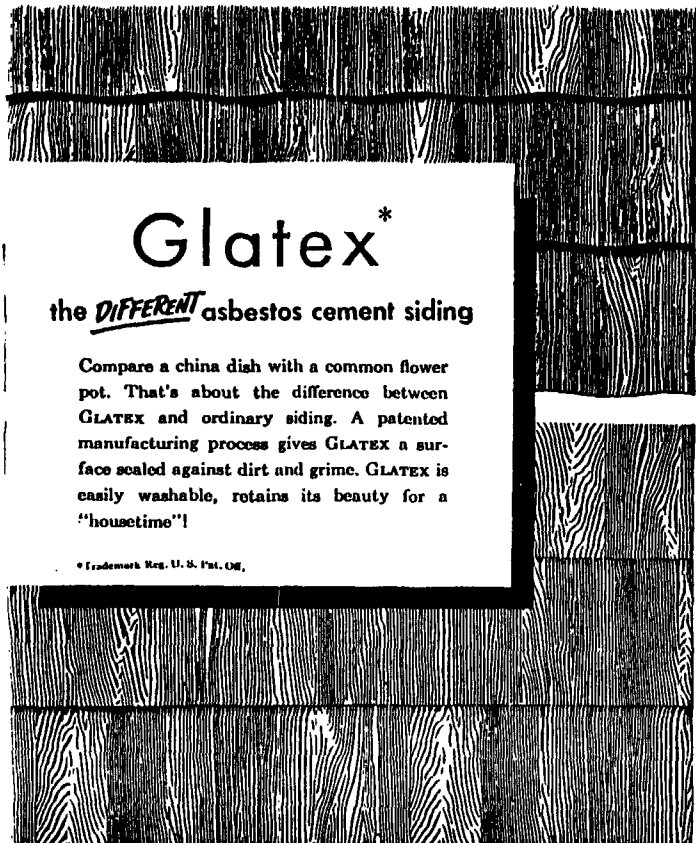


Hold a GLATEX Shingle over a lighted match or candle—until the black soot accumulates.



Now moisten a cloth with soap and water and see how quickly and easily the original beauty is restored.

BB024 1462



Glatex*
 the *DIFFERENT* asbestos cement siding

Compare a china dish with a common flower pot. That's about the difference between GLATEX and ordinary siding. A patented manufacturing process gives GLATEX a surface sealed against dirt and grime. GLATEX is easily washable, retains its beauty for a "housetime"!

*Trademark Reg. U. S. Pat. Off.

ACF & Copyright 1941, United States Gypsum Co.



Hallmark of Quality



DIRECT MAIL LETTERS and RETURN CARDS



BB024 1464

That "PITTER PATER" is dandy on your roof

- not under it!



That "PITTER-PATTER" is dandy on your roof -- not under it!

Weather is fine in its place -- OUTSIDE -- but when it finds its way INSIDE . . . then you're really in trouble!

Don't wait until your walls show tell-tale moisture stains and the paper starts peeling. You're protected only when you're sure that your roof is sound.

We'll gladly inspect your roof now, and, if it's weathertight we'll tell you so and relieve you of worry; if minor repairs are actually required, we'll estimate the cost. You may be saved the expense of a new roof later on.

No obligation, of course. If a new roof is really necessary, we'll arrange convenient monthly payment terms, if you desire. Simply mail the enclosed card.

Our roofing products are made by United States Gypsum Company, manufacturers of superior building materials for almost half a century. And you can depend on our roofers to give you watertight valleys and check carefully the flashings at dormers and chimneys.

The "top dressing" of your home should be sound and should lend flattering distinction to your property. Make sure . . . mail the enclosed card TODAY!





So Bad --
it's really sad!...

So Bad --it's really sad! . . .

Even the passers-by are commenting. Well, it's really high time he did something -- unless he wants to have the whole neighborhood wondering about his unsightly roof!

You're wise when you recognize early that your roof is wearing out . . . and then take appropriate action. If you delay until your home's appearance is spoiled, until the interior plaster shows moisture and the wallpaper peels -- then you're in serious trouble.

Let us inspect your roof now, and, if it's weathertight we'll tell you so and free you from worry; if minor repairs are actually required, we'll estimate the cost. You may be saved the expense of a new roof later on.

You'll be under no obligation, of course. If a new roof is really necessary, we'll arrange convenient monthly payment terms, if you desire. Simply mail the enclosed card.

Our roofing products are made by United States Gypsum Company, manufacturers of superior building materials for almost half a century. And you can depend on our roofers to give you watertight valleys and check carefully the flashings at dormers and chimneys.

Your roof is of major importance to your living comfort, to the appearance of your home. Be sure to drop the enclosed card in the mail TODAY!





From every **ANGLE**
a target for
admiring eyes

From every ANGLE -- a target for admiring eyes.

It's the home with the roof of USG* Thick Butt shingles. Everyone is impressed on sight by those appealing deep shadow lines . . . that undeniable look of character and distinction.

The functional design of these shingles will harmonize perfectly with the architecture of your home. And the wood-textured surface, reflecting such attractive color blends as Briar Green, Venetian Red, Arbor Gray -- you'll say it's breath-takenly beautiful!

Let us inspect your present roof and show you samples of Thick Butt shingles. No obligation, of course -- simply mail the enclosed card. We'll tell you about the remarkable hidden values of this product . . . values built in through the famed laboratories of the manufacturer, United States Gypsum Company. You'll see and feel the extra-thickness at the exposed part of each shingle . . . the surface of flinty granules to resist fire.

Our roofers have years of experience behind them. You can depend on them to do the kind of job that will make your home a target for admiring eyes.

If you prefer, convenient monthly payment terms can be arranged. But act promptly! Drop the enclosed card in the mail TODAY!





This time they're ready for the Big Blow!

This time they're ready for the Big Blow!

They were caught once -- but never again! Let the wind lash, the rain drive . . . they're prepared now with a roof of ARRO-LOCK* shingles.

Their natural lock anchors these shingles firmly in place. The lock plus 4 concealed nails produces five points of security for each shingle -- the roof holds together as a unit.

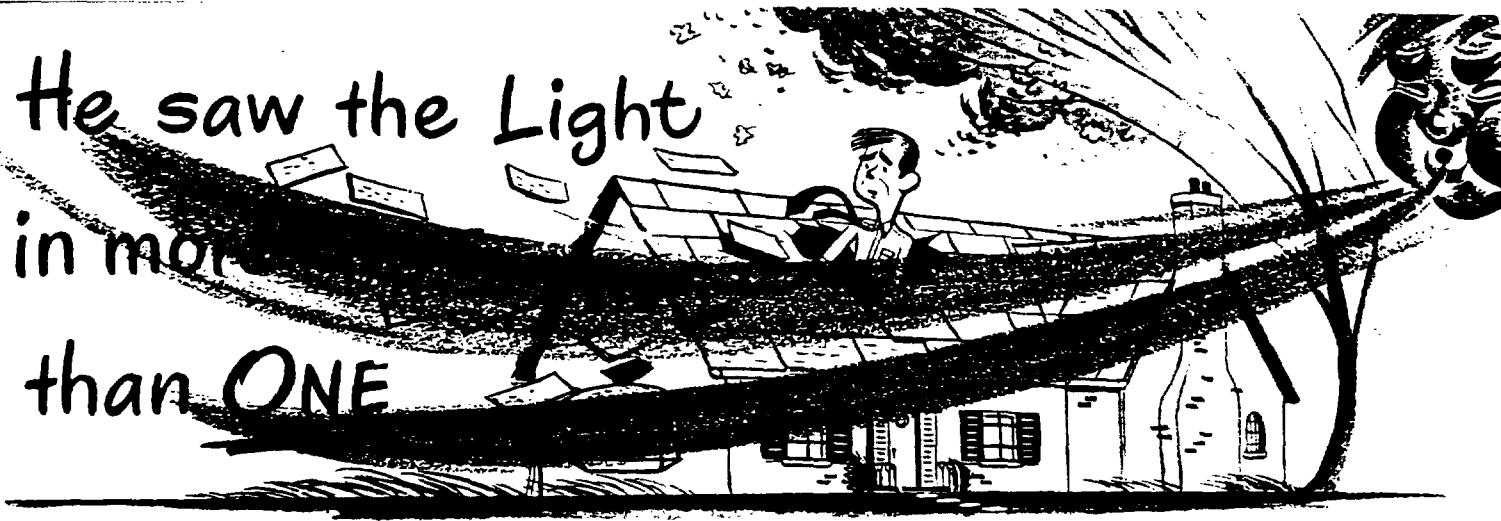
ARRO-LOCK shingles will be ideal for re-roofing your home. Their heavy felt base bridges over uneven surfaces and makes a smoother roof. You'll like the choice of appealing color blends in the fire-resistant granule surface. And you can be sure about the over-all quality, for ARRO-LOCK shingles are a well-known product of United States Gypsum Company.

We'll inspect your present roof and submit an estimate -- without obligation, of course. Simply mail the enclosed card.

You can depend on our expert workmen to do a superior roofing job. They have countless completed roofs and years of experience behind them. If you desire, we can arrange convenient monthly payment terms. But swing into action! Mail the enclosed card today!



He saw the Light in more than ONE



He saw the Light in more ways than ONE

He had only himself to blame. Those shingles just weren't made to take driving wind and rain indefinitely. He should have done something at the first indication of a dislodged, loose shingle.

The right answer for this chap is SUPER-TITE*, the Super-Safe Shingle -- manufactured by United States Gypsum Company. This great shingle will give him dependable protection from wind and weather, attractive appearance and long years of wear.

Of course, continued neglect never improved a worn roof. If you have any doubts about your roof, better act now! Let us inspect it and submit an estimate. There's no obligation. At the same time, we'll show you samples of SUPER-TITE shingles. We'll demonstrate how a natural lock plus 4 nails anchors each shingle firmly in place. You'll see the variety of colorful mineral granule surfaces. Simply mail the enclosed card.

SUPER-TITE shingles make smooth re-roofing jobs because each massive shingle covers up to four courses of old shingles! Your entire roof is covered with double thickness; 48 per cent is covered with triple thickness!

You can count on our skilled roofers to lay the SUPER-TITE shingles with highest efficiency. We'll arrange monthly payment terms, if you prefer. Mail the enclosed card TODAY!





They couldn't
believe their
eyes!...

They couldn't believe their eyes! . . .

Could it be the same house? The change in appearance was magical . . . from the shabbiest home in the block to one of the neighborhood's showplaces!

That's what GLATEX* will do. Probably you've heard about this remarkable product of United States Gypsum Company. It's widely recognized as America's No. 1 asbestos cement siding. It's fireproof . . . washable . . . never needs paint!

Your home can undergo a GLATEX transformation . . . and in a few days . . . for GLATEX siding applies right over your present sidewalls. What a return you'll enjoy -- in greater beauty and protection, increased property value and reduced fuel and paint bills!

Let us give you a demonstration. No obligation, of course. Let us show you samples of this wonderful siding. You'll marvel at the protective glazed finish . . . the white, wood-textured surface that washes like the china in your kitchen cabinet!

You can depend on our experienced workmen. They're experts in the application of siding shingles. If you desire, convenient monthly payment terms can be arranged. Be sure to mail the enclosed card TODAY!



I am interested in keeping my home in first class repair.
Without any obligation on my part, I would like to have
you call and inspect my roof or siding and give me an
estimate of any repairs which may be necessary.

NAME.....

ADDRESS.....

RF-48

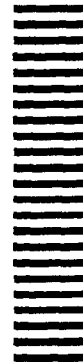
FIRST CLASS
PERMIT NO. 760
(Sec. 510 P.L. & R.)
CHICAGO, ILL

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in the United States

2c-POSTAGE WILL BE PAID BY—

**Your Name and Address
Imprinted Here**



BB024 1471

BRAND NEW RADIO



SPOT RECORDINGS!

**Six dramatic episodes . . . each
one-minute long, with closing seconds in
the voice of local radio station
announcer addressing a forceful urge to
make inquiry and buy from local
dealer or applicator . . . written by skilled
radio writers . . . using voices of
outstanding professional radio actors
and a variety of sound effects.**

PLUS THESE RADIO ANNOUNCEMENTS

Announcer:

A well-built home can be handed down from generation to generation, but no roof can go on protecting you from wind and rain indefinitely. There comes a day when even the very best roof will leak in a dozen places. The smart thing to do is have your roof checked by an expert . . . so you won't wake up some morning to find your decorations and furnishings damaged by incoming water. Call (DEALER'S NAME AND PHONE) or stop in (DEALER'S ADDRESS) today! (DEALER'S NAME) will inspect your roof free . . . and make reasonable repairs or quote you on a complete roof. Easy payments—finest United States Gypsum Company materials. Call (DEALER'S PHONE) today!

Announcer:

How long has your radio been turned on? If you enjoyed the half-hour we've just completed, three roof fires occurred while you were listening . . . and if you've been tuned in for an hour, there have been six roof fires! You see, government and insurance company statistics show that, on the average, one roof fire occurs every 9½ minutes of the day and night. Many of these fires start when a chimney spark lands on an old, dried-out roof . . . and when that happens in a high wind—look out! Why take a chance? Let (DEALER'S NAME, ADDRESS, PHONE) inspect your roof today—it's absolutely free—there's no obligation! (DEALER'S NAME) will tell you the condition of your roof and just what repairs are needed to put it in first-class shape. Remember that phone number: (DEALER'S PHONE). Call today!

Announcer:

It's raining, it's pouring—but you'd better not be snoring! No sir—not if your roof leaks! If your roof leaks, you'd better count on being up in the attic on rainy nights, placing pails and pans where they'll catch the rain water that's coming through. For that rain water can ruin every ceiling in the house—and if it ever gets down into your sidewalls, then you're really in trouble. Why not avoid risk of damage to your home, and sleep well on rainy nights? Call (DEALER'S NAME, ADDRESS, PHONE) today and ask for a roof inspection. (DEALER'S NAME) will inspect your roof without charge and tell you just what's needed to put it in first-class condition. Got that phone number? It's (DEALER'S NAME, PHONE). Play safe—don't delay—call (DEALER'S PHONE) today!

Announcer:

Just hear that wind! Maybe this is it—maybe we're going to have a big blow! But if you have a roof of ARRO-LOCK shingles on your house your worries are less . . . because the harder it blows, the tighter they lock! Call (DEALER'S PHONE) . . . that's (DEALER'S PHONE) . . . or stop in at (DEALER'S NAME AND ADDRESS) today! See the complete assortment of ARRO-LOCK shingles—made by United States Gypsum Company—in appealing solid colors and attractive blends . . . and be sure to ask for the new ARRO-LOCK descriptive folder. Call (DEALER'S PHONE) . . . or visit (DEALER'S NAME AND ADDRESS) today, and put all roofing worries behind you!

Announcer:

Don't put off getting that new roof—put it on now! Give your home a brand new roof of USG Thick Butt shingles . . . those famous heavyweights made by United States Gypsum Company that protect your property in weather . . . that give you added protection against lashing wind and driving rain because they're thick, they're heavy. Call (DEALER'S NAME AND PHONE) today and learn how little a new roof will cost—how quickly and easily it may be applied right over your old one! Make it a date to see USG Thick Butt shingles in all their solid colors and blends today! Got that address and phone number? It's (DEALER'S NAME, ADDRESS AND PHONE). Call or come in today!

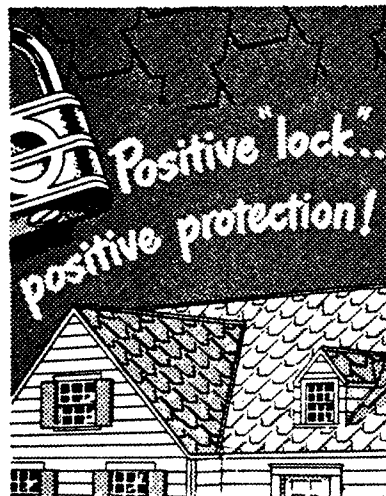
Announcer:

Fair weather . . . sunny skies . . . that's something we want to enjoy most of the time. But how often have you wished that it *always* was fair weather? While it remains cloudless and bright, think about your roof—before the wind howls and the rain pours down! Let (DEALER'S NAME AND ADDRESS) give the roof of your house a free inspection! Learn how a brand-new roof of SUPER-TITE shingles—applied right over your present roof—will furnish superior protection against wind, rain and snow. You'll see how natural-locking SUPER-TITE shingles lock together to give you additional all-weather, four-season security. Call (DEALER'S PHONE) or stop in at (DEALER'S NAME AND ADDRESS) today!

NEWSPAPER ADS



BB024 1475



Positive "lock"...
positive protection!

SUPER-TITE
T. M. REG. U. S. PAT. OFF.
**THE SUPER-SAFE
SHINGLE**

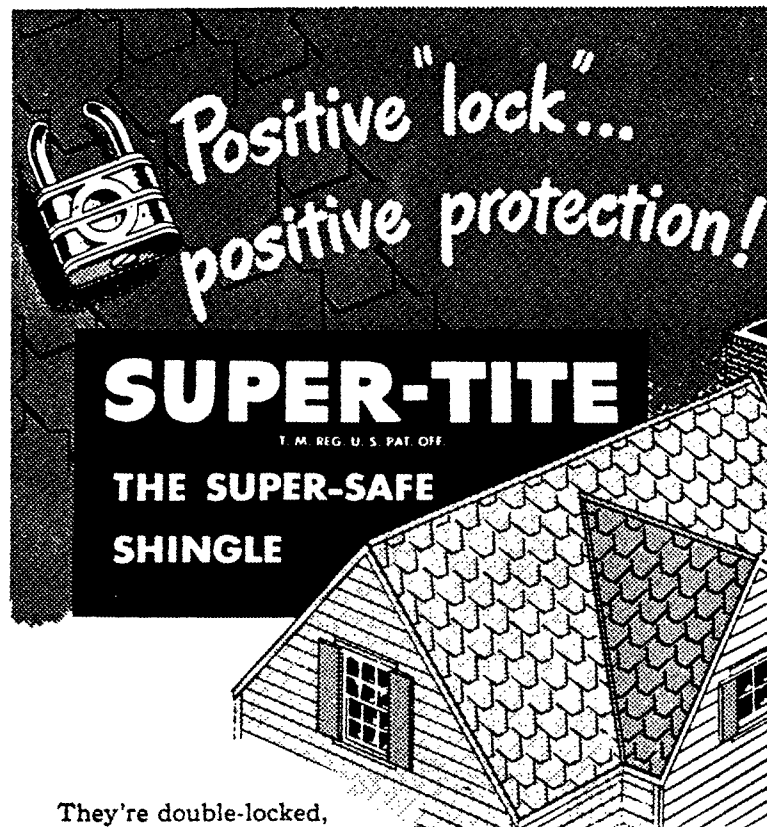
They're double-locked, cover *entire roof with double thickness*, 48% with triple thickness! Super-protection—moderate cost!

Colorful mineral surface. You'll want this roof distinction, roof security for *your* home!

**Ask for FREE
INSPECTION TODAY!**

(DEALER IMPRINT)

Ad No. 417 1 col. x 100 li.



Positive "lock"...
positive protection!

SUPER-TITE
T. M. REG. U. S. PAT. OFF.
**THE SUPER-SAFE
SHINGLE**

They're double-locked, cover *entire roof with double thickness*, 48% with triple thickness! Super-protection—moderate cost!
Colorful mineral surface. You'll want this roof distinction, roof security for *your* home!

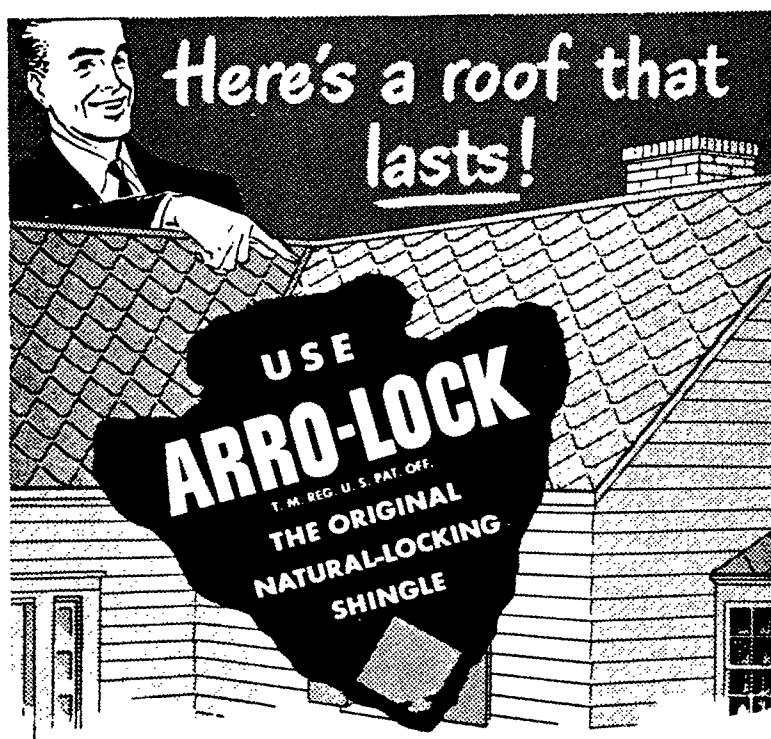
**Ask for FREE
INSPECTION
TODAY!**

(DEALER IMPRINT)

Ad No. 416

2 col. x 85 li. (170 li.)

BB024 1476



RESISTS wind . . . shingles hold securely, each anchored by a lock and 4 nails.

RESISTS rain and snow . . . shingles lock tighter in a storm.

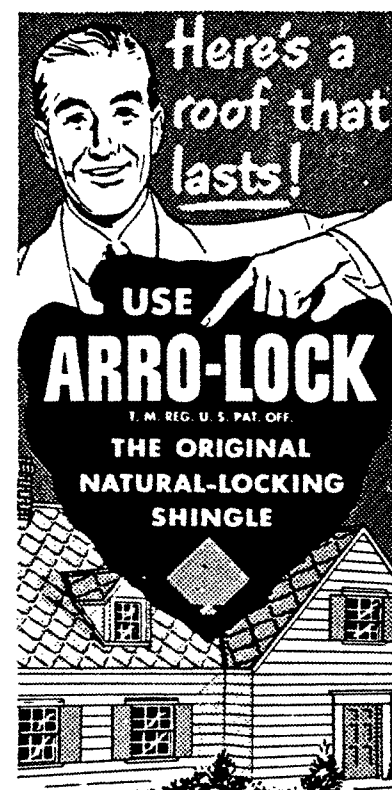
RESISTS fire . . . colorful surface granules, embedded in asphalt, are fire-resistant.

Ask for FREE INSPECTION TODAY!

(DEALER IMPRINT)

Ad No. 422

2 col. x 85 li. (170 li.)



RESISTS wind . . . shingles hold securely, each anchored by a lock and 4 nails.

RESISTS rain and snow . . . shingles lock tighter in a storm.

RESISTS fire . . . colorful surface granules, embedded in asphalt, are fire-resistant.

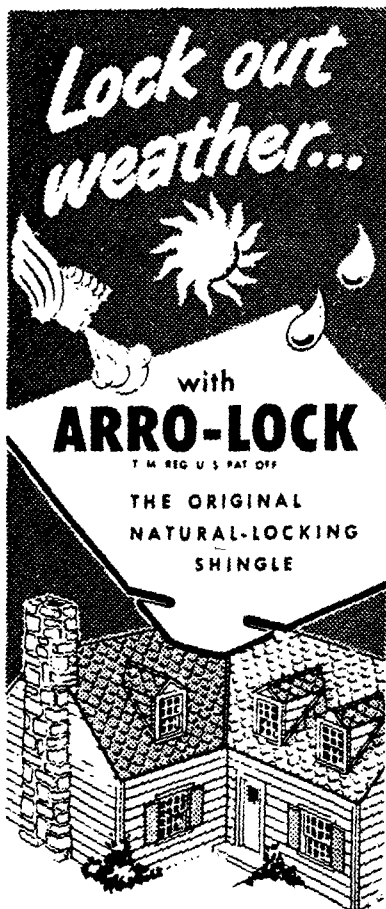
Ask for FREE INSPECTION TODAY!

(DEALER IMPRINT)

Ad No. 423

1 col. x 100 li.

B8024 1477



On your roof these great shingles say "No Admittance" to wind and rain. Each is held by a lock and 4 nails—five points of security.

Fire-resistant granule surface embedded in asphalt coating. See the distinctive solid colors and blends!

Ask for FREE INSPECTION TODAY!

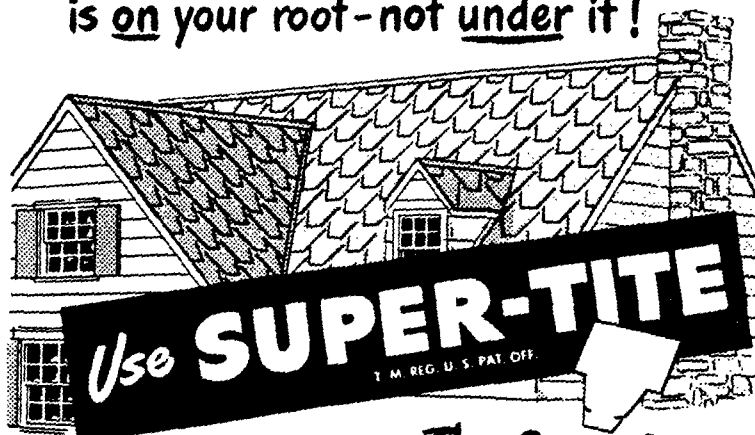
(DEALER IMPRINT)

Ad No. 419

1 col. x 100 li.



Make sure that "PITTER-PATTER" is on your roof—not under it!



Super-protection at moderate cost! They're double-locked, cover your *entire* roof with *double* thickness, 48% with triple thickness!

Colorful mineral surface. Real roof security and eye-appeal for your home.

The Super Safe
**ASPHALT
SHINGLE**

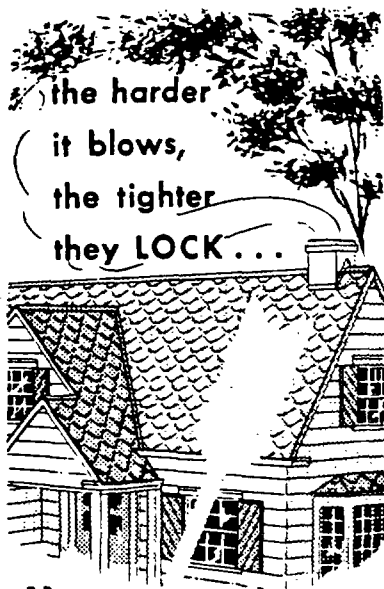
Ask for FREE INSPECTION TODAY!

(DEALER IMPRINT)

Ad No. 415

2 col. x 85 li. (170 li.)

BB024 1478



the harder
it blows,
the tighter
they LOCK...

Use ARRO-LOCK

T M REG. U. S. PAT. OFF.

the original natural-
locking shingle

Real protection against driving winds... each shingle is held by a lock and 4 nails—five points of security!

The granule surface, embedded in asphalt coating, resists rain, snow and fire.

Designed to flatter your home. In appealing solid colors and attractive blends.

*Ask for FREE
INSPECTION TODAY!*

(DEALER IMPRINT)

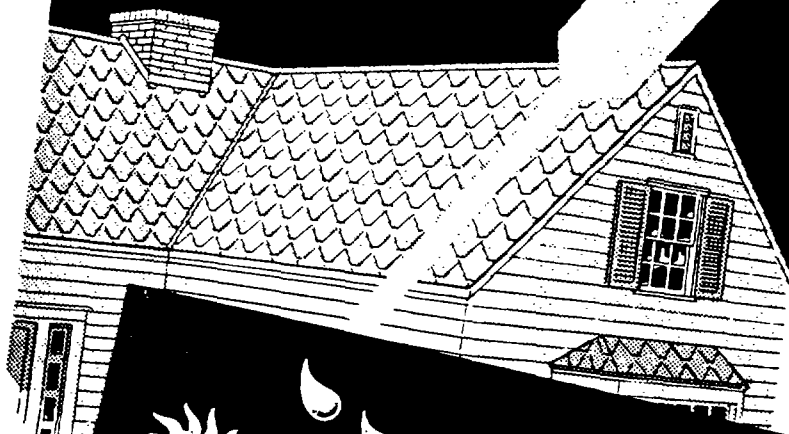
Ad No. 421

1 col. x 100 li.

Ad No. 420

2 col. x 85 li. (170 li.)

The harder it Blows...
the tighter they LOCK...



Lock Out Weather...with ARRO-LOCK

T M REG. U. S. PAT. OFF.

THE ORIGINAL NATURAL-LOCKING SHINGLE

On your roof these great shingles say "No Admittance" to wind and rain. Each is held by a lock and 4 nails—five points of security. Fire-resistant granule surface embedded in asphalt coating. See the distinctive solid colors and blends!

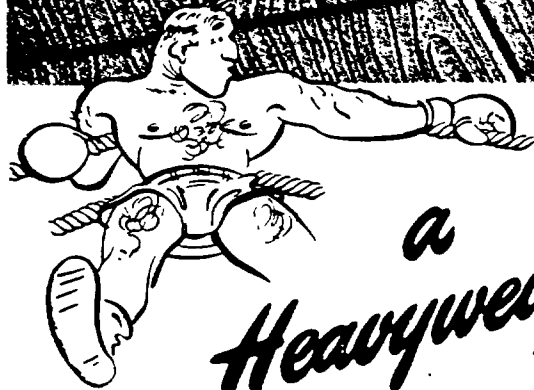
*Ask for FREE
INSPECTION
TODAY!*

(DEALER IMPRINT)

Ad No. 418

2 col. x 85 li. (170 li.)

BB024 1479



a
Heavyweight
USG*
THICK BUTT
ASPHALT SHINGLES
for HEAVY DUTY

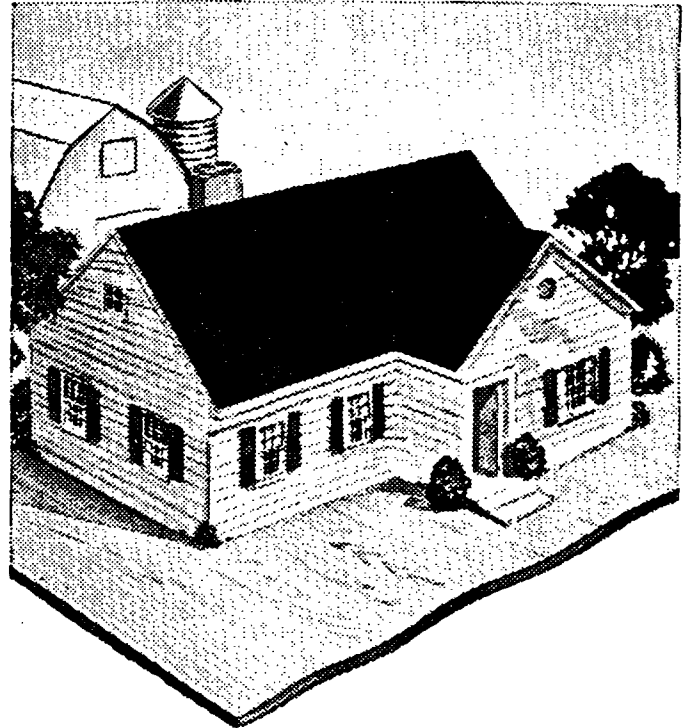
Here's new, rugged beauty for your roof! The exposed section has an additional thick coating of weather-resisting asphalt—the real life of any shingle—resulting in extra years of extra wear.

Surfaced with attractive mineral granules, firmly embedded, adding fire resistance, beauty and an additional armor for weather protection. See them today!

*T. M. Reg. U. S. Pat. Off.

Ad 400

2 col. x 100 li. (200 lines)



BEAUTIFUL EXTERIOR WALLS

That Require No Paint

GLATEX*

ASBESTOS-CEMENT SIDING

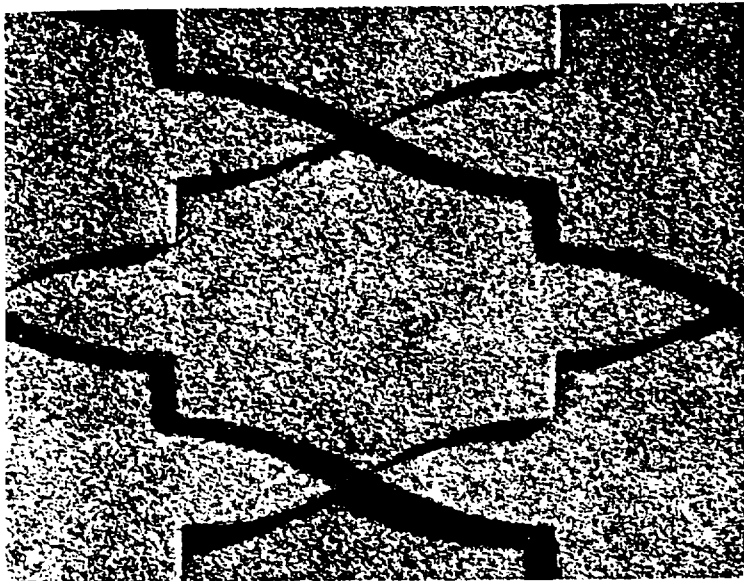
Science now brings you a new kind of finish for your home—a glazed fireproof covering with beautiful, woodgrain texture, a superior, weather-resisting surface that resists dirt. Get all the facts about this sensational new siding without delay!

*T. M. Reg. U. S. Pat. Off.

YOUR NAME AND ADDRESS HERE

Ad 602

2 col. x 100 li. (200 li.)



USG*
THATCH
ASPHALT SHINGLES



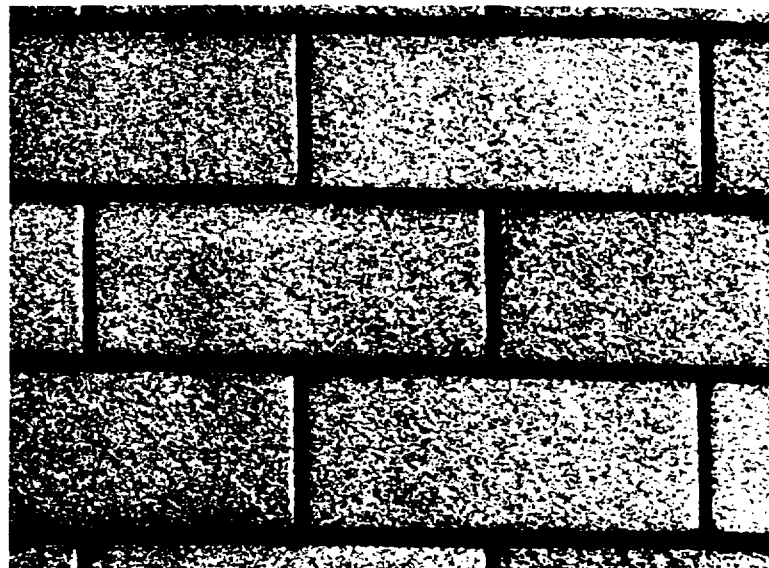
ADD Quaint Roof Charm
... high wind resistance!

Choose the USG Thatch Shingle for distinctive old world charm—plus an extra measure of roof protection! The wind *slides off* the rounded corners of these distinctive shingles... they're made of full-bodied asphalt surfaced with fire-resisting mineral granules. In colors and blends to suit your taste.

Ask for an estimate *now!*

*T. M. Reg. U. S. Pat. Off.

YOUR NAME AND ADDRESS HERE



USG*
DUBL-BUTT*
ASPHALT SHINGLES



This Shingle of Rugged Beauty
can really take it!

Your roof has protection and beauty *plus* when it's covered with USG DUBL-BUTT Shingles... they're built to fight wind, water, and fire like the heavyweights they are! For a roof of striking beauty, with deep, bold shadow lines, choose USG DUBL-BUTT Shingles. In many handsome colors.

See us for an estimate **TODAY!**

*T. M. Reg. U. S. Pat. Off.

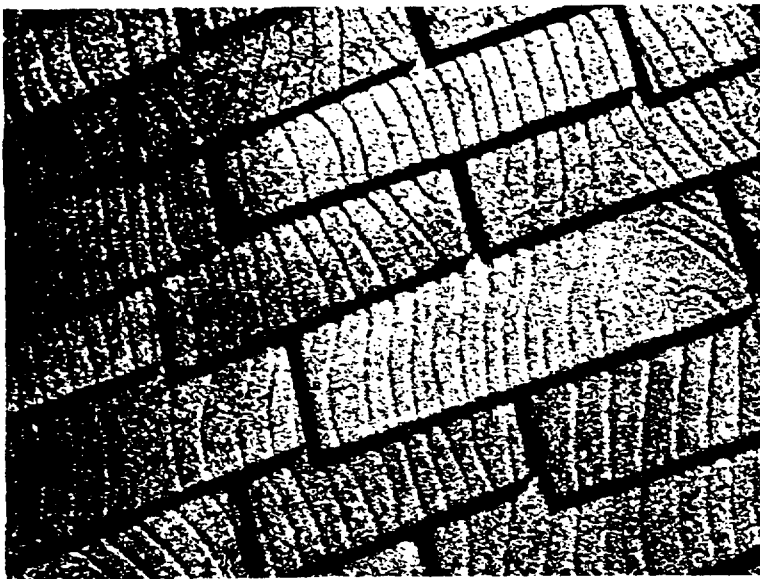
YOUR NAME AND ADDRESS HERE

Ad 403

2 col. x 100 li. (200 li.)

Ad 404

2 col. x 100 li. (200 li.)



Ad 405

2 col. x 100 li. (200 li.)

USG*
RANDOM-TAB
ASPHALT SHINGLES



A Roof w

Thanks to the
Shingles, you
built appear
you. This sh
protection fr
and solid co

See

*T. M. Reg. U. S.

YOUR N

"It's Glatex-
T.M. REG. U.S. PAT. OFF.
The Asbestos Cement Siding

*with the
Exclusive
Glazed Finish!"*



There'll be a magic change
in your home when you re-side
with GLATEX Asbestos Cement
Siding—and when you make
the change, you'll have side
walls that resist dirt and *never*
need paint! What's more, fire-
proof, weatherproof GLATEX
is *permanent*. It really lasts
a housetime!

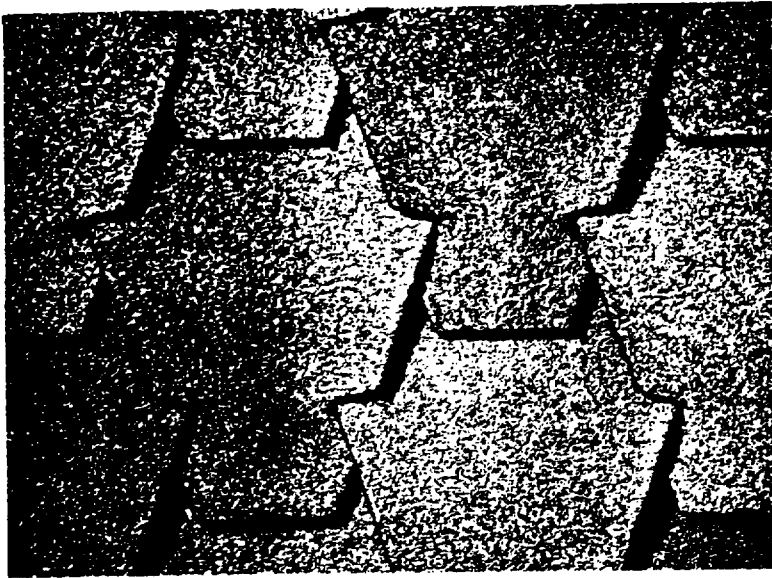
Come in and see an actual
sample of GLATEX *today*—
its surface resembles that of
highly glazed porcelain!
We'll be glad to estimate your
siding job without obligation.



Ad No. 425

3 col. x 100 li. (300 li.)

BB024 1482



Ad 407

2 col. x 100 li. (200 li.)

SUPER-TITE* ASPHALT SHINGLES



Are
SUPER-TITE
ate in cost!
or rains be
100% of you
extra prote
tractive des

*T. M. Reg. U. S. Pat. Off.

YOUR



... protected for *Extra Years* with USG* ASPHALT SHINGLES

No roof worries here! *This* roof is covered with USG asphalt shingles—and USG roofing always gives extra measures of protection from fire, water, and wind... always can be depended on to keep its outstanding beauty year after year. That's

because USG Shingles are made right... of the finest materials.

Let us give you an estimate on a new roof for your home. You can select the correct shingle for your home from our many styles. Call us or drop in today.

*T. M. Reg. U. S. Pat. Off.

Ad No. 427

3 col. x 85 li. (255 li.)

BRING YOUR ROOFING PROBLEMS TO US



"Safety on Top"

Yes, these extra rugged USG* Thick Butt asphalt shingles mean safety on top . . . because they're extra heavy at the weather end, where wear is most severe, where driving winds and soaking rains hit worst. They're tops in appearance, too! Their rugged shadow line, their

many colors, either plain or textured, make these sturdy beauties a leading choice of architects, builders, and home owners. See our complete line of USG asphalt shingles and roll roofing. Let us estimate your job—without obligation.

*T. M. Reg. U. S. Pat. Off.

BRING YOUR ROOFING PROBLEMS TO US

Ad No. 426

3 col. x 85 li. (255 li.)

BB024 1484

**A "SIDING" CHANGE
FOR THE BETTER**

New gleaming beauty... lifelong protection... no upkeep expense—you'll have them all with GLATEX® asbestos cement siding. It's made of asbestos and cement—two minerals that resist decay. It's fireproof, requires no paint—and the satiny ceramic finish washes like a china dish! Saves fuel, too. Come in and see a GLATEX sample TODAY!

GLATEX
ASBESTOS CEMENT SIDING

® T.M. Reg. U. S. Pat. Off.

Ad 601

2 col. x 100 li. (200 li.)



**A "bird's-eye view" of
YOUR ROOFING PROBLEMS**

People seldom get a "bird's-eye view" of their roof. If they did, eyes would be opened to needed repairs and perhaps to the need of an entirely new roof.

That's where we come in. We can give your roof a "bird's-eye view"—not from the nearest tree—but with on-the-roof, expert inspection.

We'll tell you your precise needs—maybe only a small area to be patched—show samples and quote popular prices.

The cost of this service is low and may well pay off today by saving a large re-roofing bill tomorrow. So, don't delay—phone now or stop in and talk over your problem with our roofing specialists.

(DEALER IMPRINT)

Ad No. 424

3 col. x 85 li. (255 li.)

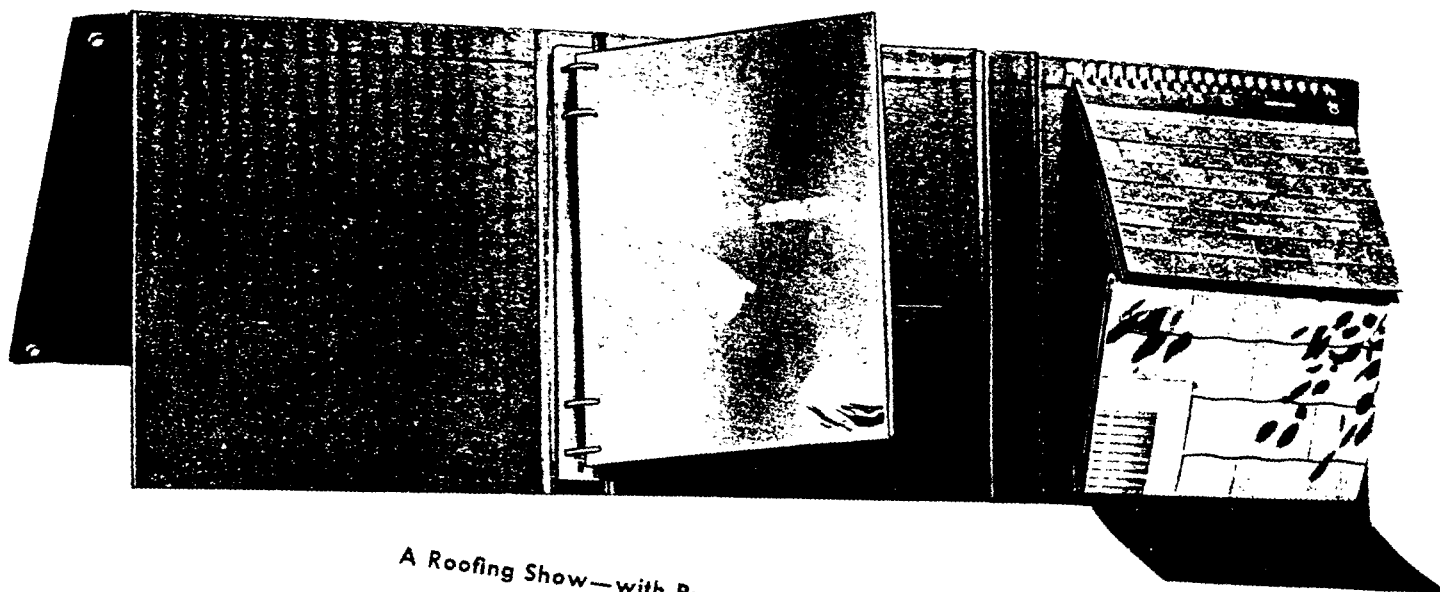


THE STREAMLINED Shingleview Kit

TODAY'S GREATEST AID FOR SELLING ROOFS

What does it do for the roofing applicator and his organization? It changes his selling completely and for the better! It's like carrying actual samples of roofing jobs right in a briefcase . . . it shows actual roofing samples in full color and texture in reduced size so the applicator can sell the proper color and type of shingle for the right job. SHINGLEVIEW Kit turns mountains into molehills in selling . . . now a complete selling kit fits under one arm and produces orders. No wonder everyone is enthusiastic about this big roofing show that puts prospects in the front row! Salesmen can put away the old lugging, tugging methods . . . stage a star performance and lead the parade in orders . . . show the SHINGLEVIEW Selector.

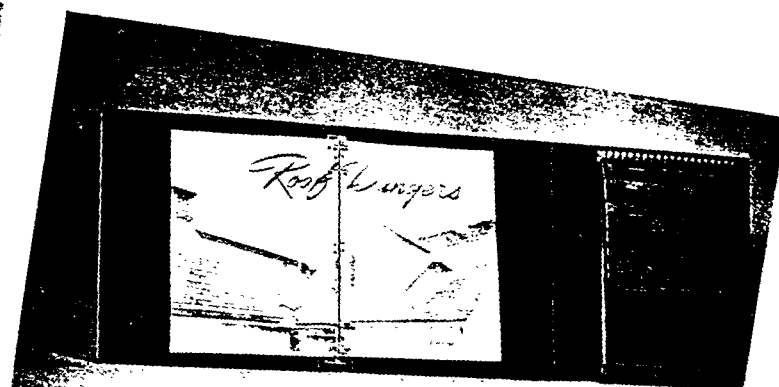
Show it now and move ahead
with this new type selling!



A Roofing Show—with Prospects in the Front Row



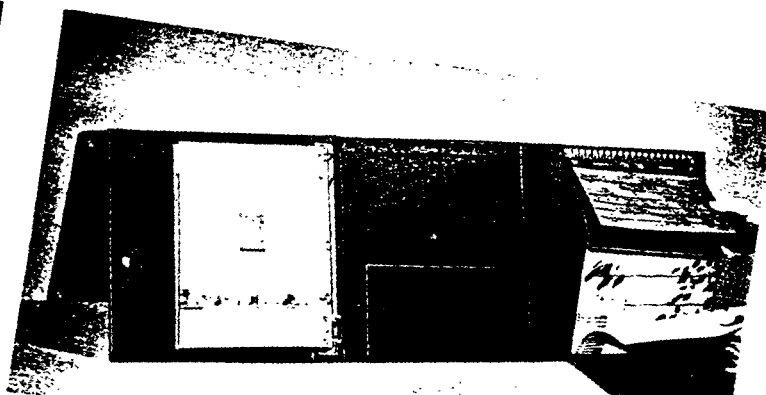
Catch the prospects' interest and win their confidence



Convince them their home needs roofing or siding



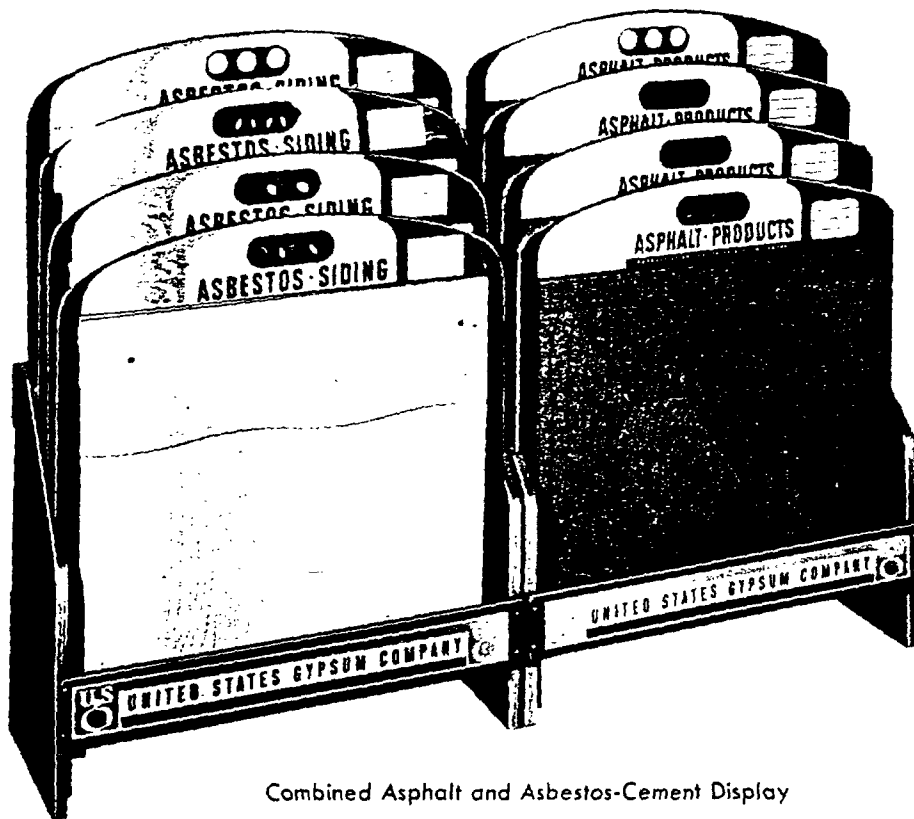
Convince them they need your roofing or siding



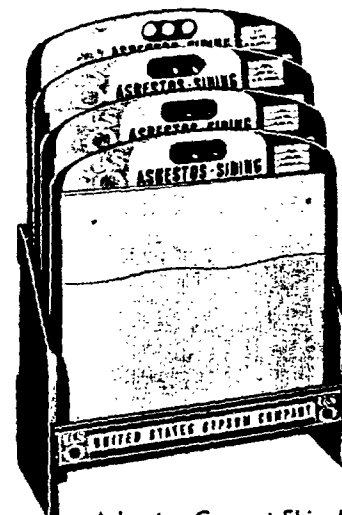
Close the sale and get the order

BB024 1487

WINDOW, COUNTER AND DISPLAY UNITS



Combined Asphalt and Asbestos-Cement Display

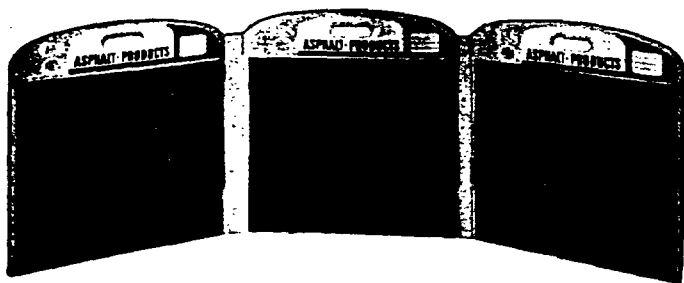


Asbestos-Cement Shingle Display Unit

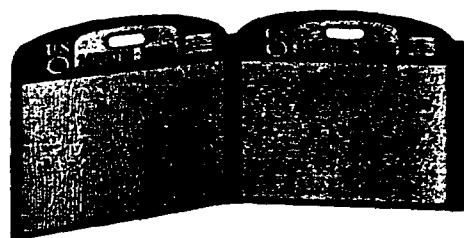


Asphalt Shingle Display Unit

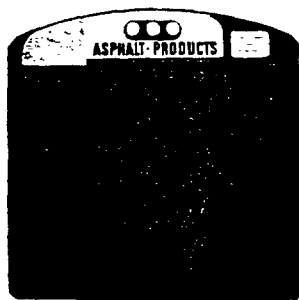
ACCESSORY DISPLAY ITEMS



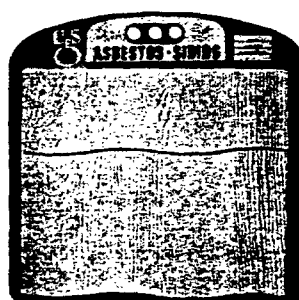
Z-41 3-Fold Asphalt Shingle Sample Board



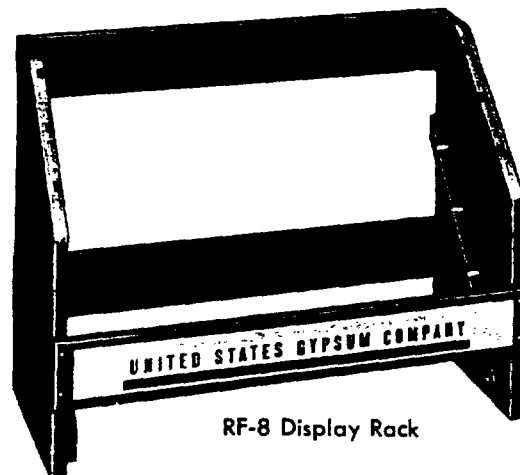
ECZ 2-Fold Asbestos Siding Sample Board



AYS-BYS-CYS-DYS-EYS
Asphalt Shingle Display Boards

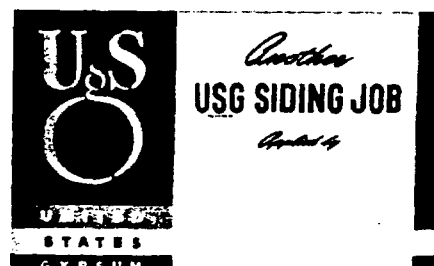
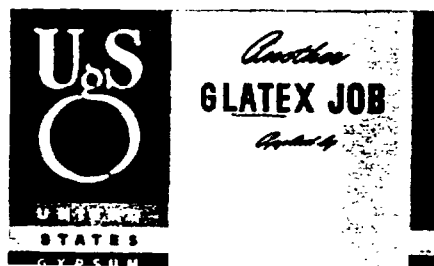
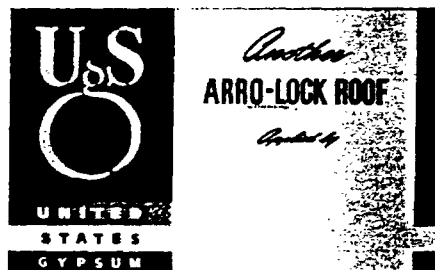
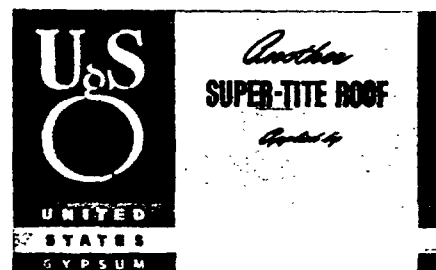


ECX Asbestos Cement
Siding Display Board



RF-8 Display Rack

OUTSIDE JOB SIGNS IMPRINTED WITH YOUR NAME



Make it Watertight
WITH **SUPER-TITE**
EASY-TO-APPLY ROOF COATINGS AND CEMENTS

Super-Tite Adhesive Fiber Coating
Super-Tite Asphalt Roof Coating
Super-Tite Quick-Setting Lap Cement
Super-Tite ROOF CEMENT PLASTIC
Super-Tite Plastic Roof Cement

United States Gypsum

Window or Counter Display for SUPER-TITE Roof Coatings and Cements

RF-45

Let us protect your home
with the best
USC asphalt roof

UNITED STATES GYPSUM

Terms can be arranged to suit your needs.

Window, Counter or
Wall Card for Roofing

RF-B4

Consult us about your
roof-we are experts!

UNITED STATES GYPSUM

Easy Terms
can be arranged for your new USC roof

Window, Counter or
Wall Card for Roofing

RF-B5

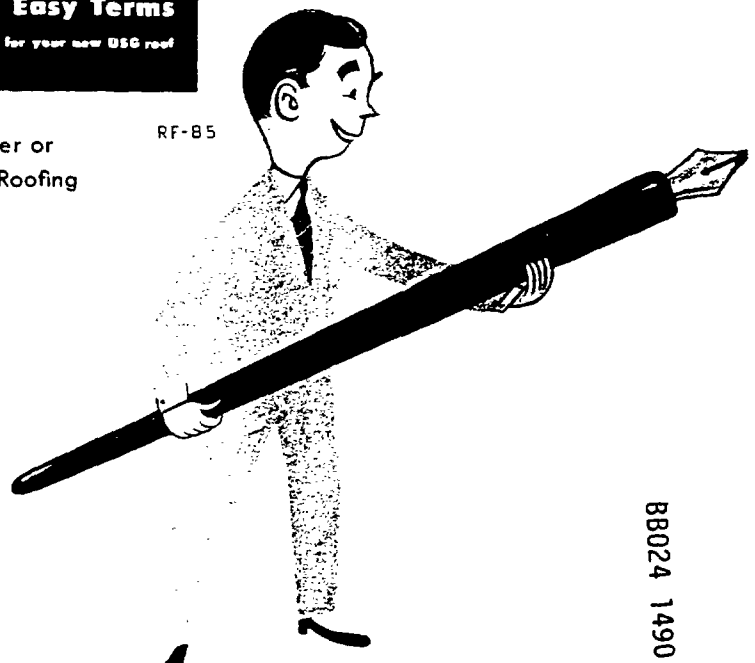
RE-SIDE YOUR HOME WITH
GLATEX

GLAZED FINISH!

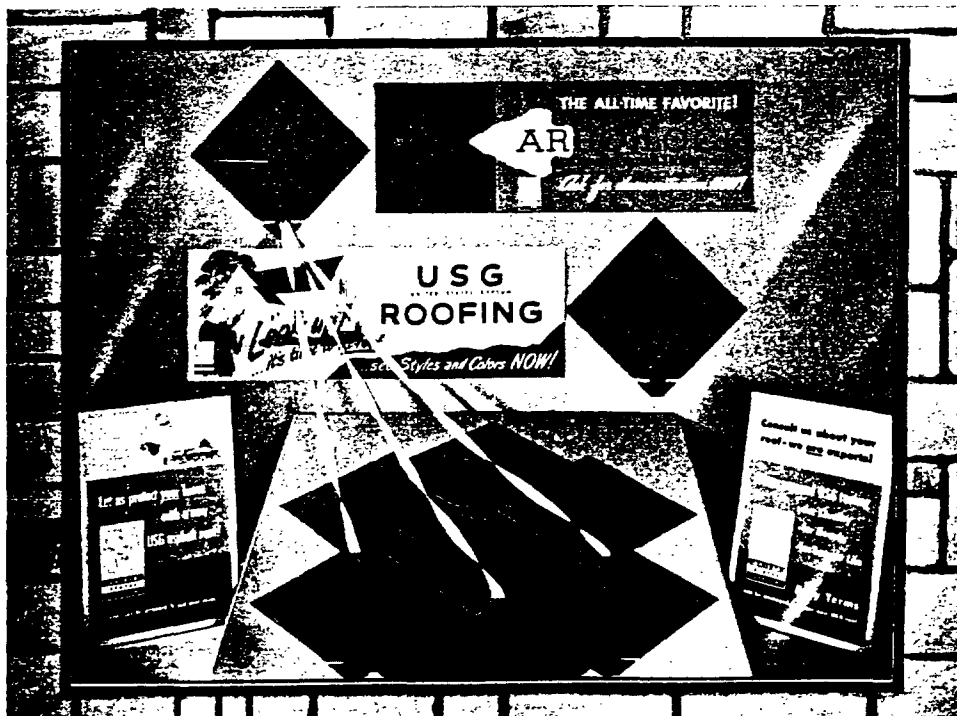
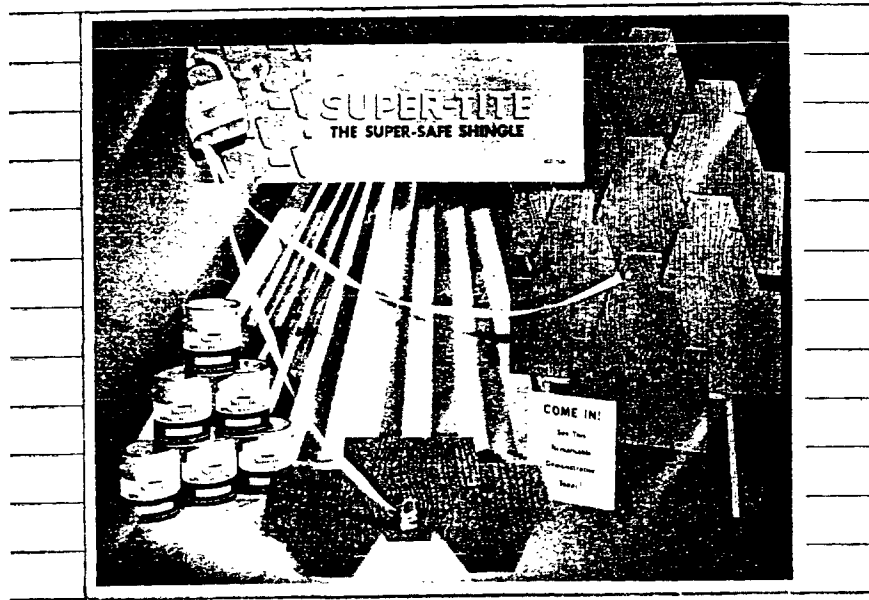
For beauty that lasts a HOUSETIME!

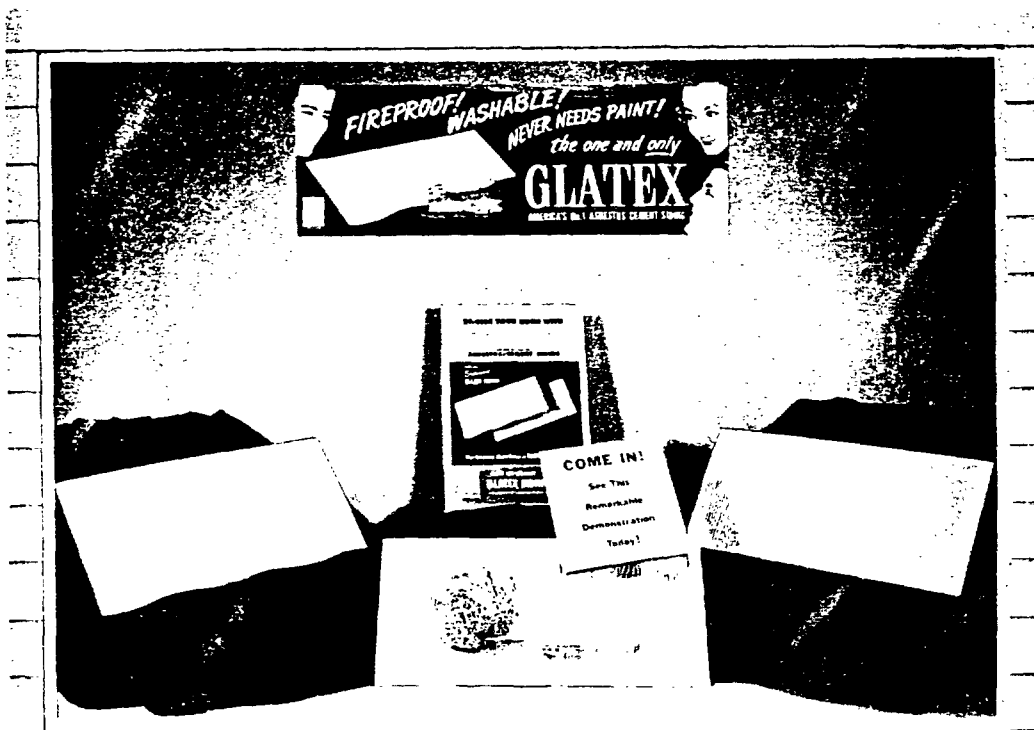
Window, Counter or
Wall Card for GLATEX Siding

ACR-34



SUGGESTED WINDOW SETUPS

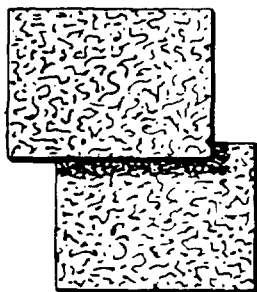




DEALERS CAN MAKE THEIR OWN ADS AND HANDBILLS WITH THESE **FREE** ACCESSORIES

Order mats selected from the Advertising
Department of UNITED STATES GYPSUM CO.
300 W. Adams St., Chicago.

The local newspaper can be of assistance
in preparing special ads or handbills.



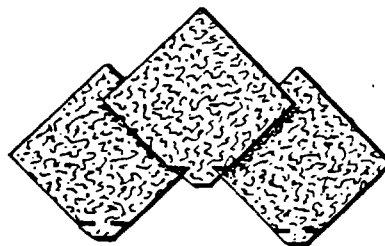
No. 479



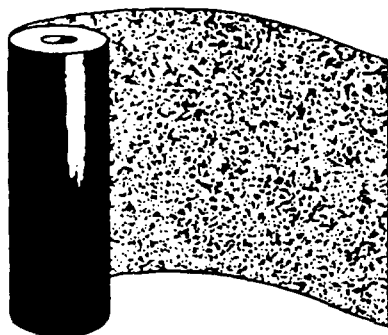
No. 481



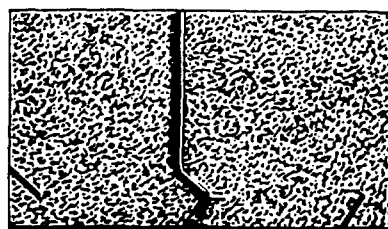
No. 480



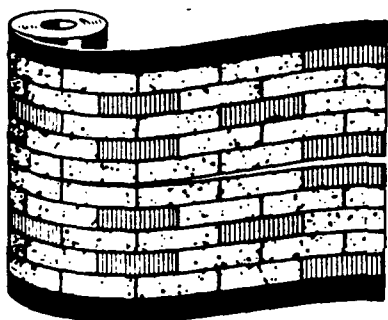
No. 483



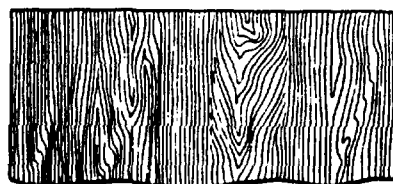
No. 484



No. 485



No. 486



No. 487

BUSINESS CARDS

and PHONE BOOK ADS



No. 489



No. 490



No. 491



No. 492

Dealers can place ads in local Classified Telephone Directories. United States Gypsum Company will supply cut of advertisement selected at no charge . . . and will furnish cuts of accessory items, if dealer wishes to write his own ads.



ROOF REPAIRS

**Your Co.
Name Here**

YOUR NUMBER

Repairs . . . new roofing and siding of all kinds . . . call on our long experience.




Ad 459



ROOF REPAIRS




**YOUR CO.
NAME HERE**

YOUR NUMBER

Repairs and new roofing and siding . . . Free estimate.

Ad 460

**Roof
LEAKS**

Repairs . . . new roofing and siding of all kinds . . . call on our long experience . . . for roof inspection and free estimate.

**YOUR CO.
NAME HERE**

**TELEPHONE
YOUR NUMBER**




Ad 458

U.S.
G

REG. U. S. PAT. OFF.

**UNITED
STATES
GYPSUM**