

UNITED STATES GYPSUM CO.

PLAINTIFF'S EXHIBIT

USG-1475

SUBJECT

NEW FOLDER on
ASBESTOS CEMENT SHINGLES

CHICAGO - July 22, 1938

Mr. F. J. Reinking,
Works Manager,
Detroit Mill.

We are attaching a new envelope stuffer on USG ASBESTOS CEMENT SHINGLES.

This folder illustrates the three types of our asbestos roof shingles - American Method, Dutch Lap, Hexagonal - and is designed for use as an envelope stuffer for dealers, and as a hand-out piece to contractors and home owners.

Space is provided on the back of the folder for dealer's imprint.

MSW'
Enc.

F. R. Babcock
Advertising Manager

This letter has been sent to all line and roofing salesmen in districts where asbestos cement is sold and to office list.

BB017 2425



UNITED STATES GYPSUM COMPANY



Fires that originate on roofs are among the most common causes of property damage. With USG Asbestos Cement Shingles this hazard is eliminated; they not only protect you from your own carelessness, but from your neighbors' as well. Made of long, tough asbestos fibers and Portland cement, they do not burn or wear out. Their sturdy construction is your assurance of a lifetime of satisfaction, free from roof worries. The feeling of security you get from USG Asbestos Cement Shingles is well worth the small additional amount you pay for them.

You cannot afford the risks you must take with inferior types of roof shingles that cost nearly as much but which do not provide anywhere near the protection, satisfaction and economy in service you get from USG Asbestos Cement Shingles.

A very definite indication of the fireproof quality of USG Asbestos Cement Shingles is the fact that they carry the Class A or Class B label of the Fire Underwriters' Laboratories.

LIFETIME PROTECTION AND SATISFACTION IN THESE FIREPROOF, DURABLE SHINGLES

USG Asbestos Cement Roof Shingles get harder and tougher as the years go by—they provide a one-time roof that need never be replaced. They cannot burn, nor can they rot or decay.

And a USG Asbestos Cement roof is a beautiful roof. Colors and textures were designed and selected by architects and color experts. Available in both smooth and rough textures, they blend gracefully with the rest of the home, whether it is a new home or an old one.

In no other type of fireproof roofing is it possible to get the wide range of colors available in USG Asbestos Cement Roofing. The many USG colors provide the architect with unequalled opportunities for expressing roof beauty to conform with the homes he designs. They permit the builder to avoid color irregularity on groups of new homes, and they supply the home owner's demand for harmonious color without gloss or glare.

BEAUTY
... AND A
PERMANENT INVESTMENT
A Roof of



USG ASBESTOS CEMENT ROOFING REDUCES INSURANCE COSTS



Insurance companies in most states offer lower rates on the entire insured valuation of buildings protected with Asbestos Cement Shingles. They do so because roofs of this type are fireproof and prevent or reduce losses under insurance policies. USG Asbestos Cement Roof Shingles have more than the necessary qualifications for this preferred rating by the insurance companies; and they also carry the Class A or Class B label of the Fire Underwriters' Laboratories.

ELIMINATES EXPENSIVE MAINTENANCE COSTS

USG Asbestos Cement Roofing is practically free from all maintenance costs. Made of imperishable materials, it is unaffected by the extremes of weather and does not wear out, rot or decay.

When you plan to roof or re-roof, consider these economies of lower insurance and maintenance costs together with the many years of protection you get from USG Asbestos Cement Shingles. You will find no other type of shingles gives you as low a yearly cost.



PAY FOR RE-ROOFING OUT OF INCOME

To provide for financing the re-roofing of your home, USG offers a safe and sound time-payment plan that permits you to pay for the job out of your income. You can now procure a loan for financing the entire cost of a new roof and pay for it in equal monthly payments over an extended period of time.

Come in and let us give you complete information. Rates are the lowest in history. An investigation of re-roofing costs and loan details will not obligate you in any way.

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**A lifetime
OF SATISFACTION**



*Fireproof
Durable*

**USG ASBESTOS CEMENT
SHINGLES**

BUJ 7 2426

U S G A S B E S T O S C E M E N T S H I N G L E S

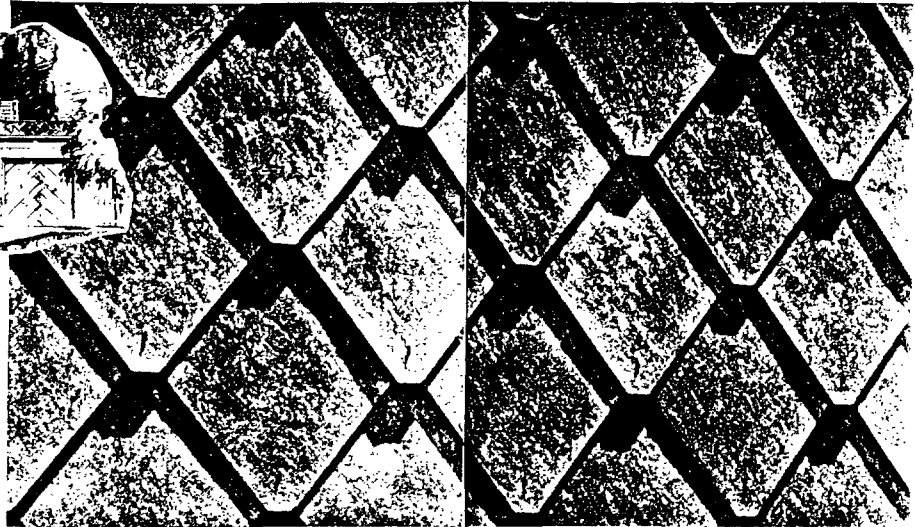


No. 100 USG HEXAGONAL METHOD SHINGLES (Class B Underwriters' Label)

The hexagonal design is typical of the attractive roofs so often seen in the rural sections of France, where the design originated. At low cost it provides enduring protection from fire and weather.

These shingles are particularly suitable for medium priced homes and other structures where practical value is desired without sacrificing appearance.

USG Hexagonal Asbestos Cement Shingles have two edges completely covered, and, in addition, each shingle is secured in place by two nails and a copper storm anchor. Hexagonal shingles are especially recommended for use in localities where excessively high winds prevail and other materials have not proved durable.



No. 200 USG AMERICAN METHOD TAPERED SHINGLES (Class A Underwriters' Label)

USG American Method Tapered Shingles were especially designed by leading architects and outstanding color designers to provide a roof of unusual beauty. Additional character and architectural appeal are obtained by the use of random width shingles, blending colors, staggered butts, and the deliberate breaking of corners on some shingles to heighten the appearance of ruggedness.

The USG American Method Shingles are tapered shingles with a one-quarter inch butt. Because of this extra thickness they cast the deep shadow lines which add so much to the appearance of your home.

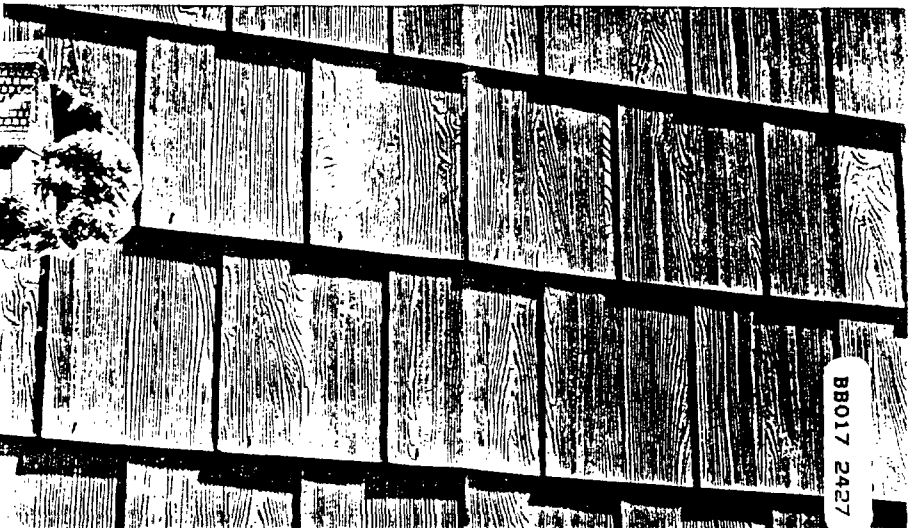


No. 300 USG DUTCH LAP METHOD (Class B Underwriters' Label)

At only a negligible increase in cost over the USG Hexagonal Shingle, the USG Dutch Lap Method Shingle is available to those who prefer the traditional horizontal and vertical lines and the charm of weather-aged wood graining to the plain, smooth texture and hexagonal design.

Each shingle is held down by the adjacent shingle and the two above, and in addition the exposed corner is firmly held in place by a copper storm anchor. Each shingle is also secured by three nails. USG Dutch Lap Method Shingles may be laid with one-third or one-fourth side lap.

The Dutch Lap method combines the qualities of beauty, permanence, and fire protection at low initial cost.



BB017 2427

LIFETIME BEAUTY AT MODERATE COST