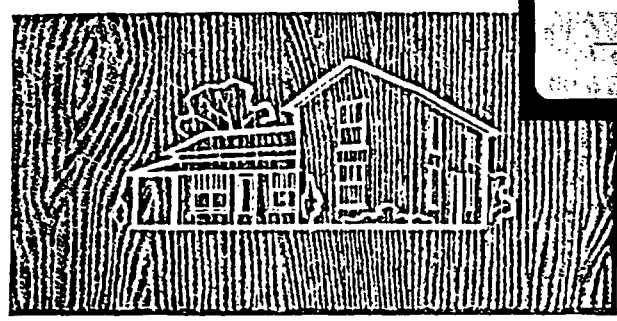
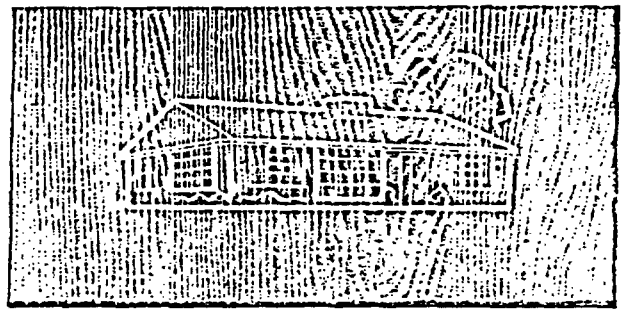
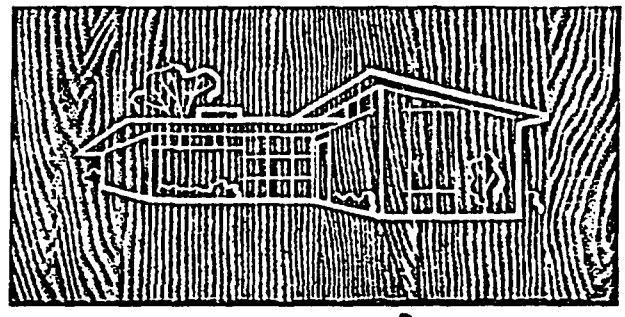
This advertisement appears in: *Better Homes & Gardens* and *American Home*—
October, 1953

PLAINTIFF'S EXHIBIT

USG-914







give your home Color with

GLATEX

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

aristocrat of asbestos cement siding

Soft-hued, distinctive colors that *stay* colorful. Whether you choose Greentone, Mist Gray or Browntone (or Satin White), color lasts the *lifetime* of your home, because it's fused into the ceramic surface. Never needs paint, washes like a china dish. Cover your present siding now—with *colorful* GLATEX! For the name of your nearest GLATEX dealer or applicator, write Dept. 142, 300 West Adams St., Chicago 6, Ill.

UNITED STATES GYPSUM

the greatest name in building

GP056 0096

UNITED STATES GYPSUM COMPANY

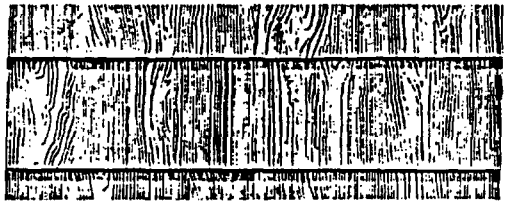
300 West Adams Street, Chicago 6, Illinois

GLATEX ASBESTOS CEMENT SIDING

When you compare Glatex with ordinary Asbestos Cement Siding, there's as much difference as between a common flower pot and a glazed piece of porcelain. Glatex retains its original freshness longer, repels water, defies fire and can be cleansed from ordinary surface grime by simply washing with soap and water. Glatex beauty is enhanced by a deeply indented wood grain effect. Glatex siding is 27" long which means less joints, faster application and tighter walls. It never needs paint and provides "life-long" service.



Apply dirty oil or grease | Wipes off without penetrating surface | Surface is restored—no stains remain



NO. 950 CLAPBOARD SIDING

Dimensions: 12" x 27" x 5/32"
Approximate weight per square: 178 lbs.
Weather Exposure: 10⅛"
Over Lap: 1⅛"
Finish: Idealized Wood Grain Texture
Color: Satin White
Shingles per Square: 31
Shingles per Bundle: 17



NO. 600 WAVY BUTT SIDING SHINGLE

Dimensions: 12" x 27" x 5/32"
Approximate weight per square: 175 lbs.
Weather Exposure: 10⅛"
Over Lap: 1⅛" maximum—1⅛" minimum
Finish: Idealized Wood Grain Texture
Color: Satin White and Silver Brown
Shingles per Square: 31
Shingles per Bundle: 17

Glatex are trademarks owned by the United States Gypsum Co.

GP056 0107

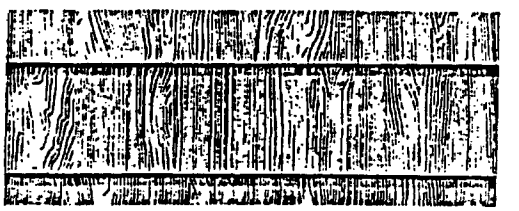
YOU AND U.S.G. RESEARCH!

Today, in U·S·G Research Laboratories, new products are being developed for you. One notable contribution of this large research organization is GLATEX* Asbestos Cement Siding. Compare GLATEX with ordinary siding. You'll find there's as much difference as between a common flower pot and a glazed piece of china. That's why GLATEX retains its original freshness longer, repels water, resists fire. Ordinary dirt can be removed by simply washing with soap and water. Look to U·S·G Research Laboratories for still newer developments in better building products.

GLATEX SIDING.

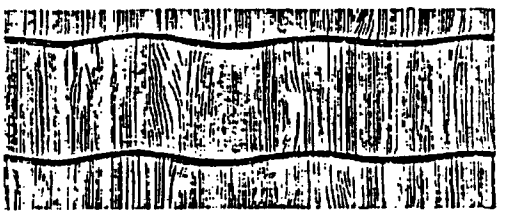


Apply dirty oil or grease | Wipes off without penetrating surface | Surface is restored—no stains remain



NO. 950 CLAPBOARD SIDING

Dimensions: 12" x 27" x 5/32"
Approximate weight per square: 178 lbs.
Weather Exposure: 10½"
Over Lap: 1½"
Finish: Idealized Wood Grain Texture
Color: Satin White
Shingles per Square: 51
Shingles per Bundle: 17



NO. 600 WAVY BUTT SIDING SHINGLE

Dimensions: 12" x 27" x 5/32"
Approximate weight per square: 175 lbs.
Weather Exposure: 10½"
Over Lap: 1½" maximum—1¼" minimum
Finish: Idealized Wood Grain Texture
Color: Satin White and Silver Brown
Shingles per Square: 51
Shingles per Bundle: 17

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United States Gypsum

For Building • For Industry

Gypsum · Lime · Steel · Insulation · Roofing · Paint

GP056 0108

This advertisement appears in *Building Supply News, Gulf Coast Lumberman, IRLHA News, Lumber Co-Operator, Lumberland, Lumber Merchant, Miss. Valley Lumberman, Northwest Lumber & Building Material Dealer, The Plan, Retail Lumberman, Southern Building Supplies, Southern Lumber Journal, Western Building* and *Wood Construction*—September, 1953.

Better be ready when they ask for

GLATEX

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

aristocrat of asbestos cement siding

in COLORS

Better be ready—to fill your orders for time-proved GLATEX . . . now in three most-preferred, soft-hued colors. Never any need to paint; color lasts the lifetime of the house because it's fused under high temperatures into the ceramic surface. As always, GLATEX has the china-like glaze finish that washes like a dish.

GLATEX in *colors* (and popular Satin White) gives you an exceptional opportunity for extra profits in the re-siding market. Be ready when you're asked for GLATEX. For years it's been known as America's aristocrat of asbestos cement siding—now, with lifetime colors, it's heading for new heights in popularity!

Greentone

Mist Gray

Browntone

Satin White

USG

UNITED STATES GYPSUM

The Greatest Name in Building

GP056 0111