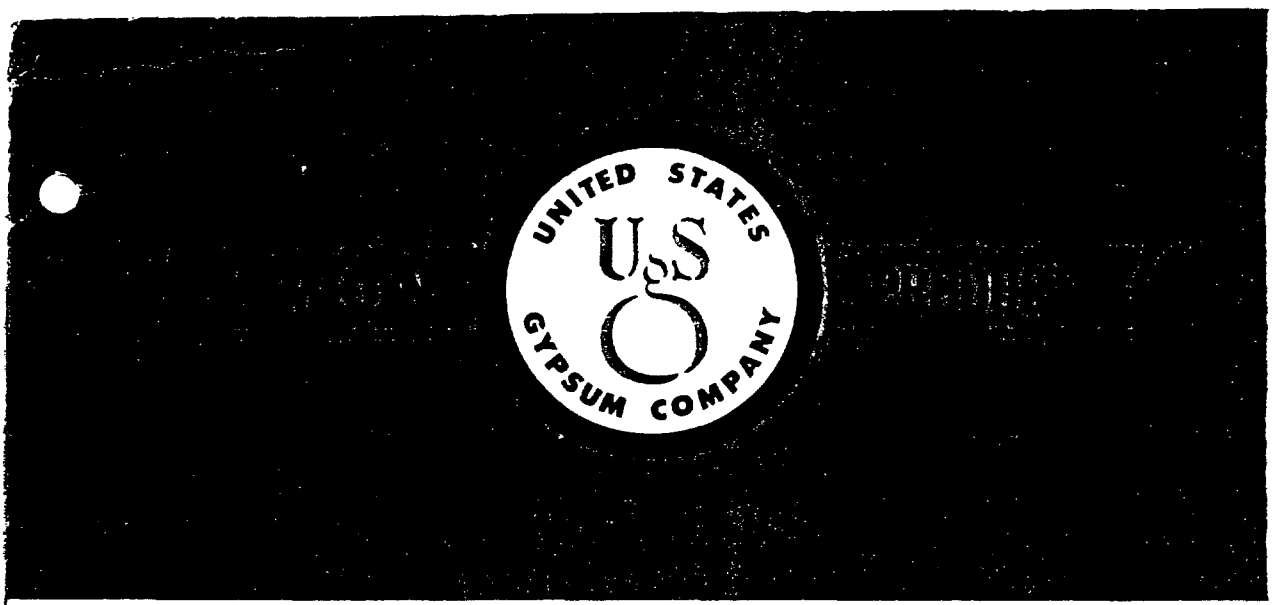
PLAINTIFF'S EXHIBIT
USG-1182



1943
DO NOT DESTROY

Victory Line of

ASPHALT ROOFING PRODUCTS

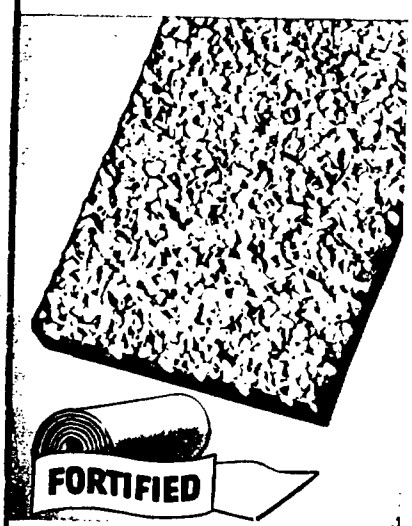
North Tonawanda Plant

UNITED STATES GYPSUM COMPANY
300 WEST ADAMS STREET · CHICAGO

Quality Building Materials for Over 40 Years

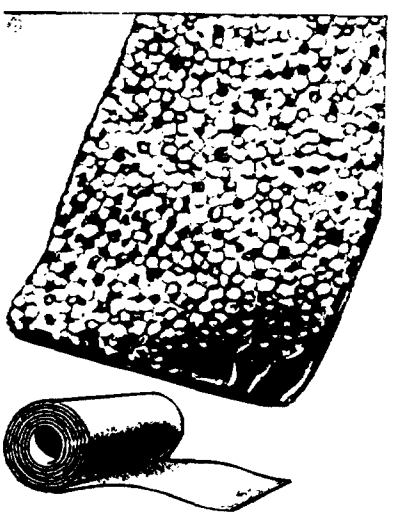
BB023 0239

WHAT FORTIFIED MEANS



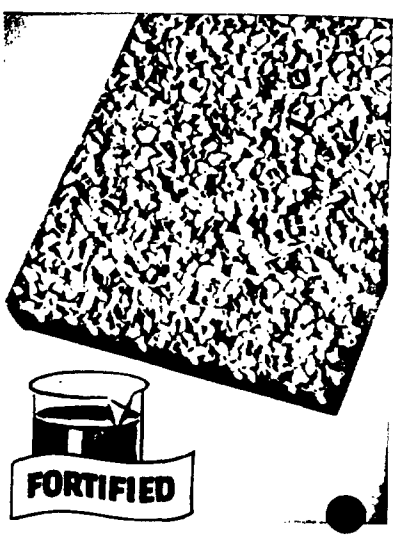
FORTIFIED FELT

made of tough, pliable fibers that will "drink up" life-giving asphalt and bond firmly with the asphalt coating.



POOR FELT

may lack proper porosity—resists penetration of asphalt. Such felt may reduce the life of finished roofing.

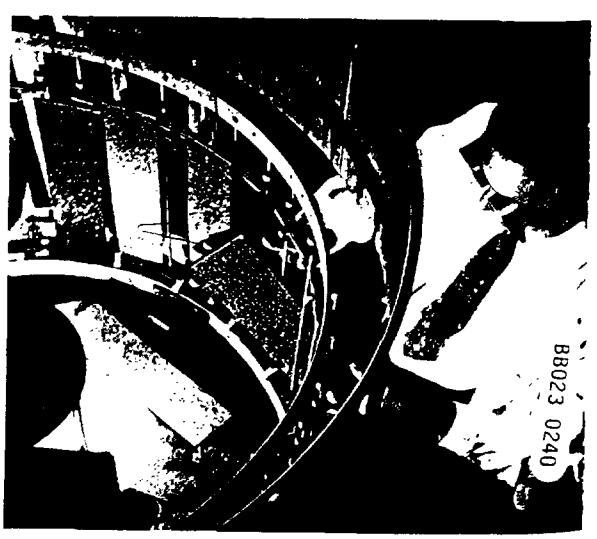


FORTIFIED SATURATION

Full-bodied asphalts are processed to give deep penetration into the felt base for full saturation, which gives long life.



U·S·G RESEARCH tests every ingredient, proves every process—so that "Fortified" Roofing may always be better.



IN THIS WEATHEROMETER, one day's exposure is equivalent to weeks of burning sun—scorching heat.

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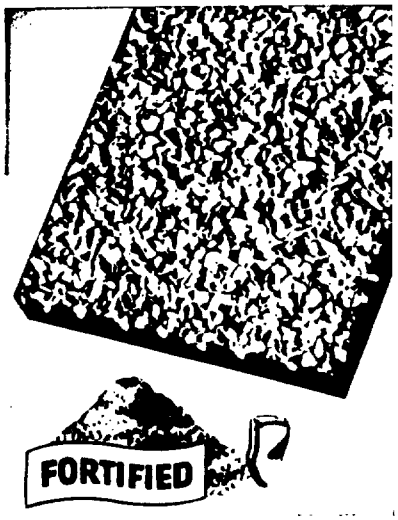
IN SELLING ROOFING



POOR SATURATION

Lower grade asphalt has tendency to "bleed"—leave heart of felt unprotected, which results in short life.



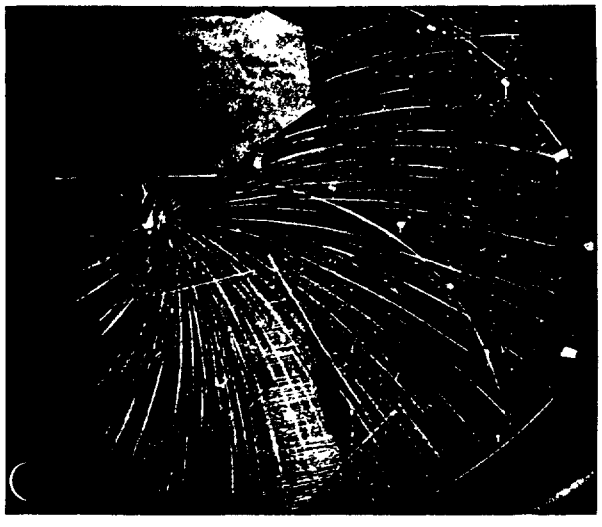
FORTIFIED GRANULES

selected for non-fading qualities, shaped like "teeth," are embedded into the coating asphalt with a bulldog grip.

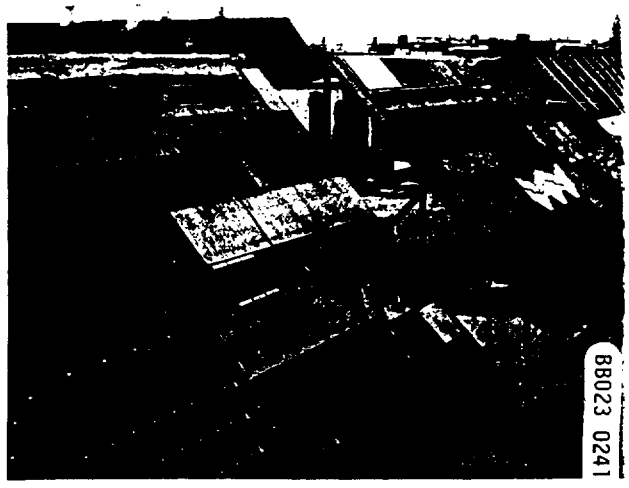


POOR GRANULES

may soon fade . . . loose their grip on coating asphalt and wash away—leaving your roof a prey to fire and weather.



AFTER THE SUN—THE RAIN. This is the equivalent of driving rain. Quick freezing and thawing are other tests.



FINALLY . . . each product is tested under actual outdoor conditions. For "Fortified" roofing must defy the worst the elements have to offer and come through with a good record.

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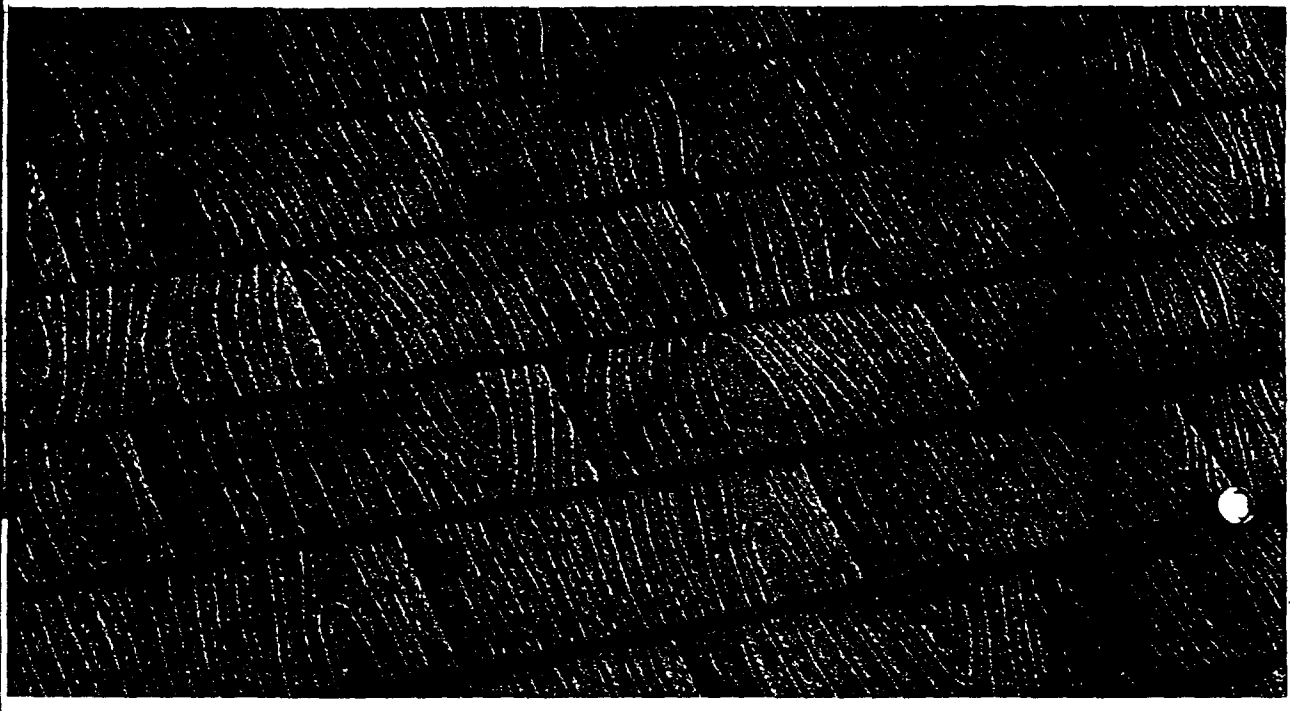
SAMSON PRODUCTS

12" THICK BUTT SHINGLES

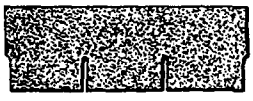


Carry Underwriters' class "C" label

. . Group A Products . .

SPECIFICATIONS

12" THICK BUTT
Standard Surface
Size 12" x 36"



HEAD LAP	EXPOSURE	STRIPS PER SQ.	BUNDLES PER SQ.	APPROX. WT.	SOLID COLORS	BLENDS	PRICE
2"	5"	80	3	210	Black Brill. Green Persian Red		

12" THICK BUTTS
Textured Surface
Size 12" x 36"



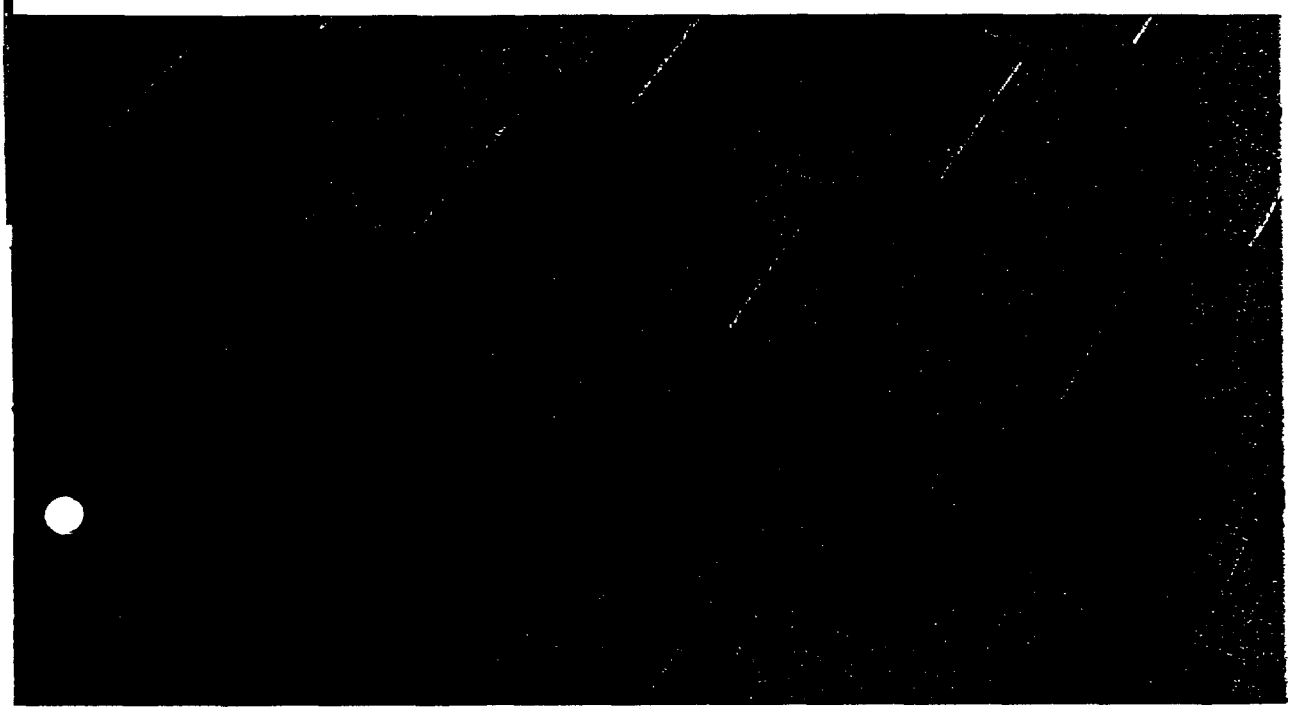
HEAD LAP	EXPOSURE	STRIPS PER SQ.	BUNDLES PER SQ.	APPROX. WT.	SOLID COLORS	BLENDS	PRICE
2"	5"	80	3	210		Bluetone Venetian Red Briar Green Arbor Gray Heather Brown Blend	

Reauires 1.3 lbs. 1" nails over new work or 2.1 lbs. of 1¾" nails per sq. over old shingles.

BB023 0242

SAMSON PRODUCTS

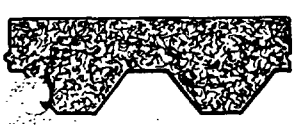
TWO TAB HEXAGONS



Carry Underwriters' class "C" label

. . Group A Products . .

TWO TAB 11⅓" HEXAGONS
Standard Surface
Size 11⅓" x 36"



SPECIFICATIONS

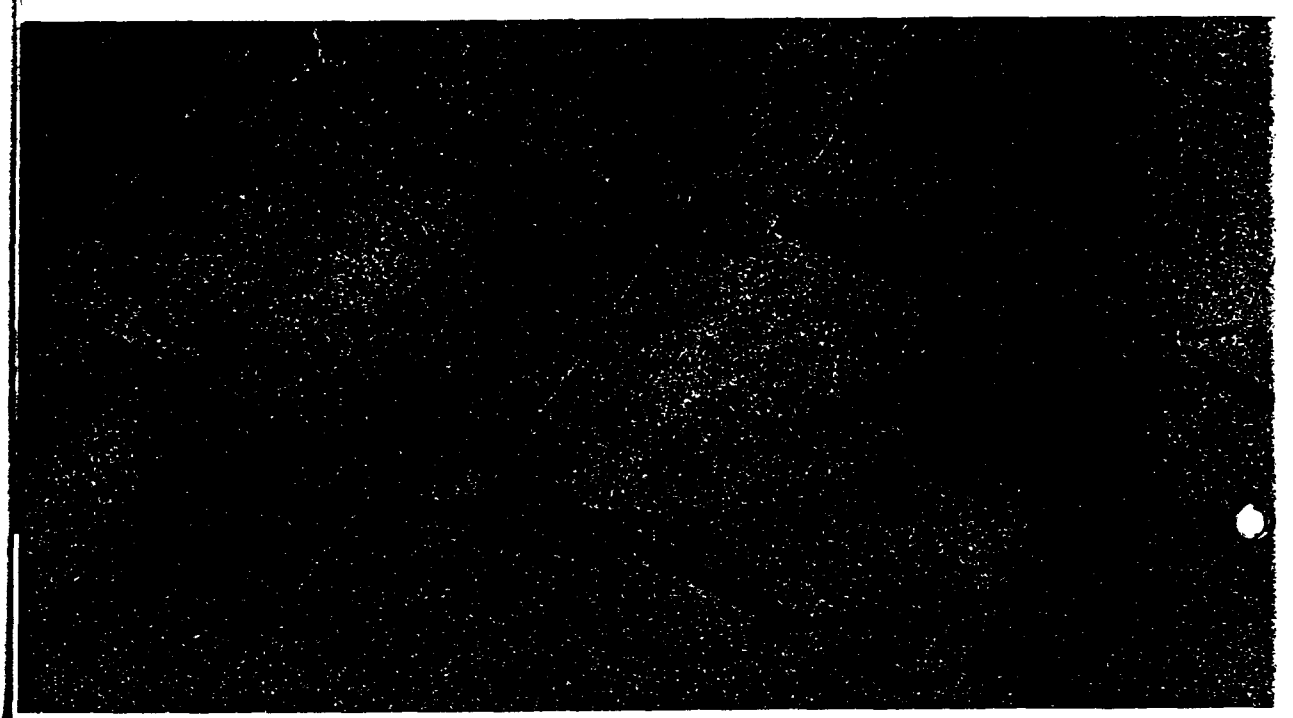
HEAD LAP	EXPOSURE	STRIPS PER SQ.	BUNDLES PER SQ.	APPROX. WT. PER SQ. LBS.	SOLID COLORS	BLENDS	PRICE
2"	4⅓"	86	2	167	Black Brill. Green Persian Red	Bluetone Venetian Red Briar Green	

Requires approx. 1.3 lbs. 1" nails over new work or 2.3 lbs. 1¾" nails per sq. over old shingles.

BB023 0243

SAMSON PRODUCTS

ARRO-LOCK

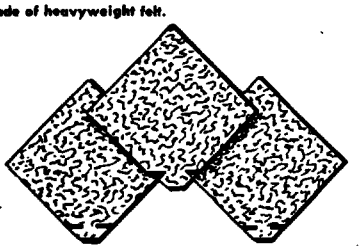


Carry Underwriters' class "C" label

• • Group B Product • •

7 IMPORTANT FEATURES

1. Especially adaptable for use over old shingles.
2. Quality proved on more than 500,000 American homes.
3. Fire resistant . . . carry Underwriters' class "C" label.
4. Distinctive and exclusive.
5. Storm-tight . . . the harder the wind blows the tighter it locks.
6. The original natural lock shingle. No restricted rivets or clips required to anchor it down.
7. Made of heavyweight felt.



SPECIFICATIONS

DESCRIPTION	COLORS	PRICE
Size 16" x 16"	Black	
	Brill. Green	
	Persian Red	
Shingles per Sq. 82		
Bundles per Sq. 2	Blends	
	Briar Green	
	Venetian Red	
Approx. Wt. lbs. per Sq. 138	Bluetone	

Requires .6 lb. 1" nails over new work or 1.1 lbs. 1¾" nails per sq. over old shingles.

BB023 0244