do you know

where to go for the skill and experience that assure you complete weather protection?

Sure, it's good business to know what makes a roof good. Good business to know where to go for top building protection. Look to us!

Look to us for the training and experience; look to us for the know-how and the quality USG materials that make expert workmanship even better. Call on us for FREE inspection and clear report on your present roof protection.

If it's ready for repair, replacement, look to us. We will recommend a suitable Built-up Roofing specification. We will supply and apply only quality USG asphalt roofing products. There'll be only highly skilled workmen on the job, only experts supervising. And on completion you get the additional protection of personal inspection by a roofing specialist.

USG BUILT-U

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PLAINTIFF'S EXHIBIT
USG-845



call now! Without cost or obligation to you, we'll make a careful, expert inspection of your present roof covering and report

1. its condition;
2. how to get better protection.

A phone call will bring one of our roof specialists at a time that suits you best. Get our report, specification and estimate now. It's good business.

HISTORICAL FILE
Trade-Mark Protection
Received JUN 18 1951
DO NOT DESTROY

We apply products of

United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint



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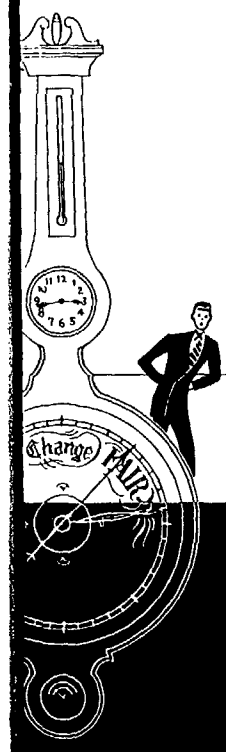

do
you
know

Know what protects your investments in machinery—stock—working space—rental space? . . . What stands between you and the weather? It pays to know. Because a roof failure can cost a fortune.

It pays to know, too, that the *finest* in building *protection on top* costs less as a rule than a single leak-through. It pays to know, and firsthand, that the *finest* is U.S.G. Built-up Roof Covering—waterproof, fire-resistant, long-lasting, inexpensive.

do
you
know

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