PLAINTIFF'S EXHIBIT
USG-1069

MODERNIZE with new, colorful GLATEX

GP041 1504 1/1/0

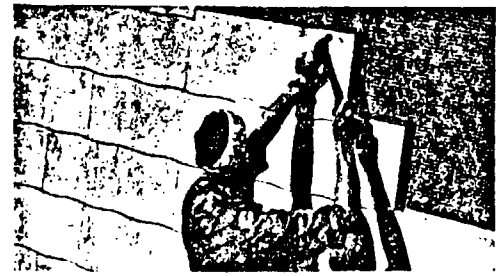
GP041 1605

RE-SIDE *NOW* · PAY LATER

Use the USG *Monthly Payment Plan*

Right over old worn sidewalls new "Glatex" siding may be applied. Almost like magic fresh new sidewalls appear. New beauty, value, weather and fire protection are added.

You can re-side your home or other buildings. You need not pay a penny down. You pay in easy installments just like rent when you use the USG Monthly Payment Plan. Ask for details and estimates.



UNITED STATES GYPSUM COMPANY

Where Research Develops Better, Safer Building Materials

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GP041 1606

non-staining GLATEX Protection

with the "SMUDGE TEST"



OTHER IMPORTANT FEATURES

1 **FIRE PROTECTION**—Made of Portland cement and asbestos fibres. Does not burn.

2 **LIFETIME SERVICE**—Made of lasting materials, USG Asbestos Cement Siding offers a lifetime of satisfaction.

3 **LOWER COSTS**—Never requires paint. Tighter walls help to reduce fuel bills.

4 **LONGER SHINGLES**—Only 27" siding shingle available. Means less joints, better insulated wall.

5 **DIE-CUT EDGES**—All edges die-cut simultaneously. Better alignment, tighter joints, neater job.

6 **STRENGTH WHERE NEEDED**—Reinforced from top to bottom—the point of greatest strain.

7 **GREATER TEXTURE VARIATION**—24 different texture designs.

8 **COLOR UNIFORMITY**—Full 28 days' curing assures true, lasting colors.

G2041 1607



GLATEX—the sensationally *improved* asbestos cement siding

USG Asbestos Cement Siding has always been recognized as the leader. Walls covered with it have 11% fewer joints—only USG makes siding which is 27 inches long. It has a better texture—better color—more variation in design—greater vertical strength. But USG realized that there was a demand for a still *better* siding—with a stainproof, cleanable surface which would remain so.

After years of work on the problem, the USG Research Laboratories produced what the industry had long sought—an asbestos cement siding which didn't stain, and from which surface-dirt could be removed just as from a china dish. This revolutionary siding, called "Glatex," was thoroughly tested both in the laboratory and under actual exposure in smoky, grime laden atmosphere. After it had passed every test, it was placed on the market in 2 colors—white and gray.

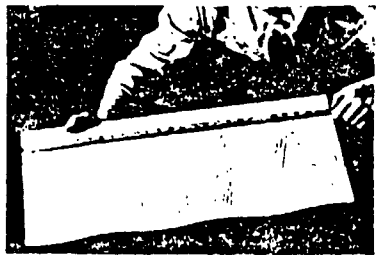
The new product was immediately recognized as infinitely better by home owners, builders, architects and building material distributors and craftsmen. It scored a sensational success, and is being increasingly used for new homes, as well as for modernizing old houses.

STAYS CLEAN LIKE A CHINA DISH • *Cleans with Soap and Water • Never Requires Paint • Water Repellent • Fireproof • Repels Dirt • Resists Weather Freezing • Thawing • Heat and Cold*

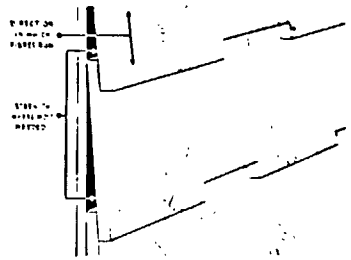
Only USG gives you Glatex and all these features

GP041 1608

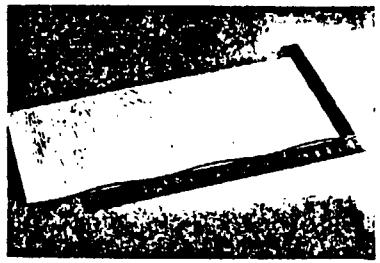
Longer Siding Shingles — USG Siding Shingles are 27" inches long. This means many hundred less joints on the average home — a tighter, warmer, better insulated wall.



Strength Where Needed Most — USG Siding Shingles are reinforced from top to bottom. This is the point of greatest strain. Once in place, the shingles are there to stay.



Die-Cut Edges — All four edges of USG Siding Shingles are die-cut simultaneously. Clean, true edges make for accurate alignment — tighter joints — fuel savings — a neater job.



Greater Texture Variation — 24 different texture designs in the 27" USG Siding Shingles. Avoids monotonous repetition of identical patterns. An exclusive USG feature.

