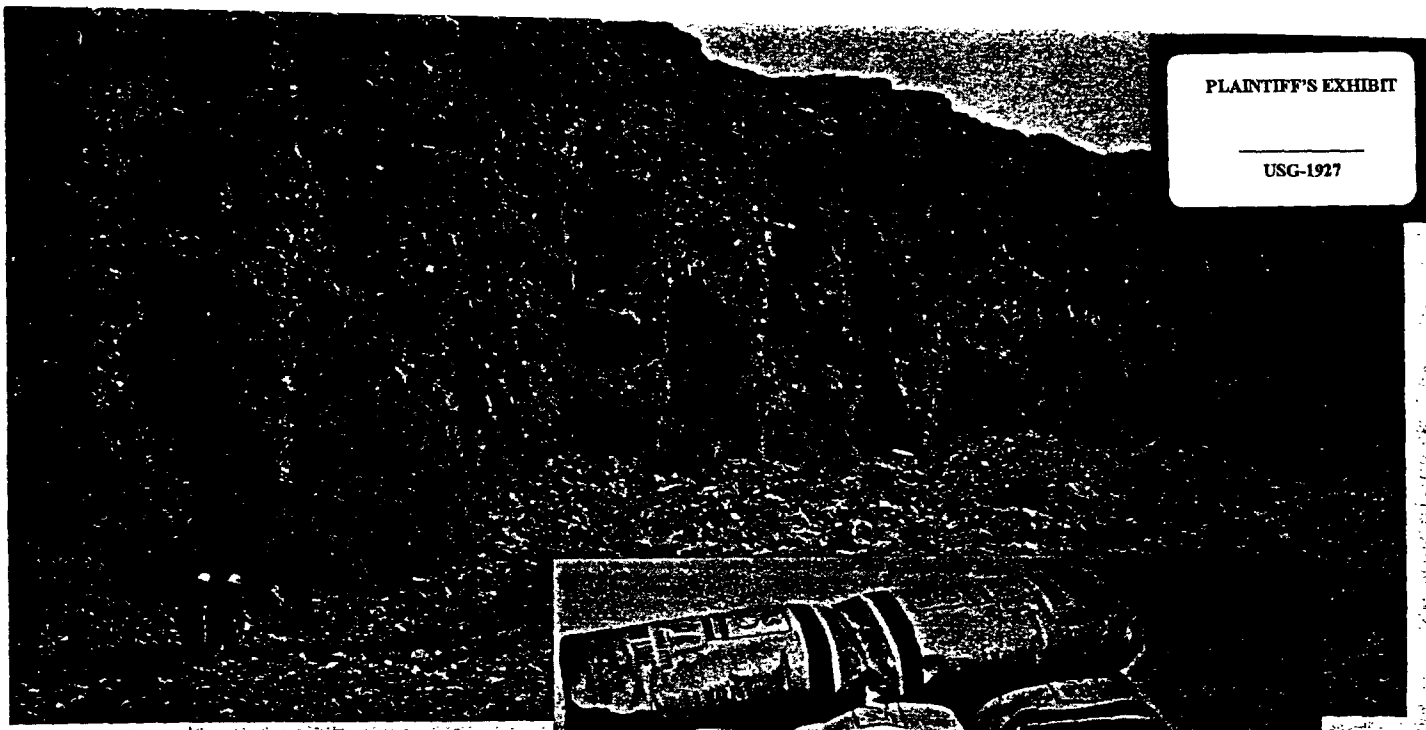
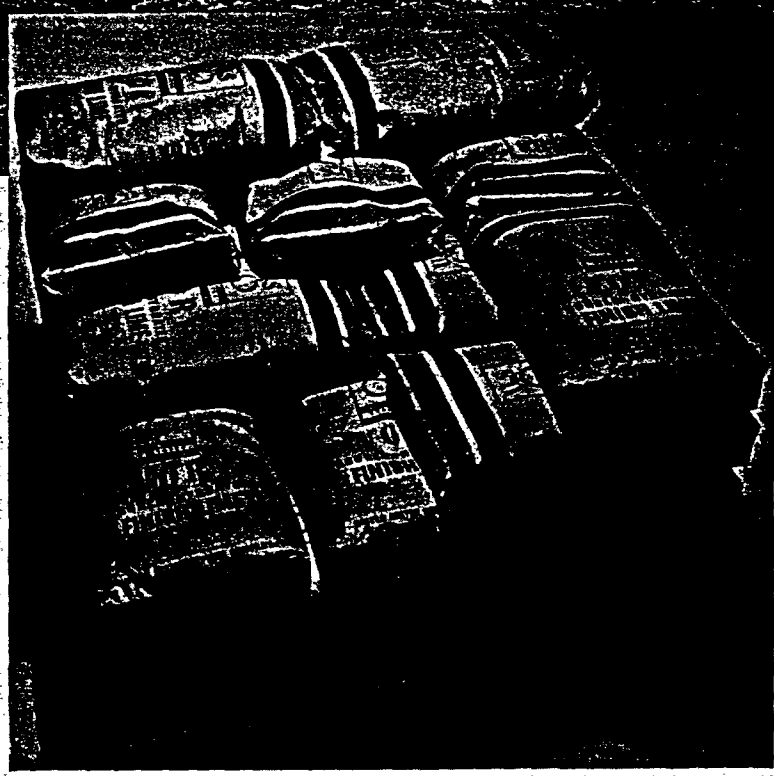
PLAINTIFF'S EXHIBIT

USG-1927



U.S.G. limestone quarry at Genoa, Ohio



QUALITY...

BORN 350 MILLION B.C.

The package at your lumber store reads "USG* finish lime." Just as you can't see its age, you can't see its quality. But both are scientific facts. U.S.G. quarries only high-purity limestone. And then skilled experts carefully control and increase quality until it's in the bag. For smoother plaster walls, easier working and faster hardening, smart plasterers mix USG* finish lime with RED TOP* plaster. A top-quality combination!

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

PARTNERS in QUALITY... United States Gypsum and your building materials dealer

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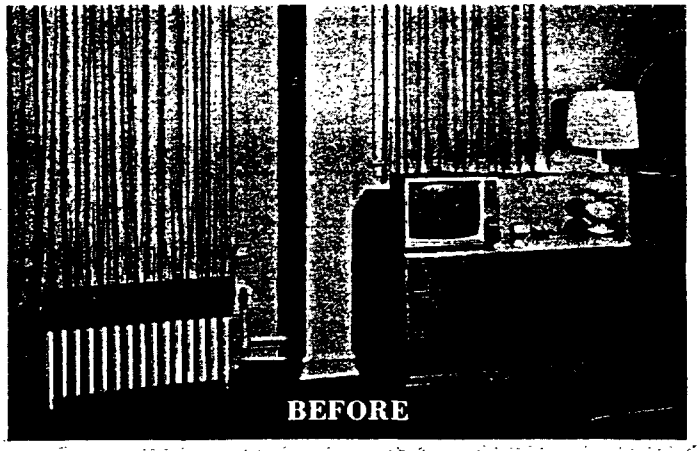

BEFORE

THE BIG COVER-UP

Some families don't *want* to move into a brand new house. Take the Phil Thompsons, who live in a comfortable old home in an established neighborhood in Chicago. Built in 1930, the house has character and dignity, with its large, light airy rooms and high ceilings.

But houses such as this often have architectural defects. The Thompsons' had its share. For example, one room had two side-by-side windows of different heights, separated by a column (see photo above). Under one window was a bare radiator, comforting in the winter, but adding nothing to the room's design appeal. The wall was an eyesore, and the room had a chopped-up appearance.

After years of good intentions, Phil decided to *do* something about it. His objective was four-fold: (1) to equalize, visually, the height of the windows; (2) to hide the radiator; (3) to create an attractive wall treatment which would serve as an important element in the room's over-all interior design; (4) to achieve architectural unity—and all within the framework of a limited budget. But how?

Phil's first step was to visit his building materials dealer, who offered to help with the design and suggested several possible building materials. Phil decided on Panelaire hardboard grillework, Granada pattern (see opposite page).

Phil first cut sections for valances over each window. The lower of the two windows governed the depth (from ceiling to top of casing) of both valances so that window heights would appear uniform. Next he cut six panels to conceal the column and form drapery pockets plus a panel to hide the radiator.

Panels were joined by pre-grooved 1¼x¾-in. molding. Soffits under valances were made from stock lumber, as were baseboards. The room was then painted with TEXOLITE GRAND PRIZE paint, Desert Gold on walls, Classic Blue on ceiling.

HARDBOARD: PLAIN & FANCY

Hardboard is one of the most popular materials for home improvement projects. It's functional, decorative, easy to work with, economical. It comes plain, perforated, fancy.

Use plain DURON hardboard for drawers, desk or table tops, bed headboards or as underlayment for carpeting, linoleum or tile. Use DURON perforated hardboard for cabinets, hampers, tool chests, laundry chutes, display, workshops.

Fancy hardboard grillework is ideal for cabinet doors, room dividers, screens, shutters, sliding doors, wall decoration, decorative fences, dropped ceilings, radiator casings, louvers or window filigree.

Why not try hardboard on your next home improvement project? It's the wood rebuilt by science to make woodworking easy for *you*.

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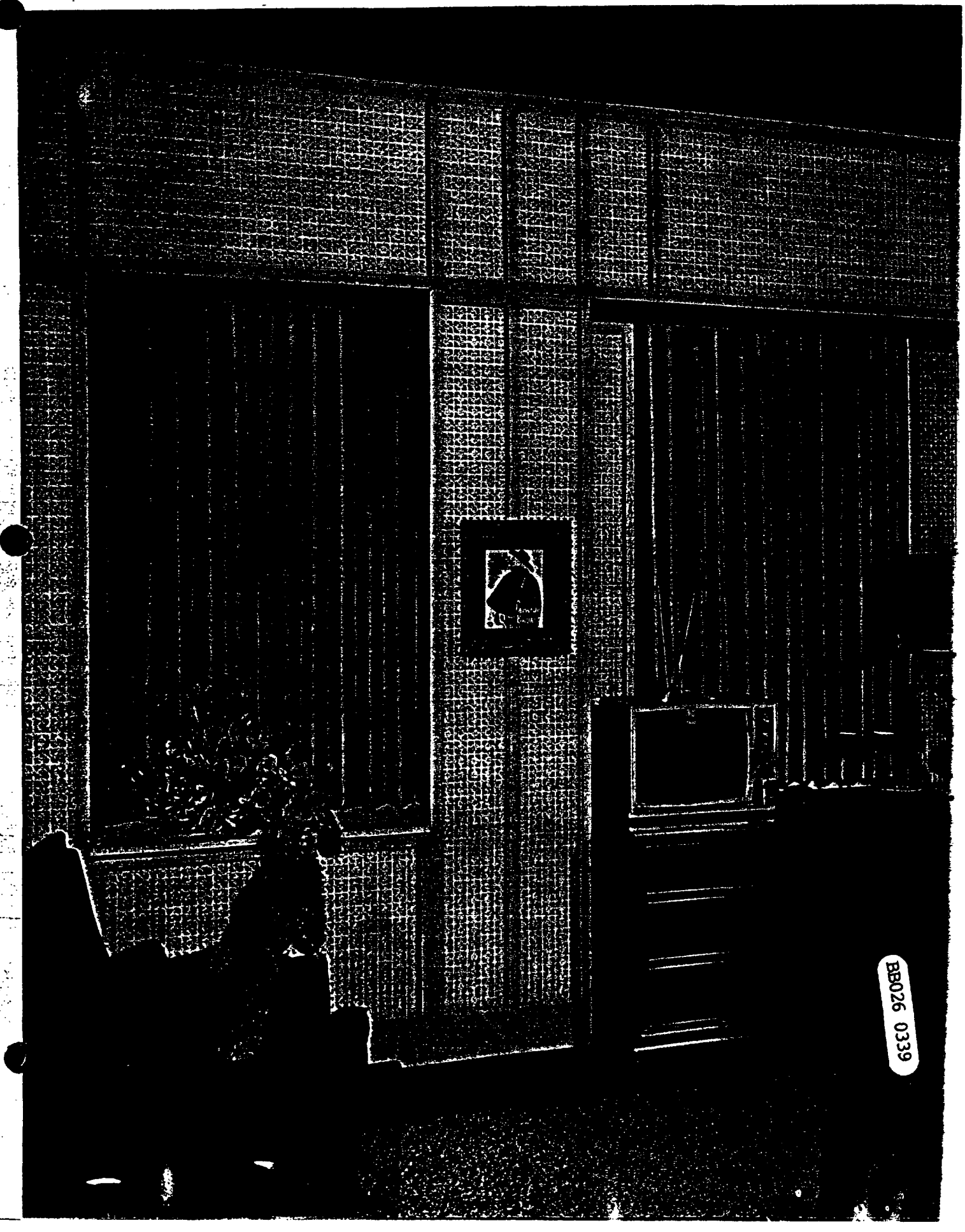
AFTER

PANELAIRE MADE BY PANELBOARD MFG. CO.
PHOTOGRAPHY: SUTER, HEDRICH-BLESSING



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