BULK RATE
U. S. POSTAGE
PAID
CHICAGO, ILLINOIS
Permit No. 780

PLAINTIFF'S EXHIBIT
USG-866

HOW TO CAST A SELLING SPELL.....

BB025 0871

CHARGE YOUR REROOFING PROSPECTS

WITH THIS POWERFUL PROFIT POTION...

THE NEW U.S.G.

WEATHER-SHIELD WARRANTY



Abracadabra! You now can offer your customers a new asphalt shingle roof that's not only beautiful and economical, but also one your customers can be sure is dependable. Because these new U.S.G. shingles are heavier, they ward off the witchcraft of wind, wear and weather. Because they're extra-sturdy, they are warranted against defect for up to 15 years. And because they're warranted, your customers are confident that you are offering a better roof for the money.

Presto! Here's how the U.S.G. Weather-Shield Warranty works for you...

The total applied cost of your customer's roof is covered by the Weather Shield Warranty. After completion of each job, your customer receives a certificate direct from United States Gypsum, to warrant that in the event of failure due to defective material, United States Gypsum will pay the cost of repair or replacement, both labor and material, adjusted to reflect the unexpired portion of the Warranty.

THEN... To MAKE THE SPELL MORE BINDING



BB025 0872 1

YOU ADD THE SELLING MAGIC



NEW

FORTIFIED* and CASCADE SHINGLES

- Heavyweight 260-lb. FORTIFIED carries a 15-year warranty; 220-lb. CASCADE provides a 10-year warranty.
- Choice of designer colors in attractive solids and shadow-accent blends.
- Traditional square-tab strip shingles in two popular weights.

NEW

GIANT ANGLE-LAP SHINGLES by U.S.G.

- 175-lb. individual shingles with a 15-year warranty for re-roofing.
- Offered in popular shadow-accent blends.
- Diagonal lap pattern provides a pleasantly different change of roof design.
- Giant 12" x 20" size for fast, labor-saving application.

NEW

JUMBO DUTCH LAP SHINGLES by U.S.G.

- Extra heavy 12" x 16" individual shingles that carry a 15-year warranty for re-roofing.
- Attractively textured square design blends well with any home.
- Low application cost.

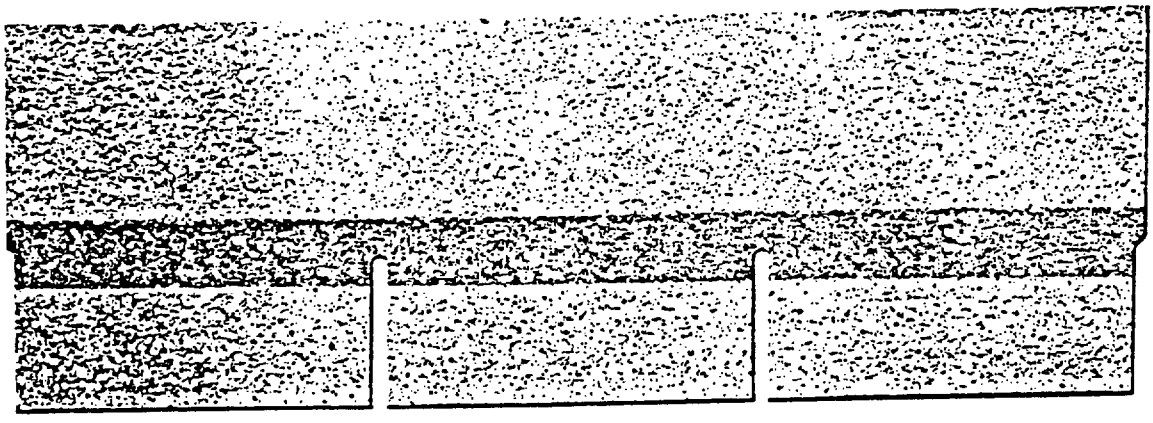
RB025 0873

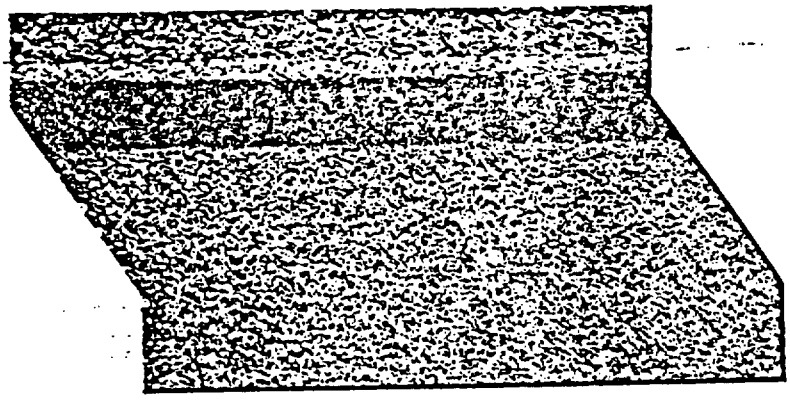
USE THE OPPOSITE SIDE

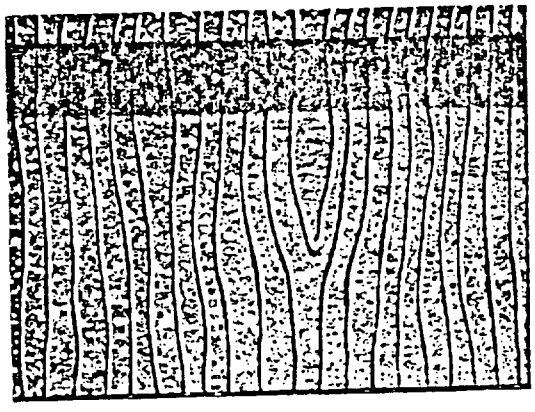
*T M Reg. U.S. Pat. Off.

OF BEAUTY, SAFETY, ECONOMY

WITH THESE ASPHALT SHINGLES by U.S.G.









AS A WALL BANNER