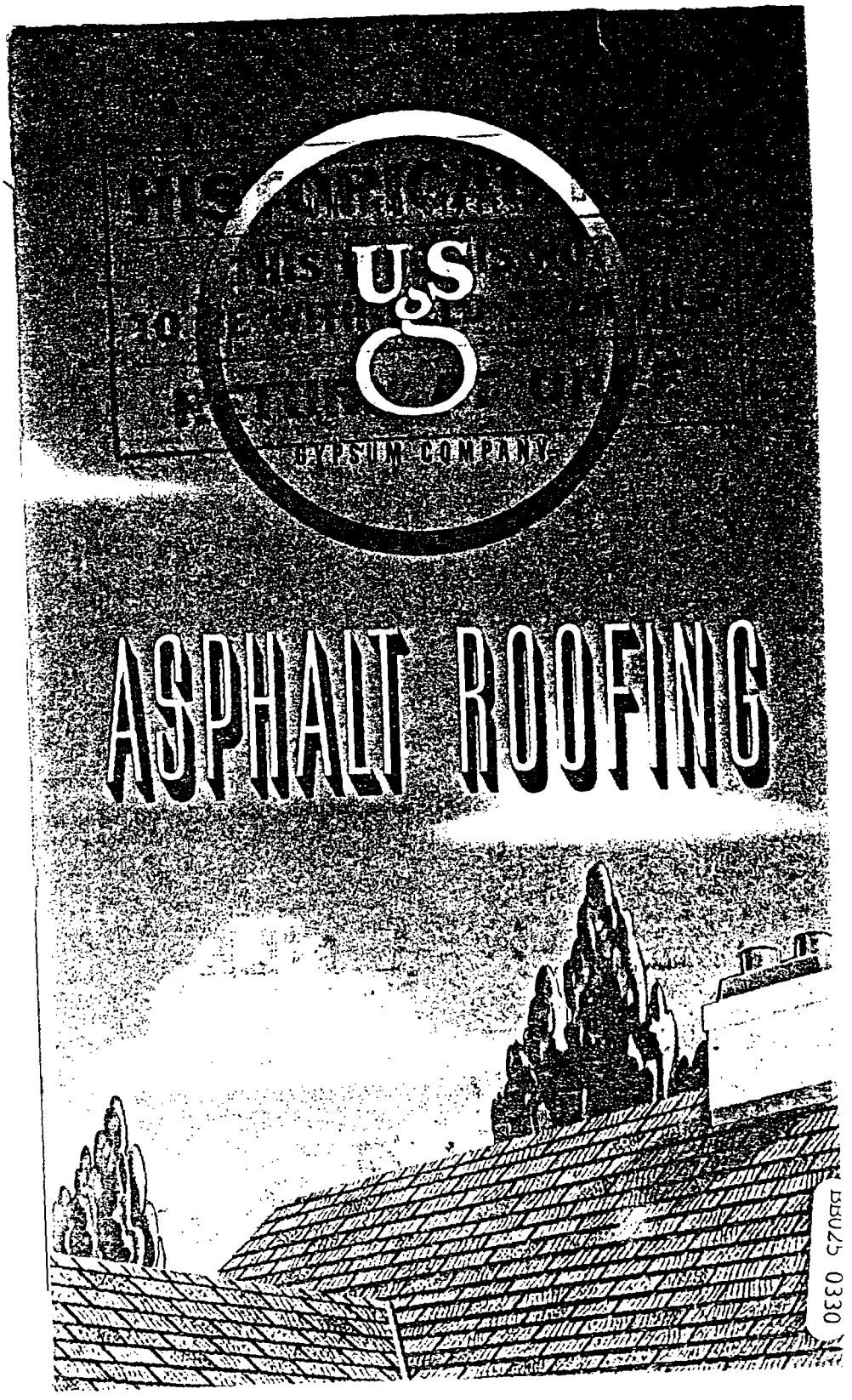
PLAINTIFF'S EXHIBIT

USG-1956



USG 0330



FIRE PROTECTION

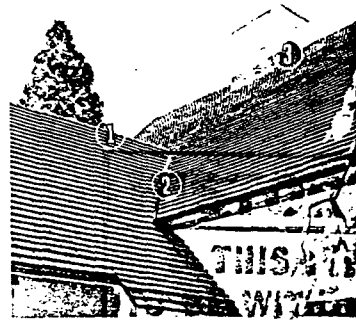
Every four minutes of the day and night, fire destroys some home . . . yours may be next. Inflammable roofs are outlawed in 600 municipalities, because they are a continual fire hazard. To protect your life—your property—and (in some states) save as high as 33⅓% of your insurance rates, protect your home with an asphalt shingle roof. All USG asphalt shingles carry the Class C Underwriters' Label.



HIDDEN LEAKS

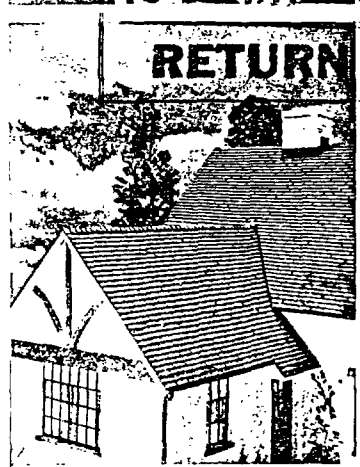
First a drop—then a drip—then roof rafters rot—damp spots appear—decorations are ruined—down, down, down goes the water from roof through walls and even into the basement, meaning damage to the structure, causing a damp, smelly atmosphere, menacing health itself—all because of neglect. A roof inspection would catch this thief and a few minor repairs may stop the trouble before it gets a start.

RF-98-S.P. Copyright 1941 United States Gypsum Co



APPLICATION

A manufacturer *puts in quality* but an experienced roofer *puts on protection*. He protects the vulnerable spots—1. the ridges, 2. the valleys, 3. the chimney and other flashings. He carries the flashings well beyond the danger line. He drives the nails in the right places to be effective and lasting. He does a workmanlike job without muss or fuss and protects shrubbery, because the new roof goes right over your old one.



CROWNING BEAUTY

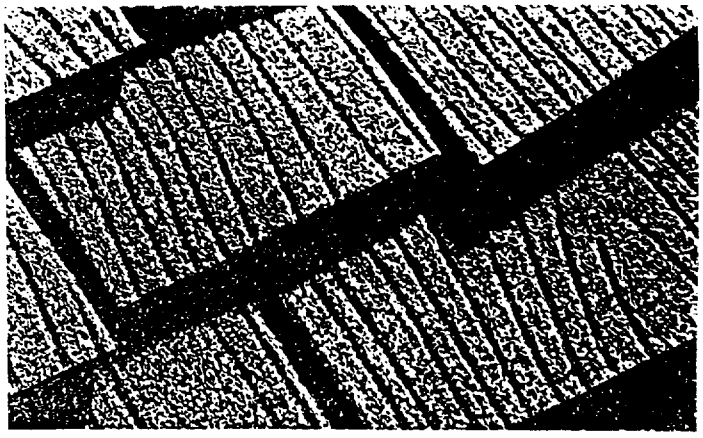
Modernize for modern eyes—that turn away from the gray, drab roofs and revel in thrilling colors. Give your home new style, new eye appeal—yes, and new *buy* appeal when you want to sell. There are many exciting hues from which to choose—glowing colors or subdued shades. There are shapes, sizes and prices to suit every type of home and every bank account, for new homes or re-roofing.

First

—Choose a good roofer. Applying a roof right is as important as buying the right materials. Good craftsmanship means added protection. Extra care means extra years of wear.

Second

—Select a good roof. With USG roofing materials, you are buying quality that has been proved and tested for years—giving satisfaction to users by the thousands.



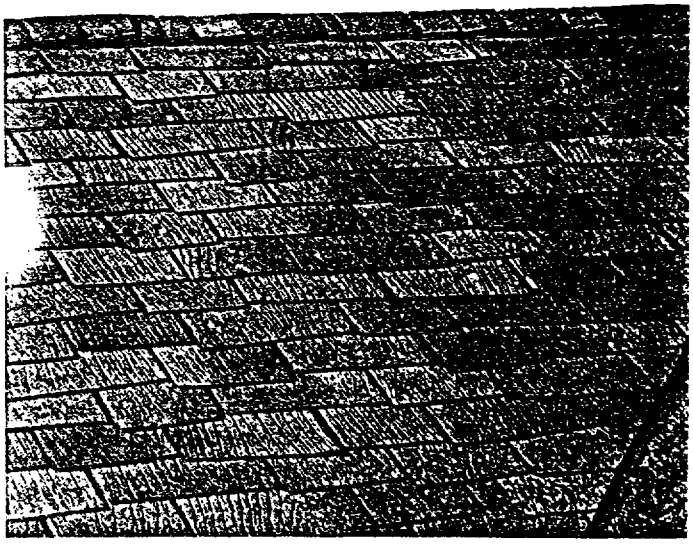
NEW RANDOM TAB SHINGLES

—That's Patented Because It's New, Novel and Useful

Variation in both width and length of the tabs affords refreshing relief from monotony found heretofore only in the most expensive hand-selected roofs—now combined with the low cost of a strip shingle. Made in textured blends of great beauty.

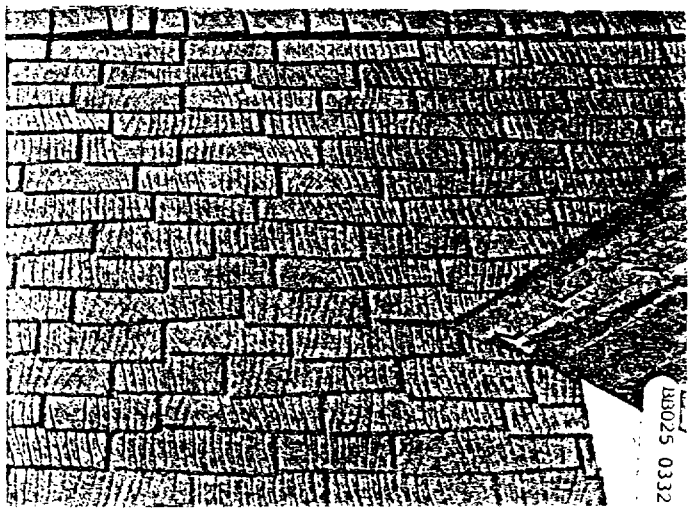
Note self-aligning tabs (1), also self-spacing feature at (2). Size: 9" to 11" x 36". Weight per square approx. 255 lbs. Shingles per square 100 (3 bundles). Headlap 2" to 3". Exposure 5" to 5".



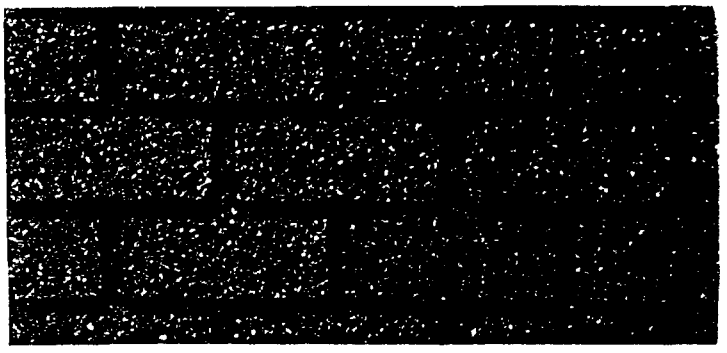


Heather Blend

Brown Blend

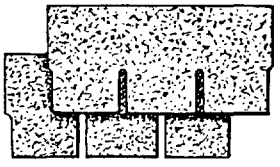


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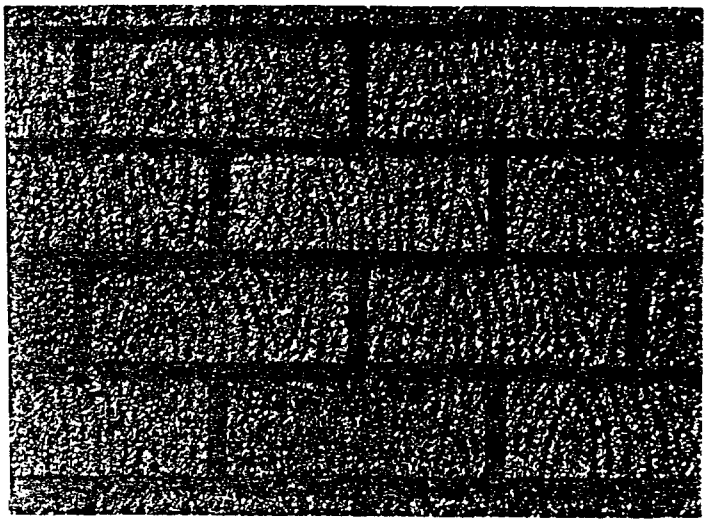
Black

For massive beauty that endures, this shingle was developed. The extra thickness is composed of one moulded block of asphalt mastic, bonded securely to the base by the exclusive U S G "Monolithic" method. Made in a wide variety of blends and solid colors.



Size: 12" x 36"—weight per square approx. 210 lbs. Shingles per square 80 (3 bundles). Head-lap 2". Exposure 5".

12-INCH THICK BUTT—TEXTURED



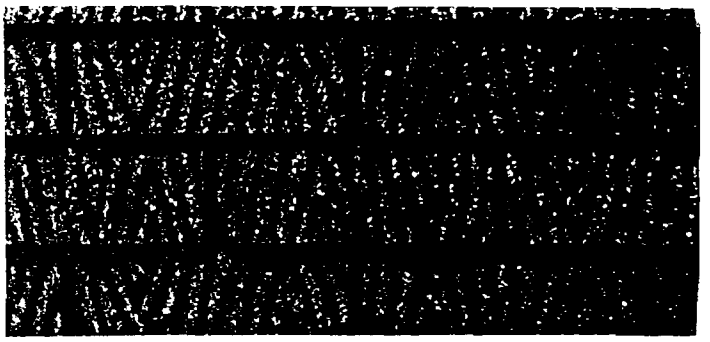
Heather Blend

Deep shadow lines relieved by refreshing wood grain textures, this is the compelling beauty of this shingle. The heavy "Monolithic" base provides a cushion for the embedded granules. The texture provides extra protection as well as beauty. Available in a wide range of beautiful blends.



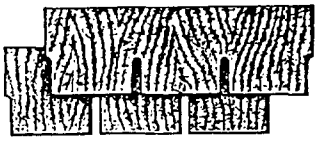
Size: 12" x 36"—weight per square approx. 210 lbs. Shingles per square 80 (3 bundles). Head-lap 2". Exposure 5".

BB025 0555



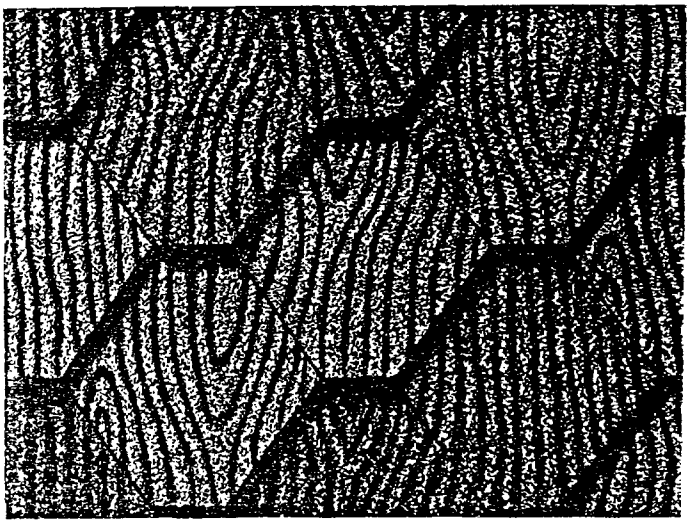
Bluetone Blend

Extra weight at the exposed end of the tab holds this shingle down when wind tries to lift it. This increased weight is composed of heavy asphalt coating—held fast to the base by the exclusive "Monolithic" method. Available in a wide range of attractive blends. Textured surface only.



Size: 12" x 36"—weight per square approx. 240 lbs. Shingles per square 80 (3 bundles). Headlap 2". Exposure 5".

3 TAB HEXAGON SHINGLES

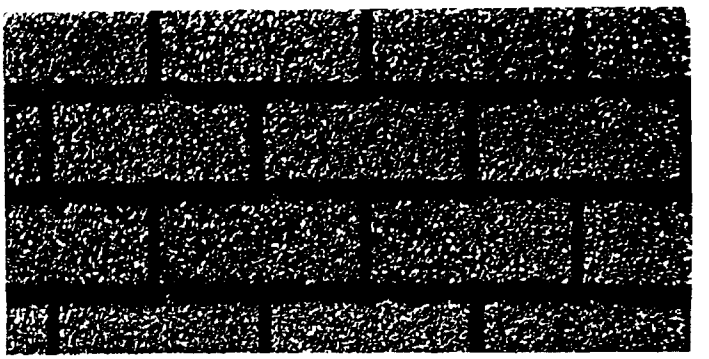


Venetian Red Blend

Selected where low cost is a deciding factor, the design is pleasing and practical. It is made in a wide variety of colors and blends. Available in plain or textured surface.

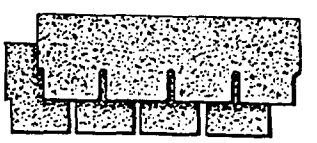


Size: 11½" x 36"—weight per square approx. 167 lbs. 80 strips per square (2 bundles). Headlap 2". Exposure 4⅔".



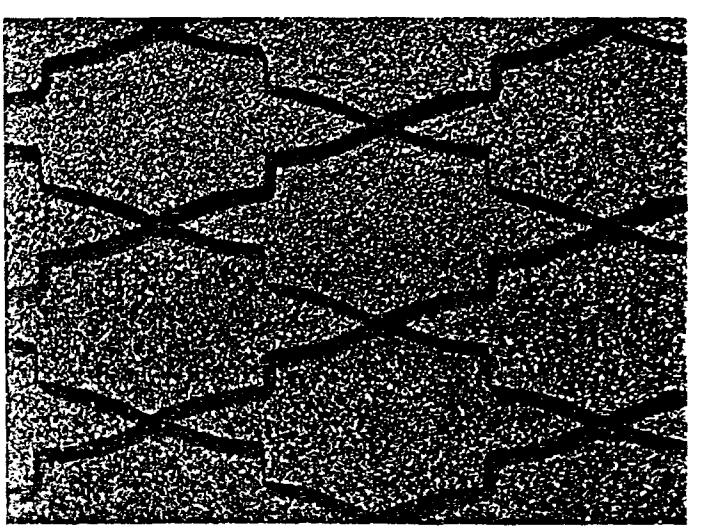
Pompeian Red Blend

Thicker at the exposed end where wear is most severe, these sturdy shingles stand no end of weather and wind. The wedge construction builds up a bold relief. The result is an appearance of strength which proves itself throughout years of satisfactory service. Available in plain surface only—in a range of blends and plain colors.



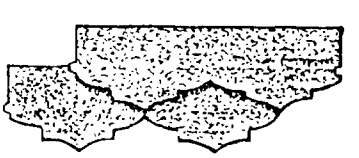
Size: 10" x 36"—weight per square approx. 230 lbs. Shingles per square 100 (3 bundles). Headlap 2". Exposure 4".

10-INCH THATCH SHINGLES



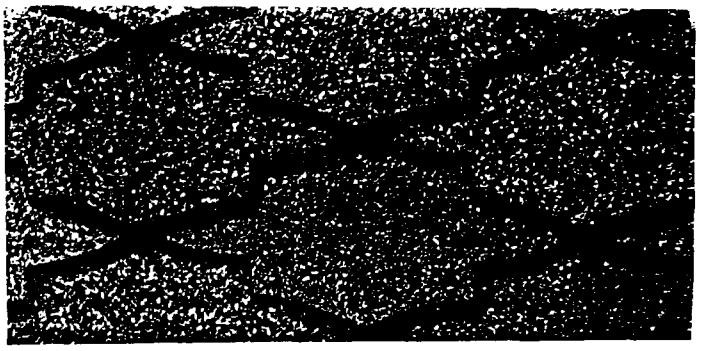
Briar Green Blend

Protection, charm and low cost—look at this shingle from any angle, it fills a unique place in roofing design. Made in a selected group of blends and solid colors. Plain or textured surface available.



Size: 10" x 36"—weight per square approx. 172 lbs. Strips per square 100 (2 bundles). Headlap 2". Exposure 4".

BB025 0335



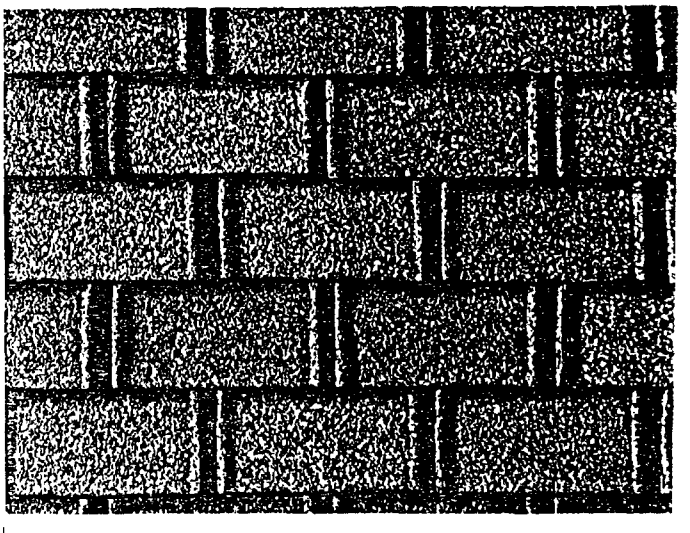
Pompeian Red Blend

No waste material in cut-outs—with only a small portion of the shingle exposed to blustery winds—the 10" Thatch presents a design that is both pleasing to the eye and saving on the purse. Available in plain or textured surface—in a range of beautiful blends and colors.



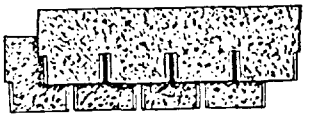
Size: 10" x 36" — weight per square approx. 172 lbs. Strips per square 100 (2 bundles). Headlap 2". Exposure 4".

$10^{2}/_{3}$-INCH STANDARD QUAD

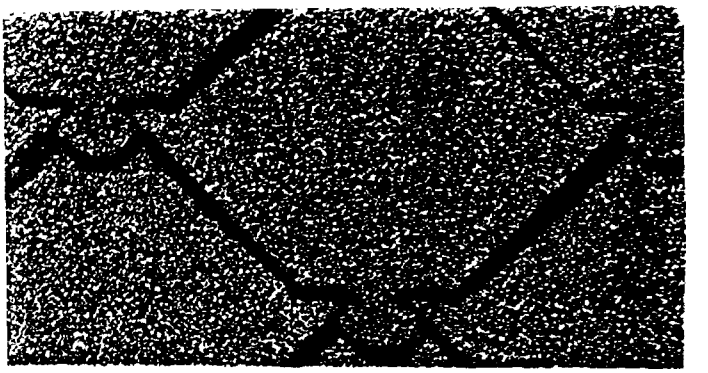


Briar Green

Super-size, super-weight, this foremost improvement in design is reinforced at the cut-out. It is almost impossible for wind to raise the tab. The ribbed reinforcement casts a deep, bold shadow. Available in a wide range of colors and blends. Made in textured or plain surface.

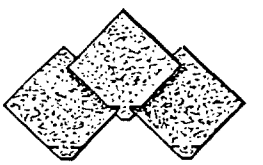


Size: $10^{2}/_{3}$" x $36^{1}/_{4}$"—weight per square approx. 215 lbs. Shingles per square 94 (2 bundles). Headlap $2^{1}/_{4}$". Exposure $4^{1}/_{4}$".



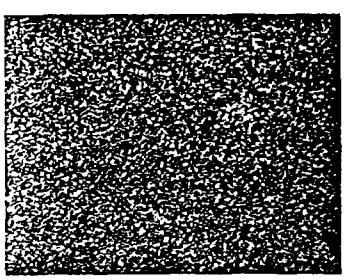
Brilliant Green

Proved on the roofs of over 100,000 homes, this heavy-weight, re-roofing shingle excels in wind and weather protection at low cost. The shingles are locked together to stay. Available in a range of selective blends.

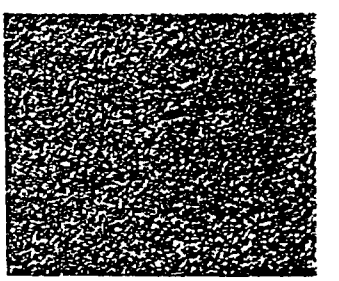


Size 16" x 16"—weight per square approx. 138 lbs. Shingles per square 84 (2 bundles). Sidelap 2½".

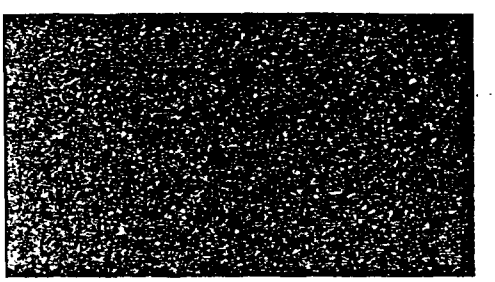
SHINGLE AND ROLL...SOLID COLORS



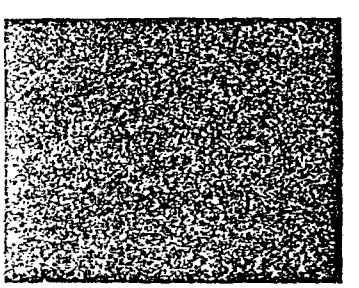
Persian Red



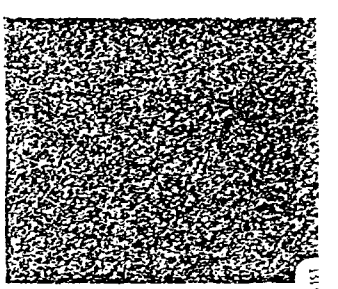
Slate Red



Black



Brilliant Green



Gray Green



is prepared roll roofing with mineral-surface in a selection of solid colors—or with mica or talc surfacing. There are cap sheets, asphalt or tarred felts for flat decks—sheathing paper and deadening felt. Whatever your roof needs, U S G will cover them.

ROOF COATING AND PLASTIC CEMENT





U S G Plastic Roof Cement. Heavy-bodied asphaltic fibrated plastic. For patching, pointing, resurfacing composition roofs, flashing chimneys, parapet walls.

U S G Asbestos Fiber Coating. Asphalt cut back with asbestos fiber added. For re-coating old asphalt roofs that are pitting, checking and cracking.





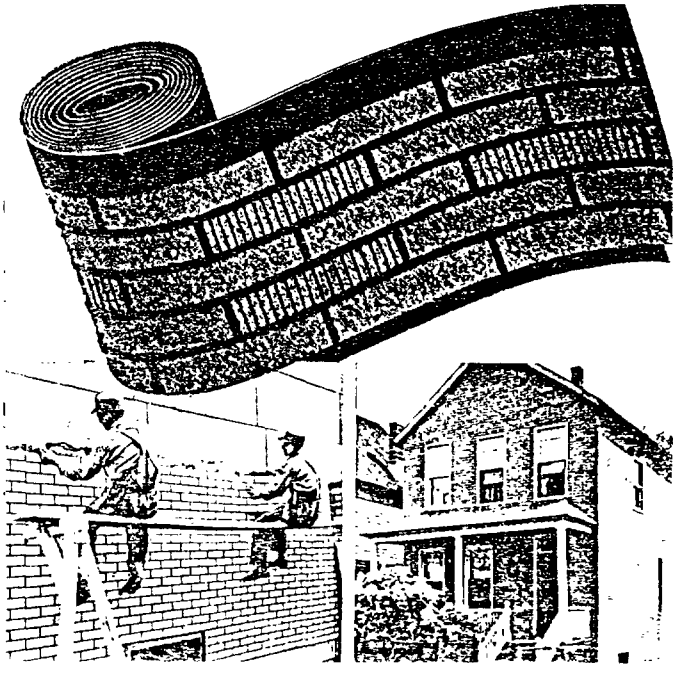
U S G Asphalt Roof Coating. Asphalt cut back to a heavy liquid. For resaturating old composition roofs, coating roofs and valleys, etc.

U S G Asphalt Primer. Asphalt cut back to a thin liquid. Used over concrete, gypsum, etc., to provide a priming coat for asphalt or cement.

ROLL BRICK

ECONOMICAL ASPHALT SIDING

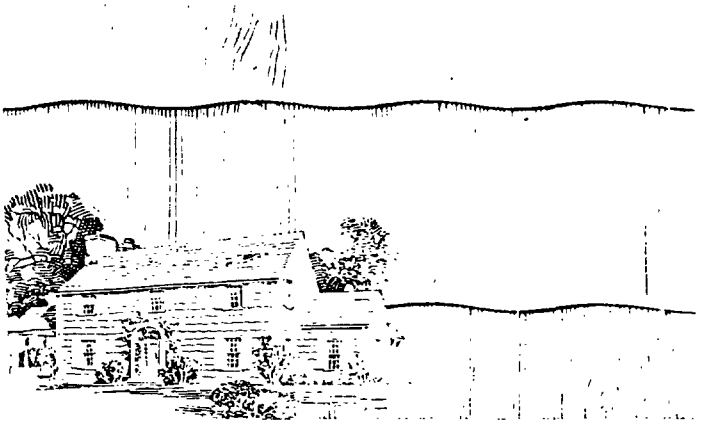
A serviceable siding with a true reproduction of brick at a roll roofing price. Surfaced with fire-resisting mineral granules embedded in a heavy weather-proof base. Packed in easy-to-handle half-rolls 43'—6" long x 16" wide including 2¼" selvage edge for extra weather protection—enough for 50 sq. ft. of surface area (two rolls to the square). Made in red and buff blends with deeply embossed brick design and black mortar line.



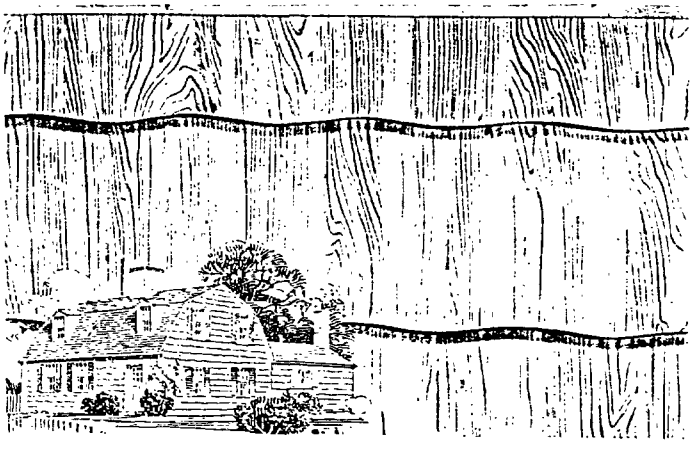
Make Your Home as WASHABLE AS A CHINA DISH

Paint is never needed—the glaze seals the surface from dirt and moisture penetration. To restore its freshness, just wash with soap and water like you do your dishes.

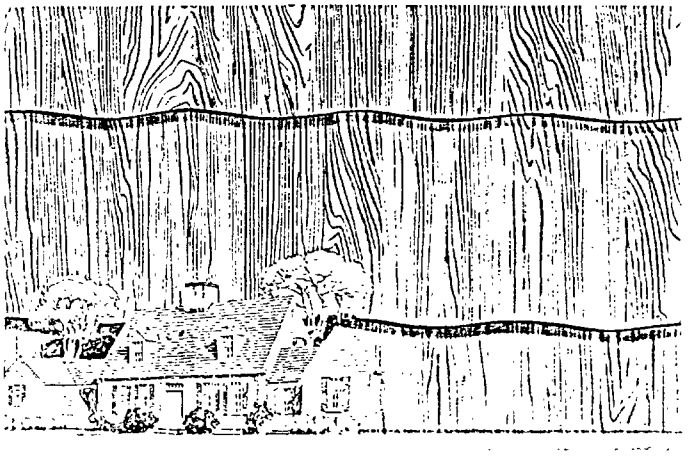
WHITE OR COLOR PLUS TEXTURE COMPLETE THE PICTURE OF LIFETIME BEAUTY THAT NEVER NEEDS PAINT



GLATEX—In whitest white with idealized wood grain texture as shown above.



GLATEX—Silver Brown—warm tones of brown over white give a mellow beauty.



GLATEX—Cascade Green—over a white background, cool green color is lightly applied on the raised grain.

Even dirty oil will not penetrate Glatex surface.

Wipes off—like cleaning a china dish.





Glazed finish cannot absorb grit or dirt.

Surface restored to original freshness.

OTHER EXCLUSIVE Glatex 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.

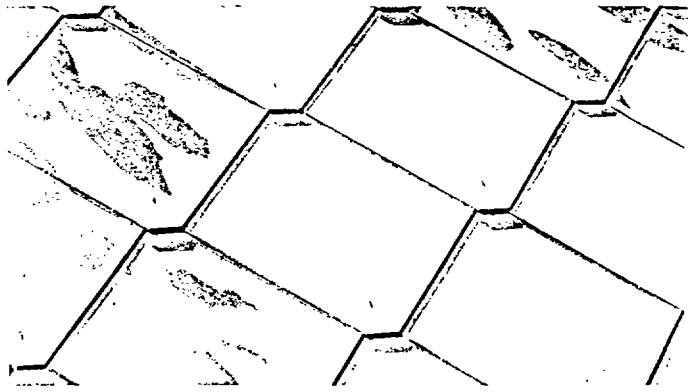
5 **DIE-CUT EDGES**—All edges die-cut simultaneously. Better alignment, tighter joints, neater job.

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

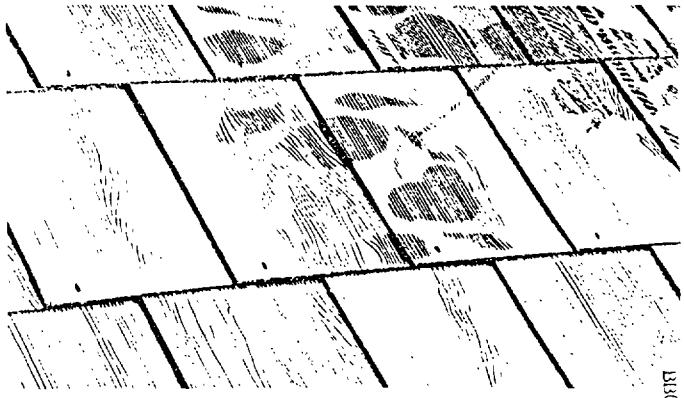
7 **GREATER TEXTURE VARIATION**—24 different texture designs.

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

USG Asbestos Cement ROOFING SHINGLES



No. 100—HEXAGONAL—neat appearance, lasting protection from fire and weather at low cost are advantages which are responsible for a continued gain in the popularity of this shingle.



No. 300—DUTCH LAP—This shingle and the method of laying possess a quaint charm reminiscent of Early American architecture. The deep cut graining simulates the appearance of weathered wood. Here beauty, protection and economy are happily combined.

B3025

BB025 0341