

WHEN YOU SELL U-S-G SIDING YOU ARE...

FORTIFIEDBY **GLATEX** THE MOST OUTSTANDING
ASBESTOS CEMENT SIDING

Only Glatex*—an exclusive U-S-G product—is Fortified* with a hard, glazed surface that stays glossy—a surface that is distinctive—a cleanable, hard surface that you can sell and sell and sell.

Every Glatex job is a lasting testimonial that will help build your reputation for quality. High quality. A reputation

that will help you make money.

Glatex is available today—when people have money to spend—to help you do a vital job, protecting the walls of homes from weather *plus* fire.

Glatex is only one of many U-S-G roofing and siding developments—all of which Fortify your business for profits today and tomorrow.

*Trademarks Reg. U. S. Pat. Off.



UNITED STATES GYPSUM

100 WEST ADAMS STREET, CHICAGO 6, ILLINOIS

The famous trademark shingles produced at United States Gypsum Company
where for 40 years research has developed better, safer building materials.

ASPHALT SHINGLES • ROLL ROOFING • FELTS • ASBESTOS SHINGLES • SIDING

GLATEX

THE ASBESTOS CEMENT SIDING
WITH A CLEANABLE, HARD SURFACE

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