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when you decide to build or modernize

**You'll find many
a helping hand...**

at the sign of your U.S.G. dealer

Building a new home or modernizing an old one isn't something you do every day—maybe you've *never* done it before.

So when you do take this important step you'll want to be sure you're taking advantage of all the new-and-better building products developed by United States Gypsum.

They're available to you through your U. S. G. building material dealer, who stands ready to lend you a helping hand in many other ways, too. He'll help you plan, suggest money-saving shortcuts, give you *all* the benefit of his knowledge of building. He'll even put you in touch with other reliable people in your community who can give you a hand—on anything from doing the actual construction work to taking care of your financing.

U. S. G. products and your U. S. G. dealer—it's a team you can't beat when you want to build or modernize. Even if you're only thinking about it just now, why not call your U. S. G. dealer and see what a helping hand he can give you!

