

- 1 **Exclusive Design**—blustering wind slides off its streamlined contours.
- 2 **Attractive Blending**—of rainbow colors to break up drab monotony.
- 3 **Textured**—deeply indented wood grain gives interesting appearance and acts as water-drain.
- 4 **Economy**—in application and long years of wear.
- 5 **"Fortified"**—to win in the war with weather and wear.

U.S. This is something You Can and Should Do Right NOW!!
... Keep a good roof over your head and keep down costly overhead.
You can re-roof right over old leaky shingles... improve the appearance and safety of your home against costly leaks and dangerous fire hazard.
See some of the beautiful blends we have to offer in various types, sizes and prices.



U.S.G
SIL-O-ETT
Textured Roofing

BB025 1153

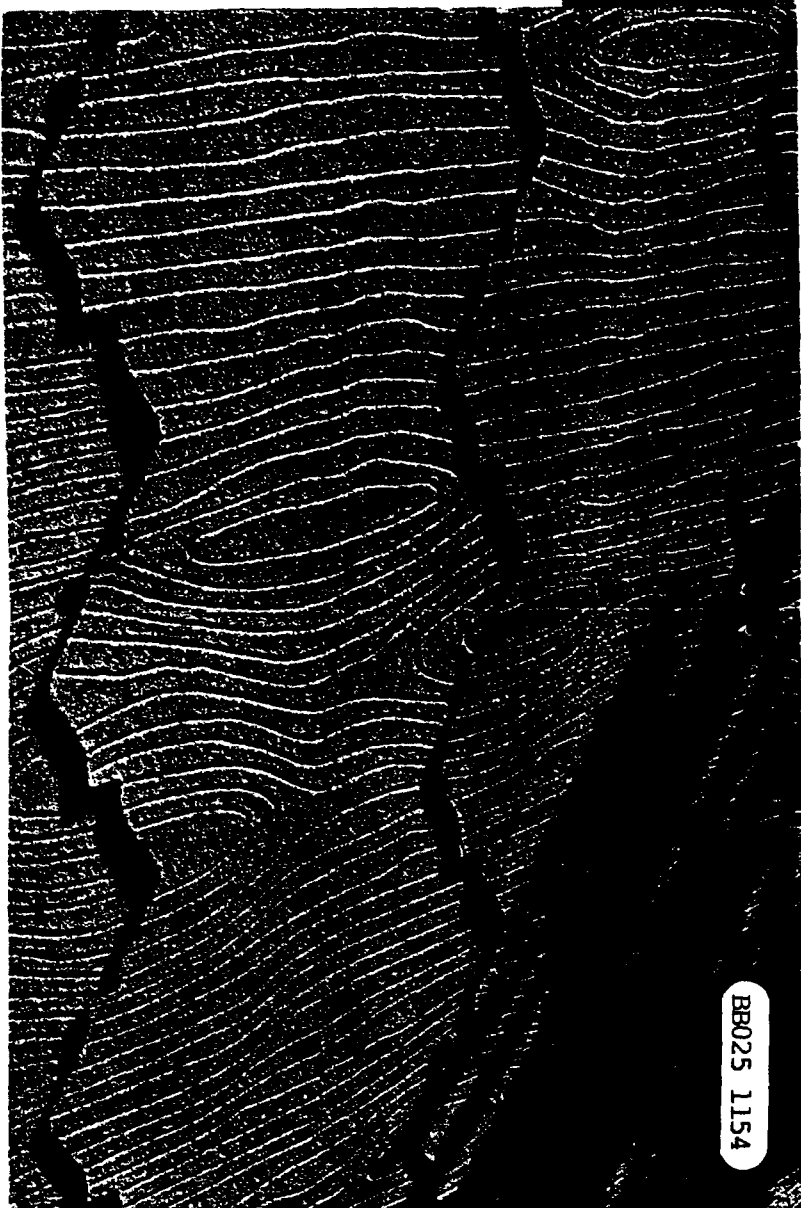
U.S.
UNITED STATES GYPSUM

FORTIFIED PROTECTION

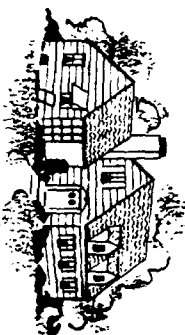
Against Fire, Sun, Rain, Wind and Snow

Fortified Protection—Here's a roofing that's fit to fight and win in the continual war against wear, fire, sun, wind, snow and rain. Every ingredient is chosen with care. Fire-resisting granules, selected for color-fast qualities, are backed up with full-bodied life-giving asphalt put together to give you long years of wear.

The Fortified method of manufacture was perfected in the laboratories of the United States Gypsum Company, where research develops better, safer building materials.



BB025 1154



SIL-O-ETT Roofing brings new beauty within reach of thrifty people. Its streamline design is attractive and practical in use because wind slides off its curved contours. The wood grain texture provides a water drain. It saves time and money in application. Here is beauty combined with economy and long

The Smart Roof to Buy, and Why...

wear. Added to this are U S G methods and materials which assure you that "U S G always means Quality."

To Get a Good Roof, Get a Good Roofer. We are approved roofing contractors . . . that means we furnish experienced workmen, who do a first class job of applying and weatherproofing your roof . . . protecting your shrubbery . . . and doing a workmanlike job throughout.