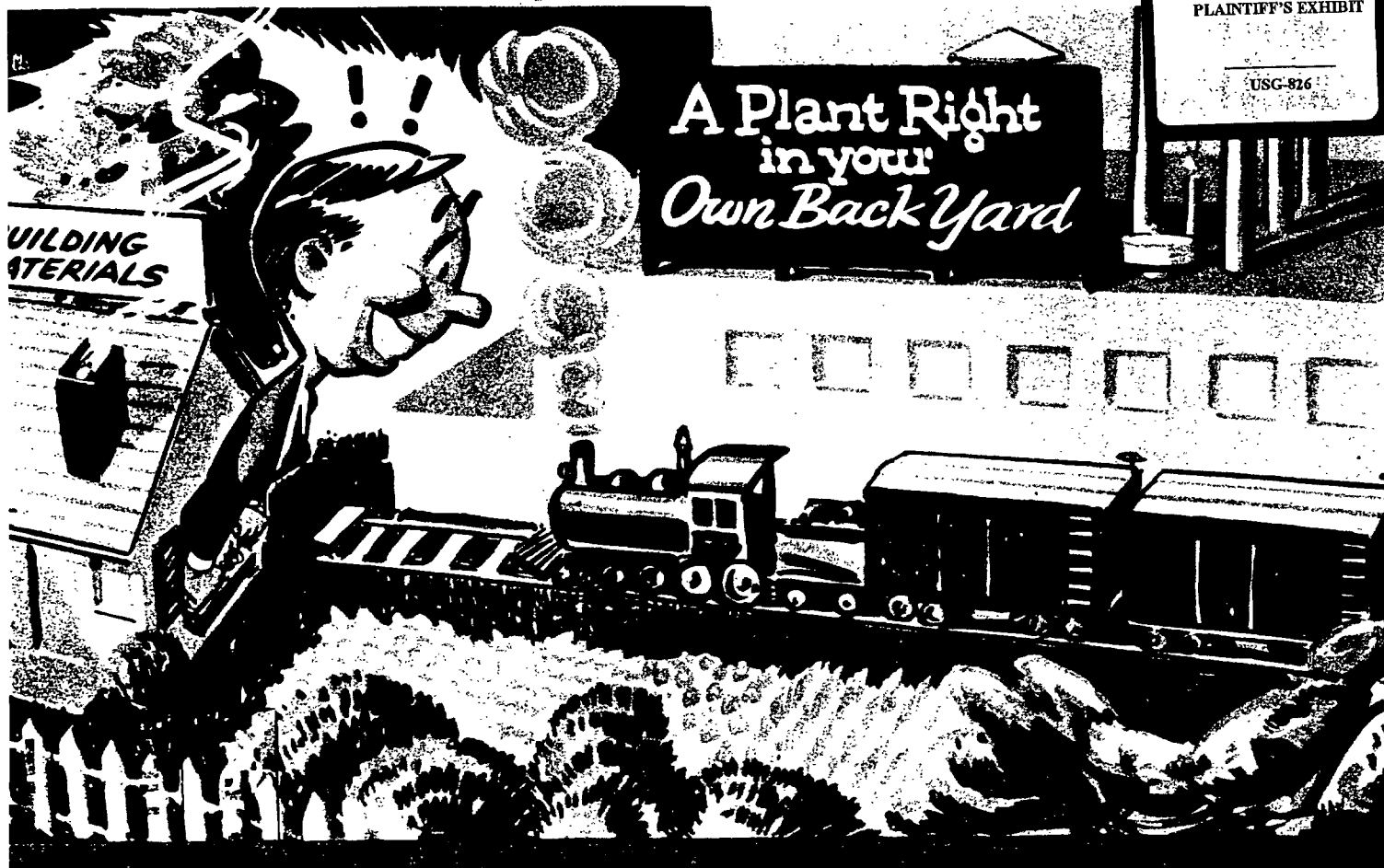




AND THE KIND OF SERVICE THAT'S "RIGHT UP YOUR ALLEY"

Don't make money wishing or waiting for shipments. You make money by getting and selling materials. That's why this modern plant is in the Twin Cities. Here we make a complete line of asphalt roofing, shingles, sidings and accessories.

Finest quality, exclusive design, attractive colors...all these things make it easier for you to sell. Every step is checked, re-checked and backed by USG research.

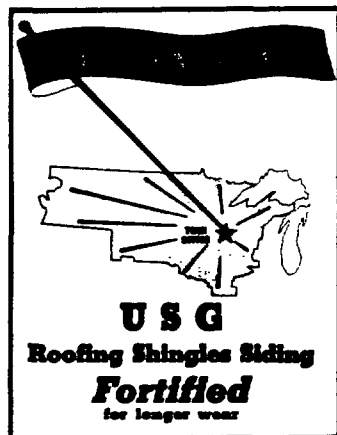
You are always welcome to inspect our plant...a friendly greeting awaits you. We will be proud to show you how we "Fortify" our products for extra service.

Made Right in the Twin Cities

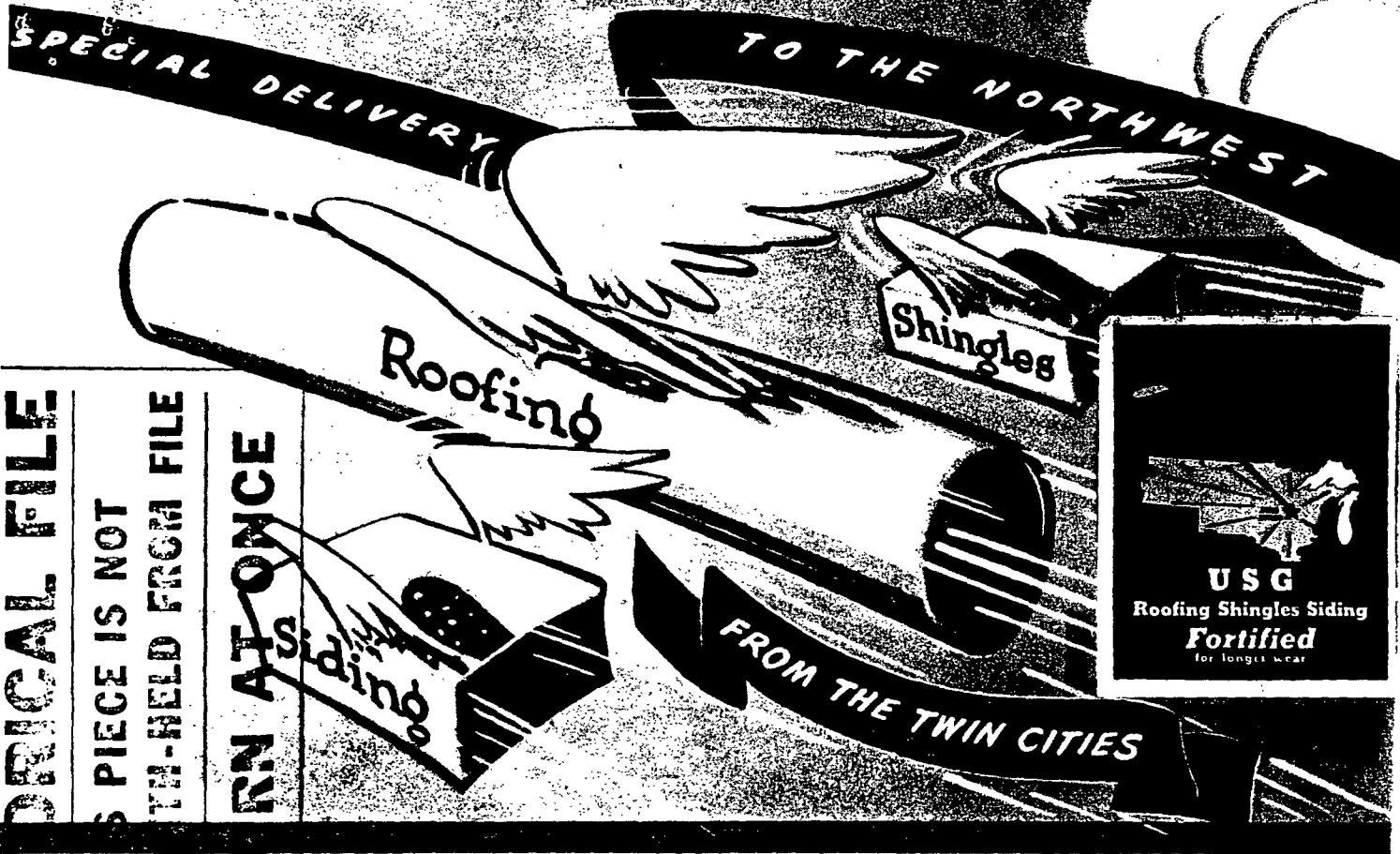
Roofing • Shingles • Siding • Fortified for Longer Wear

Sales Office: 2510 Foshay Tower, Minneapolis

UNITED STATES GYPSUM COMPANY



BB022 1847



"SERVICE ON THE FLY"

We've speeded up order handling -- we've perfected our whole line of roofing products -- we've scheduled for fast timing to all points in the great Northwest -- we've keyed our whole organization to see that you and your customers get deliveries where and when you want them.

Quality finer than ever -- more exclusive roofing designs -- many new blends from which to choose. And you have USG research, and the wide consumer appeal of USG behind the whole line.

Made right in the Northwest -- to reach the Northwest faster...that's the advantage of the 'Short Haul from St. Paul'.

Write, wire or phone your orders today.

Made Right in the Twin Cities

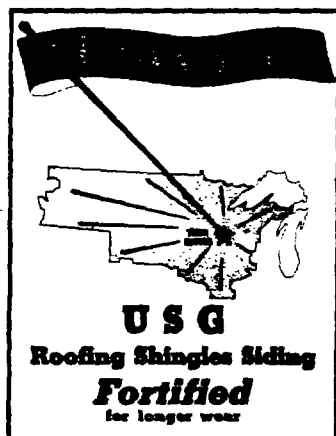
Roofing • Shingles • Siding • Fortified for Longer Wear

Sales Office: 2510 Foshay Tower, Minneapolis

UNITED STATES GYPSUM COMPANY



Where Research Develops Better, Safer Building Materials



BB022 1848

*Why
Tear Out
Your Hair?*

JUST WAITING FOR SERVICE

YOURS FOR THE ASKING

Save the wear and tear on your hair when you want Asphalt Shingles or Roofing - just reach for your telephone or write us a line and ask for the "Short Haul from St. Paul". You will get service with a capital "S".

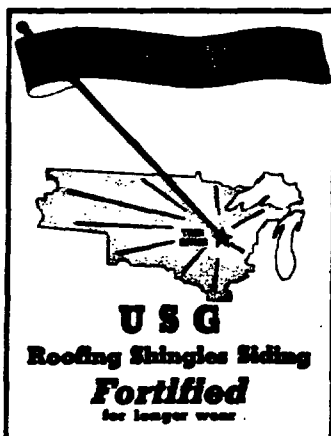
You will get highest quality, exclusive designs, attractive blends in roofing and shingles "Fortified" for longer wear and backed by USG research.

Instead of getting, "****", from your customers - you get Quality and Service that SELL!

You have the backing of USG research and resources.

By the way, have you gone over the line of USG roofing and shingles lately? ... Let us **show** you some of our latest designs, colors and styles. You will see why they sell.

Then make us prove our service.



Made Right in the Twin Cities
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COMING UP"—FROM THE TWIN CITIES

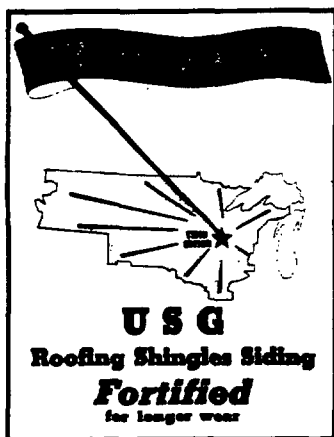
What's Cookin'? . . . Just look over this Bill of Fare -

- . Finest Quality Roll Roofing, Shingles and Siding
- . Exclusive New Patterns
- . Outstanding Colors
- . USG Research Protection
- . Wide Consumer Appeal because of the Reputation of the USG Name
- . Greater Profits.

We're long on "short-order" service that speeds delivery to any point in the great Northwest straight from the USG plant in the Twin Cities.

All over the Northwest USG now gets first call from dealers who want to give their customers the best in quality and the fastest service.

Just "sing out" your orders - by letter, wire or telephone...you'll get 'em fast!



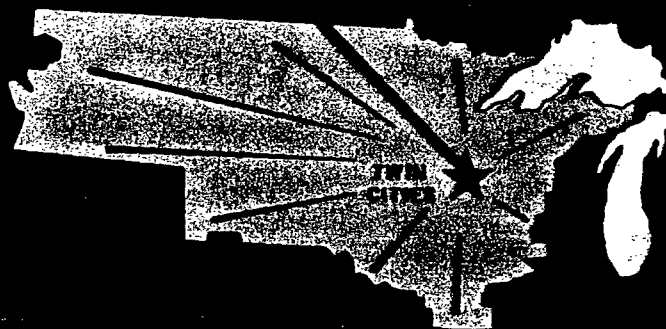
Made Right in the Twin Cities
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U S G
Roofing Shingles Siding
Fortified
for longer wear

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