

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

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

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GLATEXTHE ASBESTOS CEMENT SIDING
WITH A CLEANABLE, HARD SURFACE

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