

**Be sure your new home
gets this beauty treatment!**

Come in and see for yourself what SIL-O-ETT Asbestos Cement Siding can do for it. See how the Exclusive Deep-Tone Shadow Line lends new charm. See how your savings start the day you insist on SIL-O-ETT. Ask your builder for SIL-O-ETT. You get so much more when "it's on the house"...



another better product for
better living by

UNITED STATES GYPSUM

the greatest name in building

HISTORICAL FILE

Trade-Mark Protection

Received JAN 1958

DO NOT DESTROY

You get so much more

when it's

**ON THE
HOUSE...**



new SIL-O-ETT

gives your new home

beauty-in-depth* . . .

lasting protection . . .

freedom from
maintenance costs

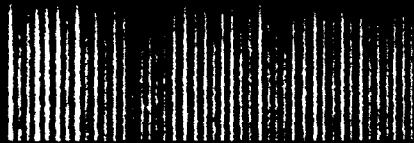
**Built-in shadow tones—an exclusive U. S. G.
development that adds the fashion touch of
beauty and charm*

If you'd like your new home to be the most distinctive on the block, new SIL-O-ETT siding is definitely for you! Your savings start when you move in and accumulate as time goes on. No painting is necessary. When SIL-O-ETT is on the house, your pride in its beauty will *never* wane. A deep-tone shadow line gives SIL-O-ETT the illusion of added depth. You get the simple charm of clapboards, plus a "houseful" of additional benefits . . .





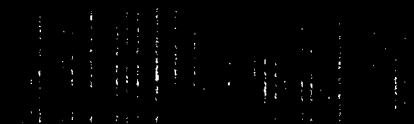
**warm, friendly
fashionable shades**



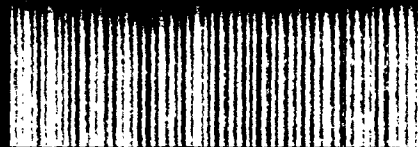
Sun Yellow



Cadet Gray



Island Green



Birch White

new

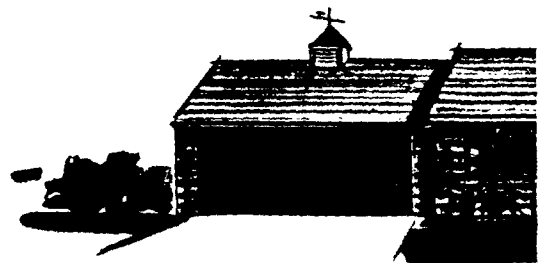
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with

This new economy-priced siding can transform your home into the neighborhood standout. But there's far more than beauty to SIL-O-ETT. There's the assurance of more protection from fire, more resistance to weather, more value to your home.

Luxury in appearance, solid
texture, lasting appeal.

The handsome straight-grain texture of



BB023 1149

SIL-O-ETT

SBESTOS CEMENT SIDING

Exclusive Deep-Tone Shadow Line

SIL-O-ETT, the compelling beauty of its deep shadow line; the restful, appealing colors — you get all these luxury features at substantial savings! And, because SIL-O-ETT never requires painting or touching up, maintenance can be figured in pennies.

Beauty that never fades... protection that grows with the years.

SIL-O-ETT siding colors retain their warmth

and beauty through endless exposure to all kinds of weather. Rain, snow, heat and cold have no effect on this hardy weather-resistant shingle. SIL-O-ETT siding provides your home with a natural outside fire barrier. Flying embers and sparks fall harmlessly on its fireproof surface.

Ask your builder about new SIL-O-ETT — it will give you years of satisfaction!

