

PHONE
US
NOW—
free estimate

If you're thinking of repainting this year or next . . . or if you're concerned about the condition of the siding, call us now. We'll inspect your house FREE (no obligation) and show you why it's thrifty to beautify with GLATEX siding.



ENJOY
GLATEX
NOW—
easy terms

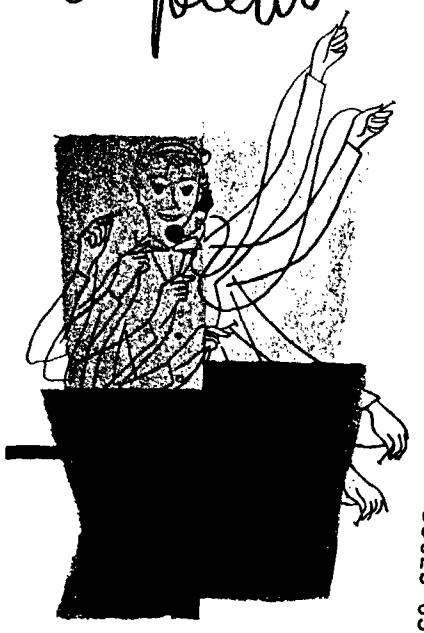
Don't risk costly deterioration by waiting. We're glad to help you arrange terms most convenient for you.

United States Gypsum

For Building • For Industry

HISTORICAL FILE
Trade-Mark ... Division
Received 1950
DO NOT DESTROY

Color please!



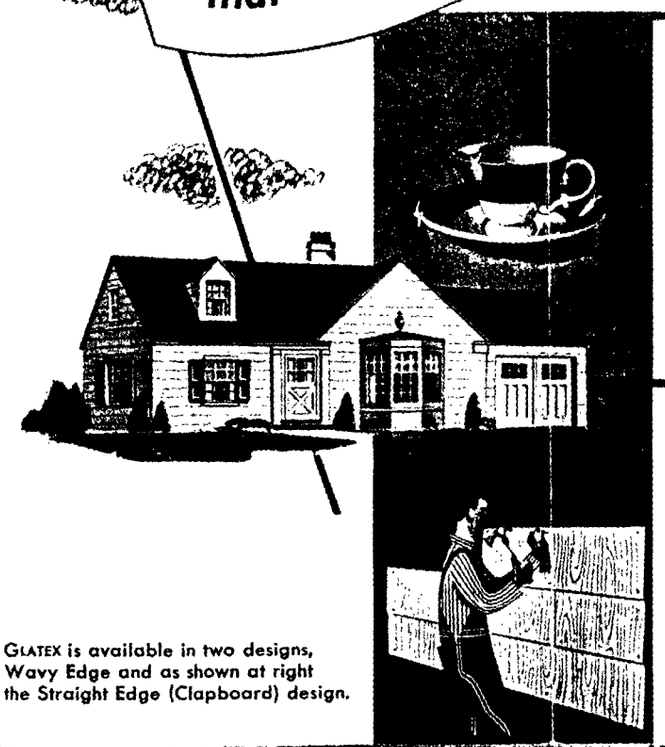
BB023 0317

new hues for homes
with the glaze that stays...

PLAINTIFF'S EXHIBIT
USG-1186

with the "China glaze" that stays 'n' stays...





exclusive U.S.G. patented process gives "China-like" surface

The advanced flat-press molding method used by U.S.G. results in the beautifully crisp, clean-looking lines of GLATEX. And the glaze-like mineral coating keeps down undesirable water absorption. This coating is *baked* on in high temperature ovens—stays and stays and *never* needs paint!

expert application brings out the extra value in GLATEX

To get full benefit from this super siding, let an expert on GLATEX apply it. That way, you get the extra beauty, the extra protection against weather, the tighter seal against heat loss that's made possible by GLATEX superior design—the greater width, the *straight die cut edges*. It's the unbeatable combination for fireproof siding value—GLATEX . . . applied by a siding expert.

GLATEX is available in two designs, Wavy Edge and as shown at right the Straight Edge (Clapboard) design.

BB023 0318

you'll put your home on Beauty Street

with GLATEX ASBESTOS CEMENT SIDING

T. M. Reg. U. S. Pat. Off.





NEW "POPULARITY POLL" COLORS
You *can't* go wrong! These are colors most often asked for by homeowners.

DISTINCTIVE NON-REPEATING PATTERNS
Exclusive *deep shadow* graining in 24 different patterns makes GLATEX lovelier.

MORE WIDTH—MORE BEAUTY AND PROTECTION
The 27-inch width (compared with the usual 24) means a *tighter, more wind-resistant wall.*

IT'S WASHABLE—NEVER REQUIRES PAINT
The exclusive baked-on, glaze-like mineral coating of GLATEX washes like a china dish.

FIREPROOF ASBESTOS CEMENT—AT ITS BEST
GLATEX will not burn, gives fire protection to your home. Makes any home look new.



MIST GRAY



GREENTONE



SATIN WHITE



BROWNTONE

BB023 0316

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