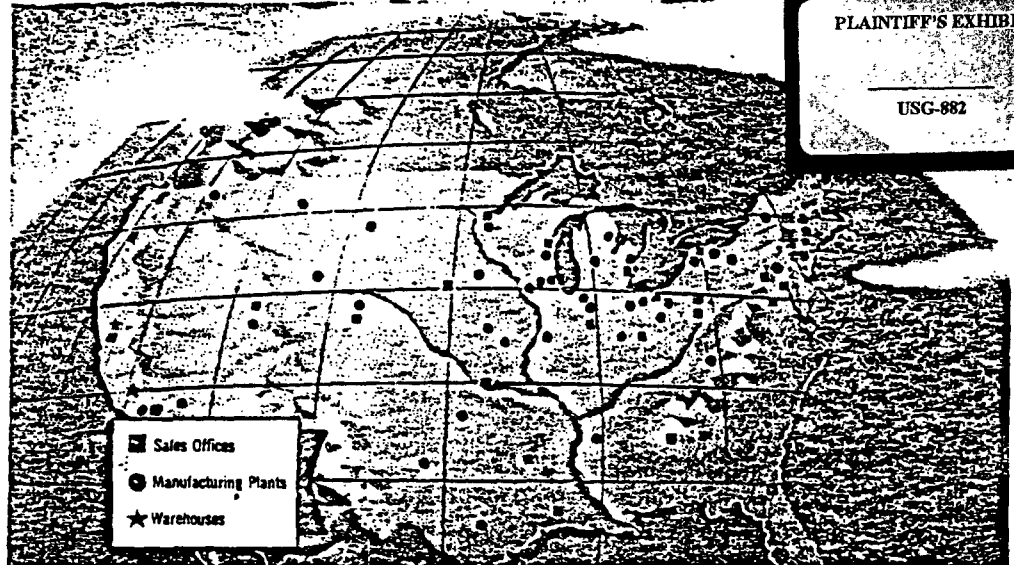


WHEN YOU SELL U.S.G ROOFING YOU ARE

FORTIFIED



..BY MILLS, METHODS, MEN

Over the length and breadth of the nation spreads a mighty structure of service—mills located to supply you quickly and economically . . . methods proved through more than 40 years of continual growth . . . men highly skilled in creating, producing and merchandising roofing, siding and dozens of other building products.

These three vital factors . . . mills—methods—men . . . are backed by an aggressive institution with the ability, integrity and resources to deliver—a name that for more than 40 years has stood

for highest quality, proved on millions of jobs . . . your assurance of uniform excellence of materials and service and of complete satisfaction.

U.S.G. respects the service rendered by dealers. That is why we seek every opportunity to place our vast national resources of mills, methods and men at your constant command.

These are the things with which U.S.G. dealers are Fortified*. These are reasons why U.S.G. dealers keep on the profit side—going ahead—reasons that "when you sell U.S.G. roofing you are Fortified."

*Trademark Reg. U. S. Pat. Off.



UNITED STATES GYPSUM

300 W. ADAMS STREET, CHICAGO 6, ILLIN' OIS

This famous trademark identifies products of United States Gypsum Company—where for 40 years research has developed better, safer building materials.

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