Protect outside walls from fire and decay

Don't be without the protection of durable, fire-resisting outside walls. Old, worn out siding is not only a constant fire hazard, but it affects the entire appearance of your home and reduces its value. USG Asbestos Cement Siding is fireproof and rot-proof, helps protect the walls of your home from destruction by fire and decay from weather.

RIGHT OVER THE OLD SIDING

When USG Asbestos Cement Siding is used for the exterior walls of your home, it is not necessary to rip off the old siding; instead, the old walls are covered with the new siding, and a saving in time and labor is thereby effected. Beveled strips are used when necessary to form an even nailing base for the new siding, and USG Cushion Felt may be used.

REDUCES FUEL COSTS

The dead air space between the new and the old siding has an insulation value that helps to keep your home warmer in winter and cooler in summer.

PLAINTIFF'S EXHIBIT

USG-1445

USG ASBESTOS CEMENT SIDING SAVES YOU MONEY because

1. Can be put on right over the old siding. Saves on labor costs.
2. Fireproof. Provides greater resistance to fire destruction.
3. Colors are non-fading; never require paint.
4. Practically indestructible. Saves on repair bills.
5. Insulates against heat and cold. Reduces fuel costs.
6. Permanent. Never needs replacing.

Improve YOUR HOME THIS CONVENIENT WAY

Your home can be permanently improved with USG Asbestos Cement Siding by taking advantage of the convenient plan outlined below:

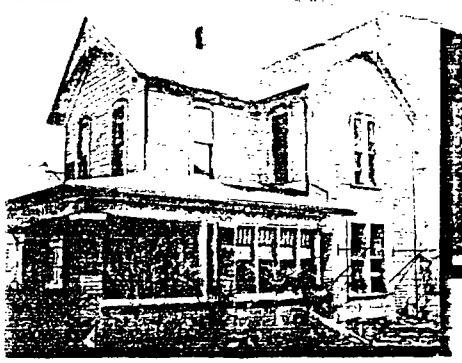
We will show you samples of the various colors and types of siding, or actual jobs completed in your neighborhood, and assist you in selecting the color and type best suited to your home.

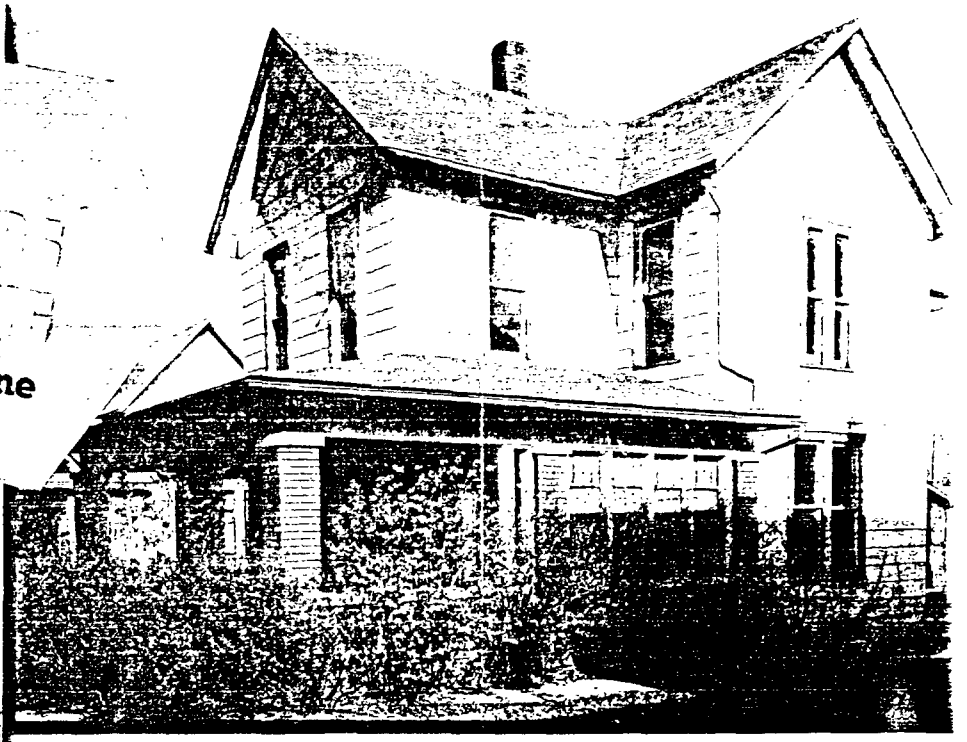
Without obligating you in any way, we will then submit an estimate of cost.

If desirable, arrangements can be made through us or your local banker to pay for the job on a monthly basis out of your income, over a specified period of time.

USG ASBESTOS CEMENT SIDING

See how USG Asbestos Cement Siding will transform your home





USG No. 600 Wavy Butt Siding was used to transform the house at the left to the fine-looking home you see above. In addition to improving the appearance of the home, USG Asbestos Cement Siding gives added protection from fire and weather, helps make the home more comfortable summer and winter.

UNUSUAL BEAUTY

USG Asbestos Cement Siding, with its beautiful wood grain texture like that of aged wood, will unbelievably improve the appearance of your home. The illustrations below, while they show very clearly the remarkable resemblance of the siding texture to natural wood grain, do not reveal the durability of this material.

LASTING SERVICE

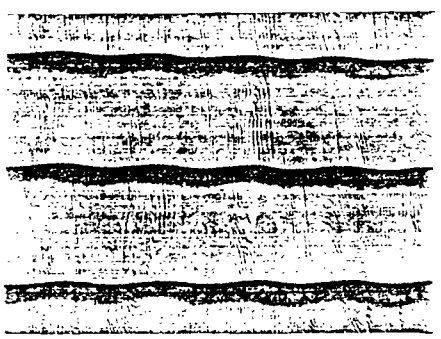
USG Asbestos Cement Siding is made of imperishable materials and it requires practically no maintenance. Year after year, without additional expense, the walls of your home will provide efficient protection against damage by fire and weather. The colors available in USG Asbestos Cement Siding are non-fading and do not require paint.

INCREASES HOME VALUES

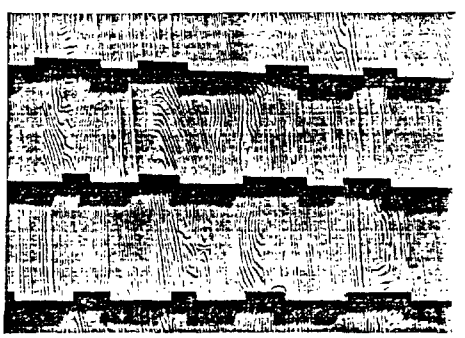
So greatly does this new wall siding improve your home in appearance that a new value is placed upon it by prospective renters, who are willing to pay more to occupy it. The resale value of your property will also be higher.

FIREPROOF

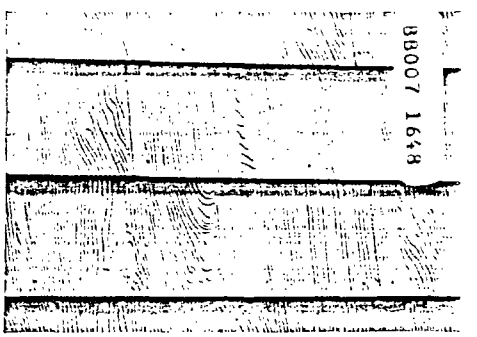
USG Asbestos Cement Siding does more than improve the appearance of your home, it provides outside walls that are especially resistant to fire. The selected asbestos fibers and Portland Cement from which this siding is made are non-combustible materials. Without any additional cost for maintenance, the walls of your home can be made permanently safe from fire, weather, and decay. And the cost over a number of years is less than painted siding, which requires periodic repairs and repainting. Remember that USG Asbestos Cement Siding is not a repair material but a permanent exterior siding that will last a lifetime. Call or phone us today about residing your home. You'll be surprised how little it costs.



USG No. 600 Wavy Butt Siding



USG No. 700 Thatch Butt Siding



USG No. 800 Clapboard

UNITED STATES GYPSUM COMPANY US