



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.



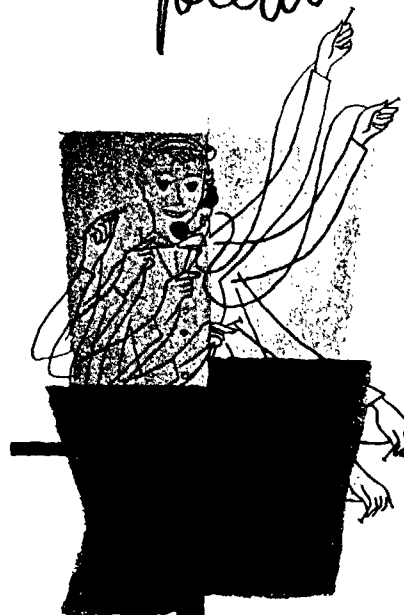
United States Gypsum
For Building • For Industry

HISTORICAL FILE

Trade-Mark of the Glaze

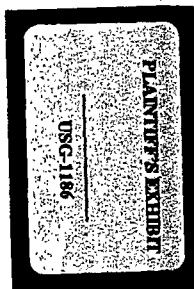
Received 1950

Color please?
DO NOT DESTROY



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

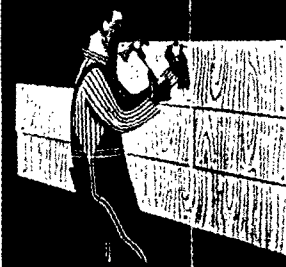
BB023 0317



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



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



**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.

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

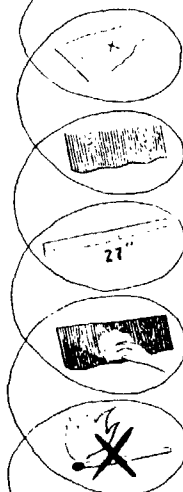
The 27-inch width (compared with the usual 24) means a tighter, more wind-resistant wall.

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