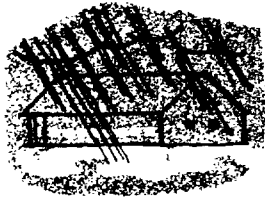


BETTER PROFITS—AND BETTER LIVING

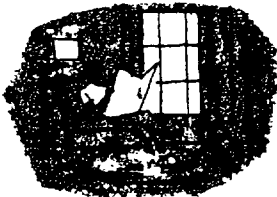
USG MATERIALS FOR FARM CONSTRUCTION



Weather Protection

Cover your buildings with materials made to last, such as siding which never needs paint, and other materials. You get most for your money when you use:

- USG sheathing, a fireproof and weather-resistant gypsum sheathing.
- GLATEX asbestos cement siding, with woodgrain surface.
- ORIENTAL stucco.
- Exterior TEXOLITE paint for painted or unpainted masonry surfaces.
- CEMENTICO, a cement paint for porous masonry (stucco, brick, concrete or stone surfaces).
- MORTASEAL, the latest advancement in hydrated lime, combines with portland cement to make an improved masonry mortar.
- USG basement window sash.
- USG aluminum louvers.
- USG stucco mesh and furring nails or USG 3.4 self-furring diamond mesh.
- USG thick butt or SUPER-TITE asphalt shingles in beautiful color harmonies.



Comfort

Build in year 'round comfort that pays for itself. Save on fuel bills, get better production in farm buildings. Save, insulate and build with these materials:

- Insulating wool blanket batts.
- RED TOP insulating wool (batts or loose fill).
- WEATHERWOOD structural insulating sheathing.
- WEATHERWOOD insulating plaster base (covered with RED TOP plaster).
- Insulating ROCKLATH, foil-backed, fireproof gypsum lath.
- Insulating SHEETROCK, foil-backed, fire-retarding gypsum wallboard.
- WEATHERWOOD insulating decorative tile or plank in color tones.
- SABINITE "M" acoustical plaster finish for ceilings.



Safety

Build fire-safety into your home and farm buildings. These materials help retard the quick spread of flames through farm structures. Build safely with these:

- ROCKLATH, the fireproof gypsum lath. (See insulating ROCKLATH.)
- RED TOP plaster and finishing lime, used over all plaster bases mentioned.

- Perforated ROCKLATH, a gypsum lath with perforations to provide a greater grip for plaster and added fire protection.
- USG metal lath—Helps provide fire protection and has excellent crack-resistant qualities, particularly to curved plastered surfaces. Also USG metal arches for arched openings, and USG corner beads and cornerite for reinforced corners and angles.
- SHEETROCK, the fireproof wallboard, with tapered edges and PERF-A-TAPE joints for smooth surfaces.
- Woodgrained SHEETROCK in three life-like finishes: bleached mahogany, walnut and knotty pine.



Beauty

and good taste at low-cost make for happier living. You get beauty and usefulness from these easy-to-apply paints and other materials in decorating the home:

- TEXOLITE DURAVAL, the ready-mixed, highly washable, rubber emulsion interior paint.
- TEXOLITE Imperial, the washable, oil-resin interior flat wall paint.
- TEXOLITE Standard, cleanable water-thinned casein paint. (For stippled or textured effects—use TEXOLITE stipple paint or TEXTONE, the plastic texture paint.)
- DURON, hardboard and hardboard tile.

See Your Local Lumber Dealer Who Furnished You This Plan for Building Materials and Complete Information on How to Use These Products.

UNITED STATES
GYPSUM
300 West Adams Street
Chicago 6, Illinois



The Greatest Name in Building

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—The Editors.

USG (plaster, lime, tile, wallboard, plaster base, aluminum louvers, roofing, sheathing and other products), TEXOLITE (interior wall paint), DURAVAL (rubberized paint), TEXTONE (plastic texturing paint), ORIENTAL (stucco), CEMENTICO (masonry paint), SHEETROCK (gypsum wallboard), ROCKLATH (plaster base), PERF-A-TAPE (joint sealing tape), SIL-O-ETT (asphalt roofing), ARRO-LOCK (roofing shingles), SUPER-TITE (roofing shingles, roof cement), ADAMANT (plaster base), RED TOP (plaster, insulating material, and other products), GLATEX (asbestos shingles), WEATHERWOOD (insulation sheathing), IVORY (finishing lime), MORTASEAL (lime), SABINITE (acoustical plaster), SHADOWLOCK (attachment system), INSOBARK (board), DURON (hardboard), STRUCTO-LITE (plaster), TRIPLE-VENT (basement sash).

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