

# Beat the high cost of discomfort

## Wrap your home in RED TOP\* wool insulation

*Sad fact* about the uninsulated home: In winter, those drafty, unevenly heated rooms actually cost up to 40% more in fuel bills.

*Happy fact* about RED TOP insulation: It helps end the discomfort, gives you more for your fuel dollars, pays for itself many times over.

No part-time performer, RED TOP pays off in summer, too! Now with aluminum foil facing on both sides, it reflects 85% of sun-generated

heat rays, so room temperatures are as much as 15° lower. And, if you decide to air condition, you'll find a smaller, less expensive unit will do the job, at much lower operation cost.

RED TOP is super-resilient so it *stays* at peak efficiency *permanently*. RED TOP is *mineral wool*—resists fire, moisture, and decay. So, for comfort you can count on, *and for savings that count up . . .* better see your U.S.G. dealer right away.

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



The Greatest Name in Building



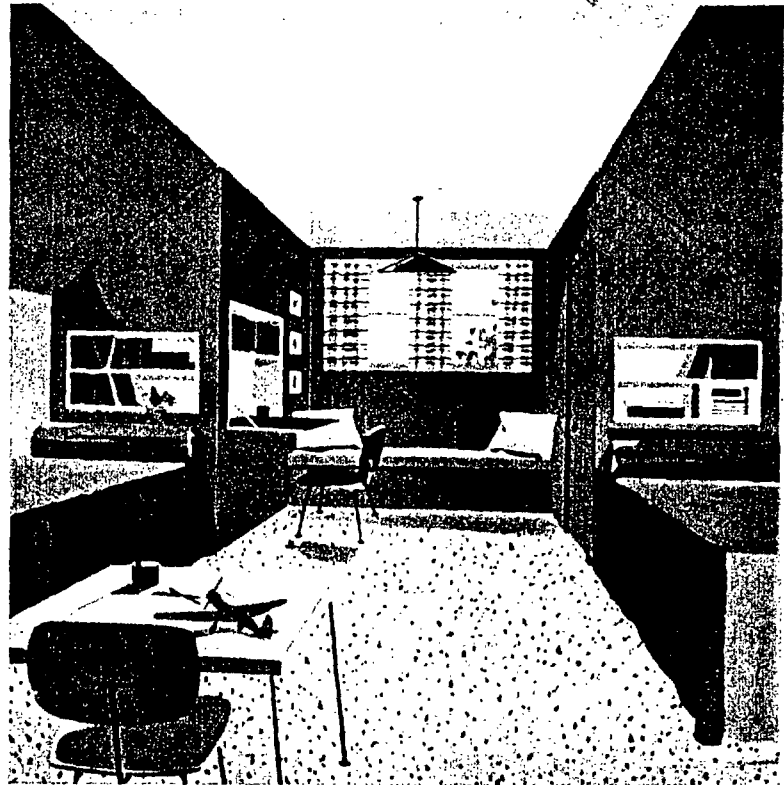
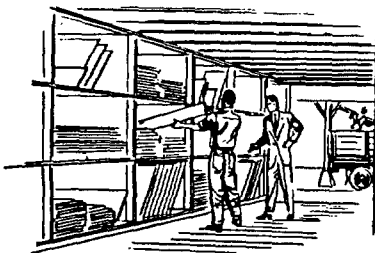
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Want to make something of it?



we'll show you how

Just come in and tell us what you'd *like* to make of it. Then we'll *tell* you how *inexpensively* and *show* you how *easily*—you can turn a woebegone attic or a little-used porch into a useful room. We'll give you the same kind of help on efficient, money-making farm production buildings, too! Do it yourself for big savings or use the services of one of the reliable contractors we can recommend. Depend on us for the right kind of materials and you'll save even more, in time and money. For we help you order just what you need to give you the most for every dollar. Let's talk over your plans now—*come in!*



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