

# USG IMPERIAL-LOCK

## STORM SHINGLES

A SOUND INVESTMENT TO END WEATHER WORRIES

### HOLD ON WHEN THE WIND TAKES OFF!

No storm need concern you if your home is roofed with Imperial-Lock Shingles. They're hurricane-resistant.

### MOST POPULAR ROOF DESIGN!

Traditional square tabs, preferred by most homeowners, with handsome "shake" texture for added interest.

### IDEAL FOR RE-ROOFING!

These heavyweight shingles bridge uneven surfaces, make a smooth roof even over old shingles.

### REAL FIRE RESISTANCE!

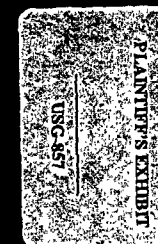
Surfaced with fire-resistant mineral granules; carry Underwriters' Laboratories class "C" label.

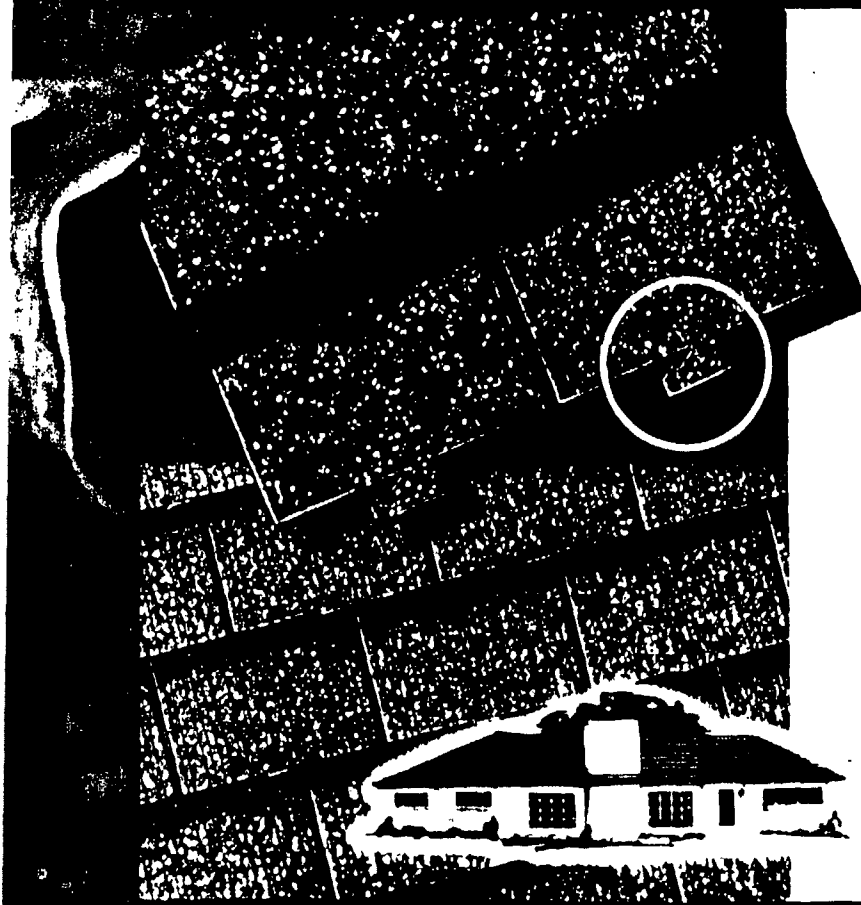
### BEAUTIFUL COLORS

IMPERIAL-LOCK Shingles are available in a wide range of rich, deep tones and soft pastels.



BB023 2083





## EXCLUSIVE "IMPERIAL-LOCK"

### **MAKES A WEATHER-TIGHT ROOF**

In wind tunnel tests, IMPERIAL-LOCK Shingles held fast, even in hurricane winds of 100 miles per hour. In addition to being nailed securely, the lower edges of these shingles are locked into the course below. Wind can't whip them; rain or melting snow won't penetrate their heavy weather ends.

## DISTINCTIVE SHADOW-ACCENT

### **PROVIDES LONGER, LOVELIER LINES**

Graceful courses of IMPERIAL-LOCK Shingles with U. S. G. *SHADOW-ACCENT* help blend your home handsomely into its surroundings. The deep, distinctive horizontal shadows are color-toned into IMPERIAL-LOCK Shingles to bring your home the sweeping good looks of modern roof design.

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THE  
CHOICE  
OF  
MODERN  
ROOF  
DESIGN  
FOR  
HOME  
COLOR  
HARMONY

## FREE ROOF INSPECTION

Don't let a worn-out roof risk your home and possessions. Our roofing experts will be glad to inspect your housetop—free of charge, and with no obligation. Should you need a new roof, we'll estimate the cost . . . and help you budget it in easy monthly payments. Call or come in today!

## HISTORICAL FILE

*Trade and Location*  
*March 1, 1957*

DO NOT DESTROY



IMPERIAL-LOCK

Shingles are a product of

UNITED STATES GYPSUM

The Greatest Name in Building

THE  
 CROWNING  
 GLORY  
 FOR YOUR  
 HOME...



**USG**  
**NEW IMPERIAL-LOCK**  
 ASPHALT SHINGLES  
 with SHADOW-ACCENT