

PLAINTIFF'S EXHIBIT

USG-1939

U.S

(ADD'L HW:

ADVERTISING MATERIALS
INCLUDING LOGOS

DE
NEWSPAPER
C

For the
in new

ments and in company
catalogs in which USG
products will be listed.

BB022 1491

SUCCESSFUL RETAILERS of building materials, have proved by actual test that one of the best methods of promoting sales is through advertising in their local newspapers.

This book of stock cuts has been prepared as a service for the dealer in U S G Building Materials. Cuts or matrices of any of the illustrations shown in this book will be furnished without cost to the dealer. Order by number and specify whether cut or matrix is wanted.

The dealer who prefers to write his own copy can order cuts of any of these advertisements and have his local paper substitute his special copy in place of the copy shown. If the illustration only is desired, order the full ad and have your printer cut off the part not needed. *Order all ads by number.*

Illustrations of cuts are inserted for those who desire to prepare their own advertising and for special use in catalogs, price bulletins etc. *Order cuts by number.*

These cuts, of course, are furnished by the United States Gypsum Company for the convenience of its dealers. And their use in no way obligates the Company for any payment for the newspaper, magazine or other space in which they are used.

DEALER SERVICE BUREAU



UNITED STATES GYPSUM COMPANY • CHICAGO

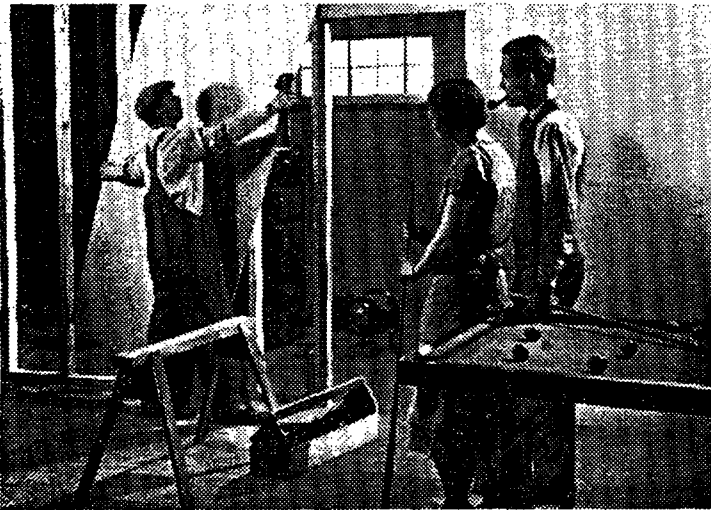
BB022 1492

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BB022 1493

FOR BASEMENT ROOMS



● An attractive recreation room can be easily and quickly built in your basement. Wood studding finished with Sheetrock, the Fireproof Wallboard, assures economical, durable, fire-proof partitions.

Sheetrock, made of gypsum, will not burn or transmit fire. It adds protection to wood construction.

Sheetrock has proved itself a satisfactory wall and ceiling finish in millions of homes.

Call and see this fireproof wallboard.

DEALER'S NAME

SHEETROCK

BB022 1494

Ad No. 250—2 col. x 7 in.



No. 275

SHEETROCK



No. 248

It's Easy to Remodel Interiors with Sheetrock



● New partitions can be built, attics and basements finished into liveable rooms easily and quickly with wood studs and Sheetrock at an economical cost.

Call and let us show you the actual boards of this practical, durable fireproof, wall and ceiling covering.

Sheetrock will meet your approval as it has millions of other home owners.

DEALER'S NAME

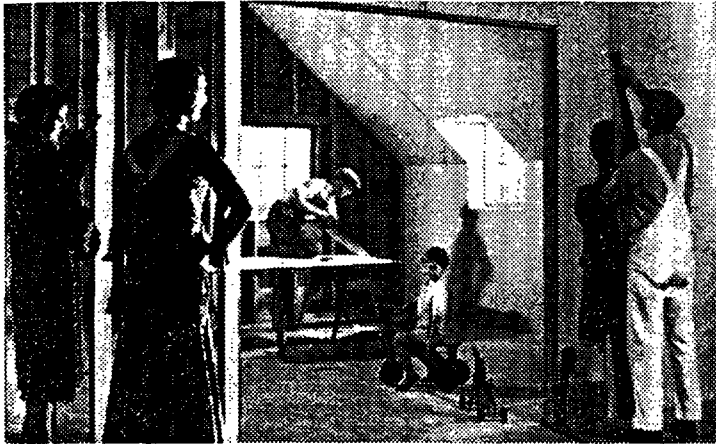
Ad No. 252—2 col. x 7 in.



No. 249

BB022 1495

Make Your Attic Useful



• You can add one or more comfortable, attractive rooms to your house by lining the walls and ceilings of your attic with

SHEETROCK

THE FIREPROOF WALLBOARD

And you will add fire protection to your home because Sheetrock does not burn and protects the wood construction in your attic.

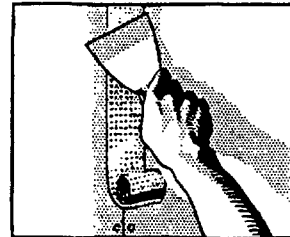
Sheetrock is an economical, durable wall and ceiling covering that can be papered or painted.

Call at our yard and let us tell you all about the advantages of Sheetrock.

DEALER'S NAME

Ad No. 251—2 col. x 7 in.

SHEETROCK



No. 246



No. 247



No. 245



No. 285

BB022 1496

SHEETROCK

REMODELING



● For quick and economical remodeling, use the fireproof wallboard, Sheetrock. It saws and nails like lumber. Does not warp. Does not burn. Takes any decoration. Let us tell you all about

SHEETROCK
THE FIREPROOF WALLBOARD

DEALER'S NAME

Ad No. 255—1 col. x 6 in.

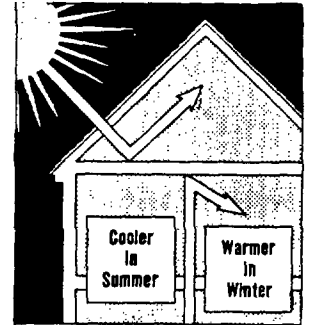
INSULATING SHEETROCK

THE FIREPROOF WALLBOARD



Wallboard that
— *Insulates*
— *Fireproofs*

● **INSULATING SHEETROCK** is a new kind of insulating board totally different from any other. It is a fireproof gypsum board equal in insulating value to a full half inch of fiber insulating board. The inside surface is the standard ivory color of Sheetrock that takes any type of decoration. But the opposite side which is placed next to the building framework, has an aluminum foil surface which acts as an efficient insulator. This foil reflects heat like a mirror reflects light.



The above diagram illustrates what insulation does in the average home in summer and winter.

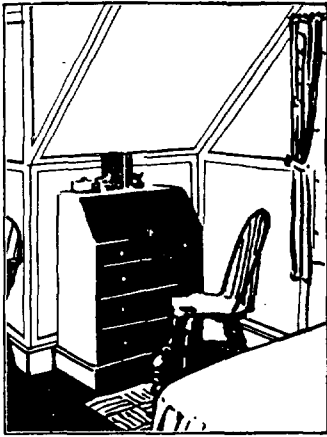
Insulating Sheetrock can be given the same patented Armored Joint method for concealing joints which has proved so successful on Sheetrock jobs. The exposed face of Insulating Sheetrock can be decorated with standard materials. The advantages of Sheetrock—fireproofness, non-warping, durability, and permanence are present in Insulating Sheetrock.

Call at our office or phone for a representative who will demonstrate Insulating Sheetrock.

DEALER'S NAME

Ad No. 254—2 col. x 8 in.

GIVE THE BOY A ROOM



● You can finish off your attic and provide an attractive room for the boy. Or it can be used as a sewing room, a game room or an extra bedroom with Sheetrock, the Fireproof Wallboard. The work can be done easily, quickly and economically. Sheetrock takes any decoration. Let us tell you how you can have durable fireproof walls and ceilings by using

SHEETROCK
THE FIREPROOF WALLBOARD

DEALER'S NAME

Ad No. 256—2 col. x 4 in.

New Walls at Low Cost



SHEETROCK
THE FIREPROOF WALLBOARD

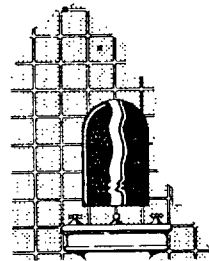
DEALER'S NAME

Ad No. 257—2 col. x 4 in.

SHEETROCK

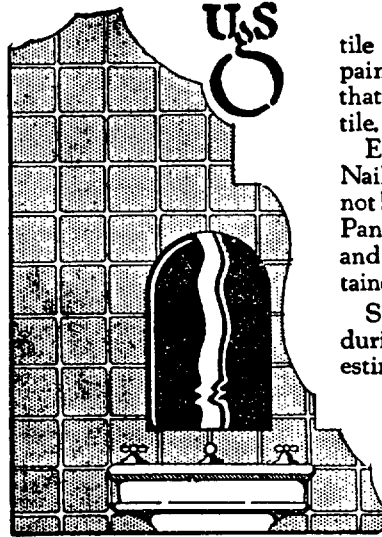
BB022 1498

SHEETROCK



No. 243

SHEETROCK TILE BOARD



A new and perfected tile board that makes possible painted and enameled surfaces that resemble the best ceramic tile.

Easy to apply and decorate. Nails and saws like lumber. Does not burn or support combustion. Panels are $\frac{3}{8}$ of an inch thick, and 48 inches wide. May be obtained in from 6 to 10 feet lengths.

Sheetrock Tile Board is enduring and economical. Let us estimate your requirements.

DEALER'S NAME

Ad No. 260—2 col. x 4 in.



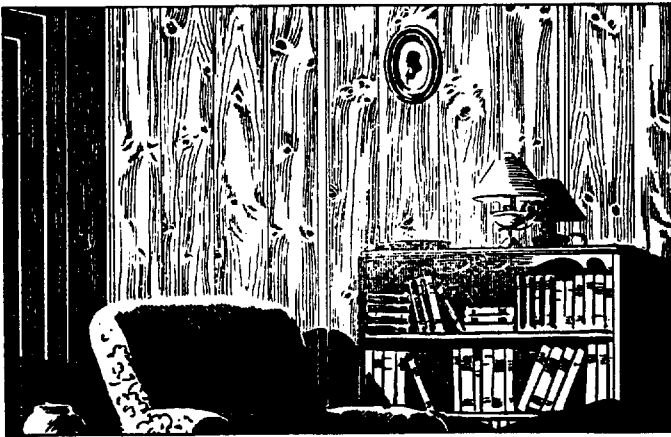
No. 241

No. 242



No. 244

SHEETROCK



All the Beauty of Wood Paneling at Wallboard Prices

● With Wood Grained Sheetrock you can build attractive interiors that are reproductions of fine woods, walnut and knotty pine, at the cost of an ordinary wallboard job. This new construction is made possible by reproducing on one face of Sheetrock an actual likeness of wood paneling.

Wood Grained Sheetrock has all the advantages of Sheetrock—does not warp or buckle, stays where it is nailed, is fireproof and permanent.

Use it in residences, offices, restaurants, lunch rooms, stores or any building where the construction is suitable for the use of wallboards. The boards are four feet wide and ceiling high. They are easily and quickly erected. Ideal for remodeling work as well as new construction.

To appreciate the beauty of Wood Grained Sheetrock you should see the material itself. Then you'll see that it is a true reproduction of carefully selected wood panels.

WOOD GRAINED



WOOD PANEL EFFECTS AT LOW COST

● Walls like these reproducing beautiful knotty pine can be had at the cost of wallboard by using Wood Grained Sheetrock with Knotty Pine finish. Fireproof; non-warping; strong; durable; easy to cut; quickly erected. Also furnished in walnut grained. Call and get a sample.

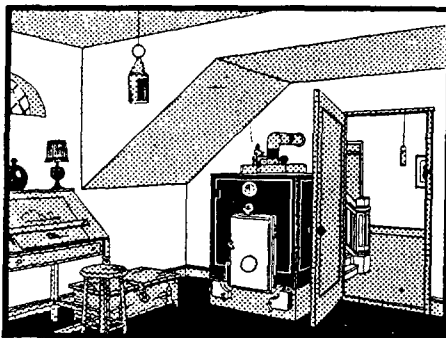
**WOOD GRAINED
SHEETROCK**
THE FIREPROOF WALLBOARD

DEALER'S NAME

Ad No. 291—1 col. x 6 in.

BB022 1500

SHEETROCK



No. 284



No. 285



Beautiful Walnut Panel Effects for Your Home at Low Cost

• With Wood Grained Sheetrock it is now possible to have the beauty of Walnut paneled interiors at wallboard prices. The surface of this board is an exact reproduction of the graining and color of carefully selected walnut. Sheetrock is fireproof; does not warp or buckle; stays in place; easy to cut, erect and nail. Can be used on any interior adapted to wallboard treatment. Wood Grained Sheetrock is also furnished with a Knotty Pine finish. Call and get a sample.

**WALNUT GRAINED
SHEETROCK**

DEALER'S NAME

Ad No. 292—2 col. x 6 in.

BB022 1501

ROCKLATH

THE FIREPROOF LATH

The Modern Plaster Base

In your new home you can add an extra measure of fire protection by using Rocklath, the fireproof lath.

Rocklath is made from gypsum rock. It does not burn or support combustion. It adds fire protection.

In addition to its fire-resistant features, Rocklath increases the endurance of wall and ceiling finishes. It does not deteriorate with age. It does



not cause discoloration or stains. Plaster bonds more tightly to it than to any other type of lath.

Let us show you this *Lath* that never lets go of plaster.

DEALER'S NAME

Ad No. 350—2 col. x 4 in.

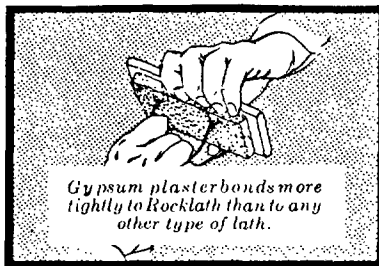
ROCKLATH

THE FIREPROOF LATH

A GOOD LATH for GOOD CONSTRUCTION

When you consider building, give the selection of lath for your walls and ceilings the careful attention it deserves.

Plaster bonds more tightly to Rocklath than to any other type of lath. It is fireproof and affords fire protection wherever



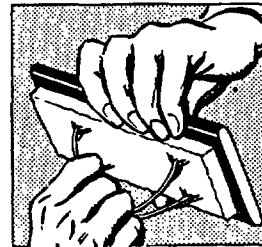
used. It increases the endurance of wall and ceiling finishes. It does not deteriorate with age. It does not cause discolorations or stains.

Any builder will tell you about Rocklath. Or ask us for sample and complete description.

DEALER'S NAME

Ad No. 351—2 col. x 4 in.

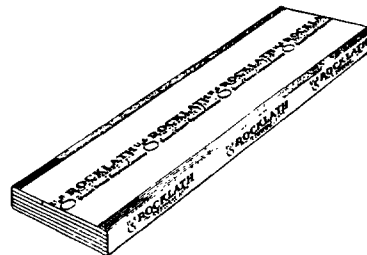
ROCKLATH



No. 352



No. 353



No. 354



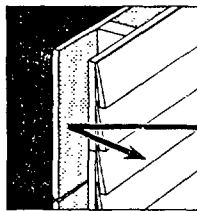
No. 356



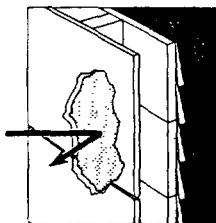
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BB022 1502

INSULATING ROCKLATH

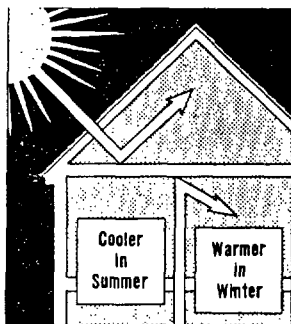


No. 364



No. 363

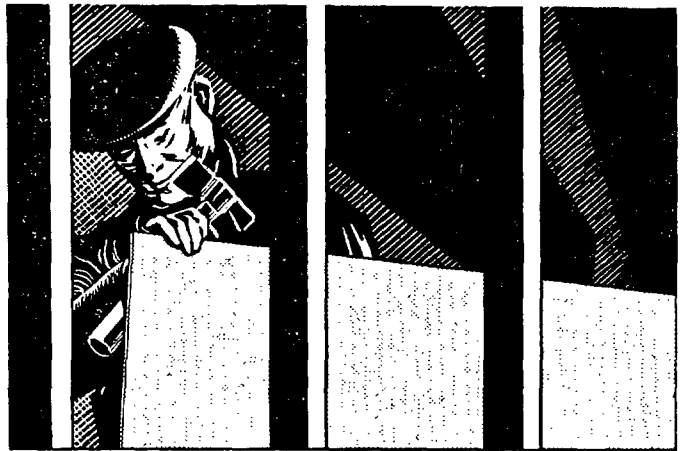
INSULATING ROCKLATH



Keeps Heat in the House

Insulation retards heat
get insulation when
ulating Rocklath
er base. This
s the recog-
proofness,
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lation
inch

INSULATING ROCKLATH



Fireproof Lath that Insulates

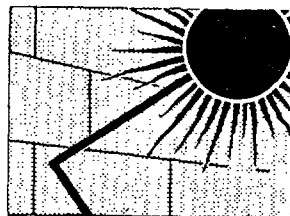
● Rocklath can now be obtained with the one surface (surface next to studs) covered with aluminum foil. This bright surface insulates by reflecting heat. It has an insulation value equal to a half-inch fiber insulation board.

Rocklath, the fireproof gypsum lath is a recognized, economical base for plaster. It is fireproof, strong and provides an even plastering surface to which the plaster adheres firmly.

Call and see this efficient product.

DEALER'S NAME

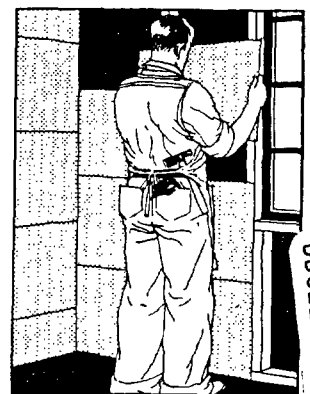
Ad No. 361—2 col. x 6 in.



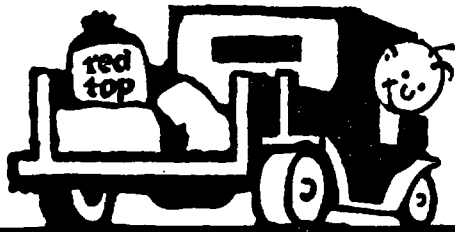
No. 365



No. 366



No. 367



For a Good Plaster Job

When you see old reliable Red Top Plaster from this yard being unloaded at a job, that's a sure sign there's going to be some good plastering done. Because Red Top is good plaster and good plasterers usually insist on it. Something to remember when having plastering done.

DEALER'S NAME

Ad No. 1001—2 col. x 4 in.



A SIGN OF "GOOD PLASTERING"

● There's an easy way for getting good plastering. First, hire a good plasterer; then furnish him with "old reliable" Red-Top Plaster, made by the most scientifically equipped producers of plaster products in the world. That's an unbeatable combination that never disappoints. We sell Red-Top because better plasterers won't use anything else!

DEALER'S NAME

Ad No. 1000—2 col. x 4 in.

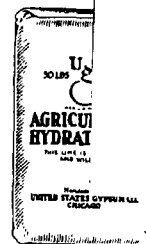
PLASTER & LIME PRODUCTS



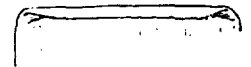
No. 1012



No. 101



No. 1009



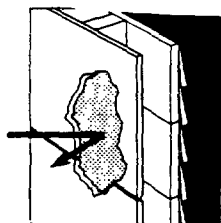
No. 1010



No. 1008

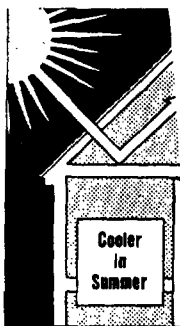
B8022 1504

ROOFING



No. 363

INSULA ROCK



Keeps Hea

No. 490

LET US HELP YOU GET THE RIGHT ROOF

● There is a type of roofing that is best adapted for your home. A satisfactory roof must harmonize with the architecture of your home in both design and color and be reasonable in cost.



USG
ASPHALT
SHINGLES

Asphalt shingles offer a wide range of color and design. They are easily and quickly applied. They are durable and fire resistant. We shall be glad to have you call and see the actual shingles.

If you prefer Roll Roofing, we have mineral surface asphalt roofing in color and quality to meet your special requirements. This roofing is made from the best material obtainable.



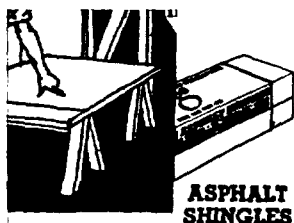
USG
ROLL
ROOFING

DEALER'S NAME

Ad No. 411—2 col. x 6 in.



No. 478



USG
ASPHALT
SHINGLES



No. 482



No. 483

BB022 1505



**ASK TO SEE
U S G
ARRO-LOCK
SHINGLES**

ROOFS THAT BEAUTIFY COTTAGE OR MANSION

● The attractiveness of any house is made or marred by the appearance of the roof.

We have a line of asphalt shingles in attractive tones that will blend in harmoniously with the color scheme of your home and its surroundings.

These shingles not only have color beauty but they will give lasting protection against fire.

Call and see these attractive shingles and let us tell you about our service.

DEALER'S NAME

Ad No. 400—2 col. x 4 in.

ROOFING



IMPROVE YOUR HOME WITH A GOOD ROOF

● An attractive roof of sturdy appearance; color to harmonize with the style of your house; a protection for your home and its contents; and a roof at reasonable cost, are the things you get in U S G Asphalt Shingles.

Call and let us show you the actual shingles. You'll see why we recommend them.

DEALER'S NAME

Ad No. 401—2 col. x 5 in.

(Page 17)

BB022 1506

ROOFING



IMPROVE YOUR HOME WITH A GOOD ROOF

● An attractive roof of sturdy appearance; color to harmonize with the style of your house; a protection for your home and its contents; and a roof at reasonable cost, are the things you get in U S G Asphalt Shingles.

Call and let us show you the actual shingles. You'll see why we recommend them.

ASK TO SEE
U S G
SQUARE
BUTT
SHINGLES

DEALER'S NAME

Ad No. 402—2 col. x 5 in.



IMPROVE YOUR HOME WITH A GOOD ROOF

● An attractive roof of sturdy appearance; color to harmonize with the style of your house; a protection for your home and its contents; and a roof at reasonable cost, are the things you get in U S G Asphalt Shingles.

Call and let us show you the actual shingles. You'll see why we recommend them.

ASK TO SEE
U S G
TAPERED
SHINGLES

DEALER'S NAME

Ad No. 403—2 col. x 5 in.

BB022 1507



ROOFING

IMPROVE YOUR HOME WITH A GOOD ROOF

● An attractive roof of sturdy appearance; color to harmonize with the style of your house; a protection for your home and its contents; and a roof at reasonable cost, are the things you get in U S G Asphalt Shingles.

Call and let us show you the actual shingles. You'll see why we recommend them.

ASK TO SEE
USG
DUBL-BUTT
SHINGLES

DEALER'S NAME

Ad No. 404—2 col. x 5 in.



IMPROVE YOUR HOME WITH A GOOD ROOF

● An attractive roof of sturdy appearance; color to harmonize with the style of your house; a protection for your home and its contents; and a roof at reasonable cost, are the things you get in U S G Asphalt Shingles.

Call and let us show you the actual shingles. You'll see why we recommend them.

ASK TO SEE
USG
INDIVIDUAL
SHINGLES

DEALER'S NAME

Ad No. 405—2 col. x 5 in.

BB022 1508

ROOFING



IMPROVE YOUR HOME WITH A GOOD ROOF

● An attractive roof of sturdy appearance; color to harmonize with the style of your house; a protection for your home and its contents; and a roof at reasonable cost, are the things you get in U S G Asphalt Shingles.

Call and let us show you the actual shingles. You'll see why we recommend them.

ASK TO SEE
U S G
SUPER-TAB
SHINGLES

DEALER'S NAME

Ad No. 406—2 col. x 5 in.



BEAUTY AND PROTECTION *for Your Home*

● You can enjoy the enduring protection of asphalt shingles and still have a roof that will add beauty to your home by roofing it with U S G Thatch Shingles.

These shingles have other advantages of importance to the home owner. They are economical in price and economical in application costs because the design simplifies and speeds nailing.

A roof of U S G Thatch Shingles will add to the value of your home and provide years of comfort without roof worries.

Come in and let us show you the actual shingles.

DEALER'S NAME

Ad No. 408—2 col. x 5 in.

BB022 1509



REAL ROOF ECONOMY

● First cost of a roof is not the only thing to be considered. That's why we are offering our customers USG Super-Tite Asphalt Shingles.

They provide real roof economy because their inter-locking design prevents damage from wind and weather; their triple and double coverage means longer life to the roof; and for the value you receive the cost is moderate.

In addition to these economies, you also have a sturdy, attractive roof. The range of colors permits you to select a shade that will harmonize with the design of your home. Call and see these shingles.

DEALER'S NAME

Ad No. 409—2 col. x 5 in.

ROOFING

BB022 1510

ROOFING



Your Roof Will Not Look Like This

- Your roof will never have that ragged unkempt look if you use USG Asphalt Shingles when you build or when you reroof.

We have selected this line because it gives us an assortment from which our customers can select the type and color of shingle that will add beauty to their homes.

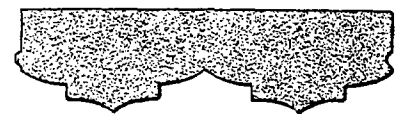
Another important quality of the USG Asphalt Roofing Line is the careful selection of materials used in production and the rigid control of all manufacturing processes. Call and see for yourself.

DEALER'S NAME

No. 413—2 col. x 6 in.



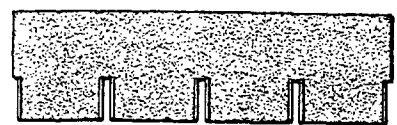
No. 413



No. 464—Thatch

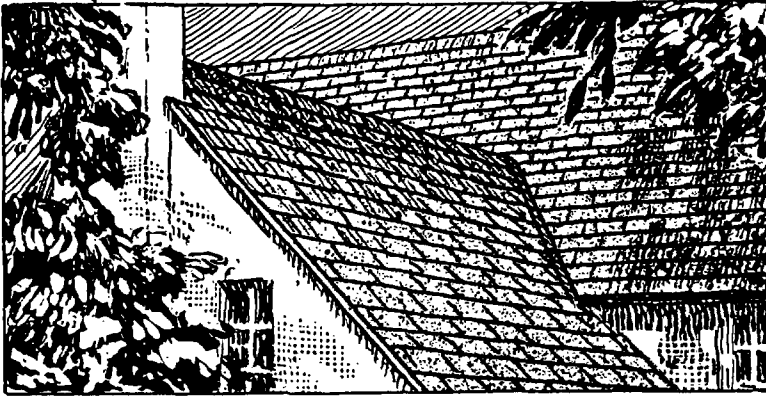


No. 465—Strip
(22)



No. 465—Quad

BB022 1511



ROOFING

DURABLE AND ATTRACTIVE ROOFS

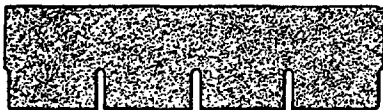
• Our line of asphalt shingles has been chosen because they are designed and manufactured to assure long-lived roofs. The materials used in producing these shingles are the best of their kind obtainable. The manufacturing processes are under careful control at all times, assuring a uniformly high quality.

We carry asphalt shingles in a variety of colors and blends to enable us to provide the colors that will be most attractive for various designs of homes. Call and let us show you our complete line of asphalt shingles. You will be pleased with the beautiful colors.

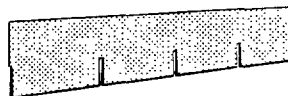
DEALER'S NAME

Ad No. 412—2 col. x 6 in.

BB022 1512



No. 466—4-in-1 Strip



No. 486—Tapered Butt

ROOFING



Your Home Deserves a Roof That Will Endure

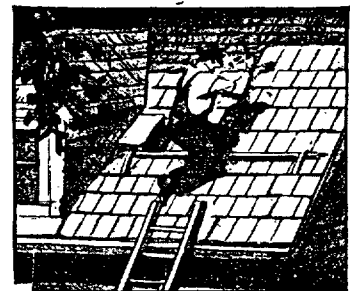
● The roof is the most important part of your home. Without its protection, your home and its valued contents would soon be destroyed.

You can't afford to use anything less than the best roofing material obtainable. The Hexagon type of U S G Asphalt Shingles are attractive and enduring.

Come in and let us show you these shingles and explain our roofing service.

DEALER'S NAME

Ad No. 407—2 col. x 6 in.



o. 484



No.

INSULATING BOARD



Modernize and Insulate Your Home at Low Cost

● Wherever you use Weatherwood Insulation Board, you find it doing double duty. It is an efficient insulator securing for you comfort and lower fuel bills. Its distinctive finish adds charm and dignity to your home. Thus you can remodel, modernize, finish, decorate and insulate with Weatherwood*—at one material cost! And Weatherwood is economical to erect, too. It is easily applied with a minimum of labor. Whatever your remodeling or insulating needs, Weatherwood can supply you with a satisfactory low cost job.

WEATHERWOOD INSULATING BOARD

*Reg. Trade Mark.

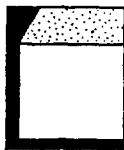
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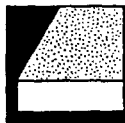
USEFUL
SAMPLE
FREE

*This sample hot
pad for hot
dishes is free
on request.*

Ad No. 540 — 2 col. x 6 in.



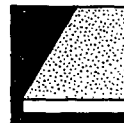
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No. 561



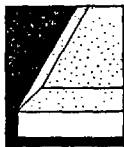
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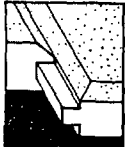
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No. 565



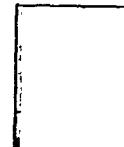
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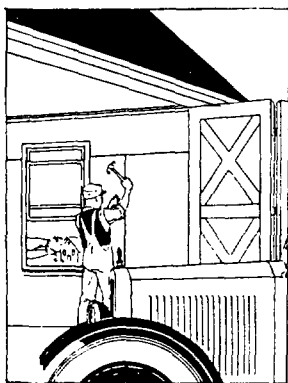
No. 568



No. 569

BB022 1514

INSULATING BOARD



No. 577



Turn Waste Space Into Useful Rooms

● By lining your attic with Weatherwood Insulation Board, you insulate the point of greatest heat loss in your house, and so provide year 'round comfort with great saving in fuel costs. You add to your home, attractive, livable rooms in the place of waste space. In your basement, too, Weatherwood* enables you to turn a dark, drab area into a cheerful den, game room, or play room—quickly and with little expense. We will aid you in planning to turn your waste space into extra rooms. See us today.

WEATHERWOOD INSULATING BOARD

*Reg. Trade Mark.

DEALER'S NAME



USEFUL
SAMPLE
FREE

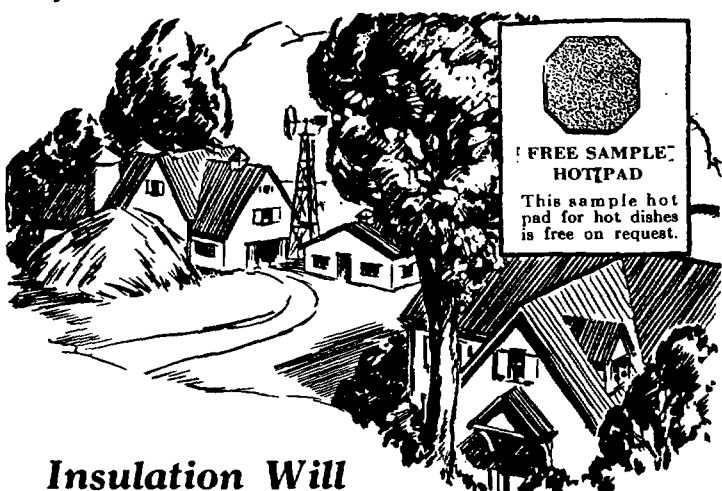
*This sample hot
pad for hot
dishes is free
upon request.*

Ad No. 541 — 2 col. x 6 in.



No. 571

BB022 1515



**Insulation Will
Increase Farm Profits**

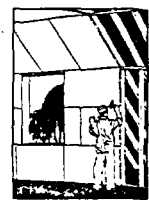
● Insulated buildings help keep your stock healthy, growing and productive. Insulated storage houses keep vegetables fresh—aid you in marketing them at the highest prices. Thus when you insulate your buildings you assure yourself of greater yearly profits. We can supply you with facts and figures showing how you can easily secure the profits of insulation with

**WEATHERWOOD
INSULATING BOARD**

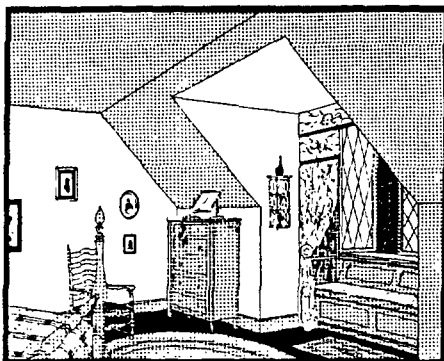
DEALER'S NAME

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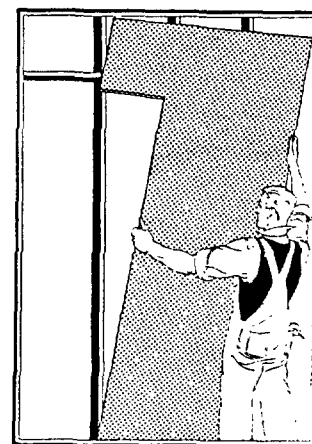
INSULATING BOARD



No. 580

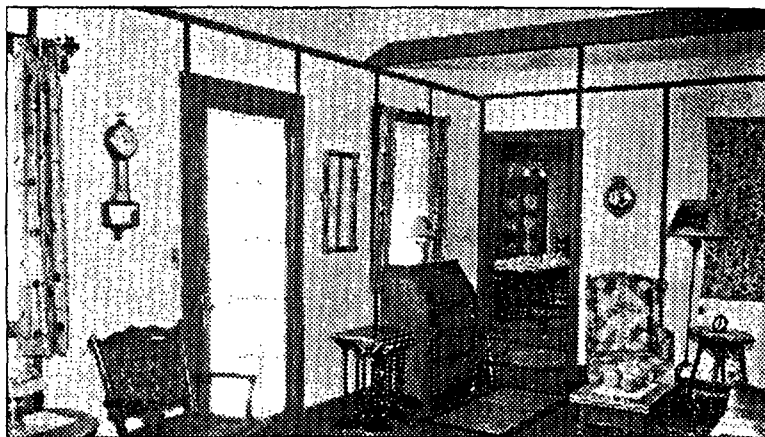


No. 575



No. 581

INSULATING BOARD



An Economical and Attractive Finish for Old Walls and Ceilings

● Weatherwood Insulation Board affords you an opportunity to remodel your home according to your own tastes and desires. And at a cost well within your means. Weatherwood* insulates and decorates in one operation. Because it serves more than one purpose—and because it is easy to handle and to apply—Weatherwood provides an economical finish for walls and ceilings—either in new construction or over old finishes. Let us show you facts and figures.

WEATHERWOOD INSULATING BOARD

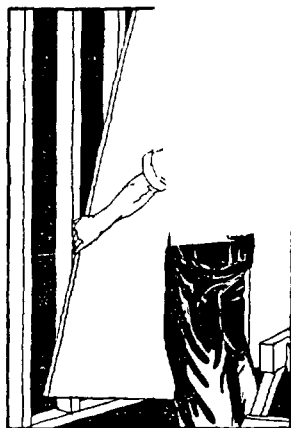
*Reg. Trade Mark.

DEALER'S NAME



**USEFUL
SAMPLE
FREE**

*This sample hot
pad for hot
dishes is free
on request.*



No. 576

Ad No. 543 — 2 col. x 6 in.



No. 573



No. 574



INSULATING BOARD

EVERY TYPE OF FARM BUILDING NEEDS INSULATION

● When you insulate your dairy barns, hog houses, brooder houses, etc., you furnish a protection for your stock and poultry that makes them healthier and more productive—and more profitable for you. Insulated storage houses mean better fruit and vegetable market prices. And an insulated house means greater comfort and lower fuel bills. See us today about the benefits of insulation.

**WEATHERWOOD
INSULATING BOARD**

DEALER'S NAME



**USEFUL
SAMPLE
FREE**

*This sample hot
pad for hot
dishes is free
on request.*

Ad No. 544 — 2 col. x 6 in.

BB022 1518

INSULATING BOARD



FREE
Hot Dish Pad
This pad free on request, keeps heat of a hot dish from injuring the table.

No. 583



No. 582

A NEW AT LOW



● Make use of space in your room with attractive Weatherwood Insulating Board. It produces a clean, finished effect and does not require paneling. Can be left in its natural color or stained. Has high insulating value. See this material in action and see how economical it is.

WEATHERWOOD
INSULATING BOARD

DEALER'S NAME

Ad No. 558—1 col.

RENEW OLD CEILINGS

● With Weatherwood Insulating Tile you can completely renew old ceilings—provide a new clean surface, a new tile pattern and at the same time insulate your ceiling against heat and cold. It is not even necessary to decorate because the light color of this tile harmonizes with any wall decoration.



FREE
Hot Dish Pad
This pad free on request, keeps heat of a hot dish from injuring the table.

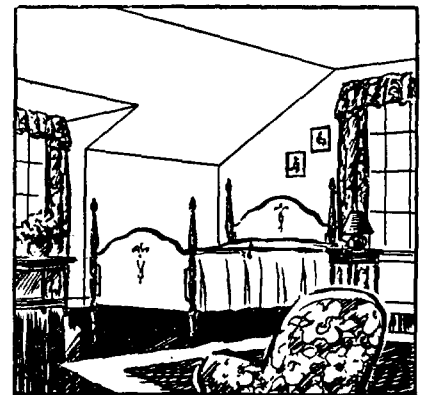
WEATHERWOOD
INSULATING TILE BOARD

DEALER'S NAME

Ad No. 557—2 col. x 4 in.

Remodel and Modernize with WEATHERWOOD

● You can add a comfortable, attractive new room in the attic or partition off the basement, quickly and economically with this light-colored insulating board. Weather-



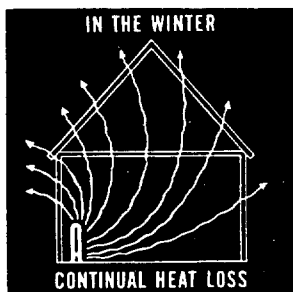
wood is high in insulation value, moisture resistance and strength. Stop in and get a sample of Weatherwood Insulating Board and more facts about remodeling.



FREE
Hot Dish Pad
This hot dish pad is free on request.

DEALER'S NAME

Ad No. 551—2 col. x 4 in.



DOES YOUR HOME WASTE FUEL?

- The average home is not insulated. A large part of the heat generated in the heating plant is lost through the walls and ceilings.

Lost heat is lost money. You can easily and quickly stop this waste in your home by installing *Red Top Insulating Wool*. This fireproof, vermin proof insulation has long fine fibres and looks like finely spun wool. It is made by a special process from molten minerals. It is an enduring insulation that will last as long as your house stands. Let us tell you how little it will cost to insulate your home.

DEALER'S NAME

Ad No. 870—2 col. x 4 in.

INSULATING WOOL

FIREPROOF

INSULATE YOUR HOME WITH

RED TOP *Insulating*
WOOL

SAVES HEAT • SAVES FUEL • KEEPS YOU
WARMER IN WINTER AND COOLER IN SUMMER

- Red Top Insulating Wool is a fireproof, vermin proof insulation made from a molten mass of minerals. The long, fine fibres make it look like finely spun sheep's wool and you know how wool conserves heat. Let us show you how the sum you will save in fuel will soon repay the cost of insulating your house.

DEALER'S NAME

Ad No. 875—2 col. x 4 in.

FOR YOUR MONEY

- Buying insulation is like buying any other improvement for your home. You want the most you can get for your money.

That's why we recommend Red Top Insulating Wool. We are convinced that this fireproof, vermin proof wool made of enduring minerals is the most economical insulation for your house.

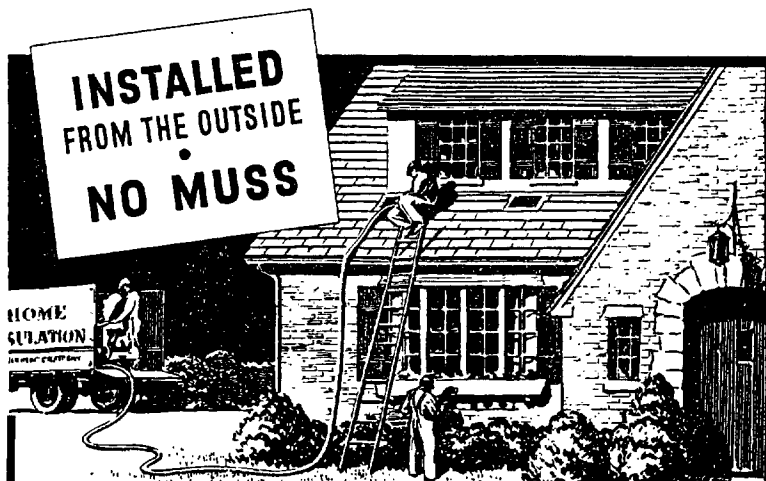
Let us show you samples and quote prices.

DEALER'S NAME

Ad No. 873—1 col. x 6 in.

INSULATING WOOL

NOW AVAILABLE ... RED TOP INSULATING WOOL



- You can make your home more comfortable both winter and summer by having Red Top Insulating Wool blown into all the hollow spaces in the walls and between the top floor ceiling joists.

The saving in fuel during the cold winter months will soon repay the cost of installing the wool. During the summer your home will be cool and comfortable.

We have special pneumatic equipment for this work. All the work is done from the outside so there is no muss or litter in the house.

We use Red Top Insulating Wool because it is a fireproof, vermin proof material that will last as long as your house stands.

Let us show you how easily and economically you can insulate your house.

DEALER'S NAME

Ad No. 872—2 col. x 8 in.

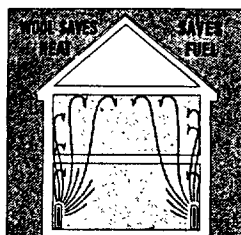
- Why waste fuel in forcing your heating plant during the winter because a large part of the heat is lost through walls and ceilings that are not insulated?

Red Top Insulating Wool, the fine, long fibred insulation that looks like fine sheep's wool, will stop that loss. Red Top is fireproof, vermin proof and enduring.

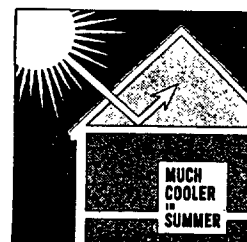
Let us tell you how you can insulate your home.

DEALER'S NAME

Ad No. 874—1 col. x 6 in.



Ad No. 874



Ad No. 875

BB022 1521

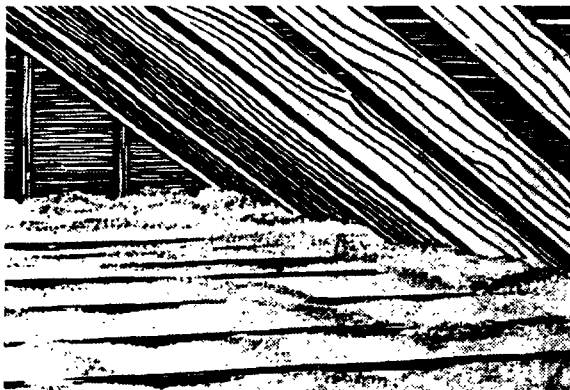


Insulate Your Attic— SAVE MONEY

● The place to stop the loss of good money that you are paying for fuel is at the attic floor line. Here's where most of the heat is lost. Insulating the attic with Red Top Insulating Wool will not only save fuel but you will find that those chilly drafts and uncomfortable cold spots are gone. Red Top is fireproof, vermin proof and permanent. Let us give you full details.

DEALER'S NAME

Ad No. 877—2 col. x 5 in.



No. 860

INSULATING WOOL



He Knows How to Keep Warm

● The Eskimo has learned that thick furs will protect him from the severe cold of Arctic winters.

The same principle that makes a heavy fur keep in body heat can be used to stop the loss of heat through the walls of your home.

Insulating your home with fireproof, vermin proof, enduring Red Top Wool will make it comfortable. Ask us about it.

DEALER'S NAME

Ad No. 878—1 col. x 6 in.

BB022 1522

SULATING OOL



INSULATE FOR COMFORT

● Blowing Red Top Insulating Wool into the walls and over the top floor ceiling will make your home cooler in summer, and it will save 25 to 50 per cent of your fuel in winter. Let us tell you about this efficient insulation.

DEALER'S NAME

Ad No. 860—1 col. x 6 in.



INSULATE YOUR HOUSE THIS EASY WAY

● Perhaps you have delayed insulating your home because you thought it would litter the house. We install Red Top Insulating Wool from the outside. Pressure blowing fills every hollow space. Efficient and economical. Let us tell you about it.

DEALER'S NAME

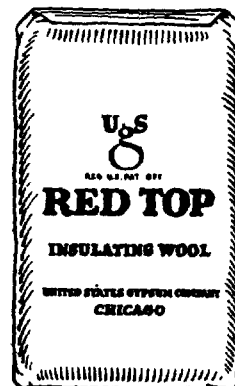
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No. 861



No. 862



No. 863

BB022 1523

FIREPROOF

INSULATE YOUR HOME WITH

RED TOP *Insulating* WOOL

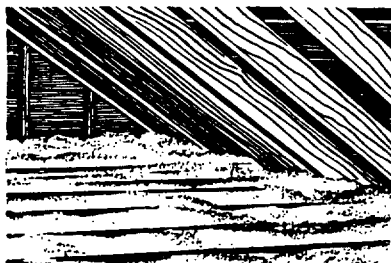


SAVES HEAT • SAVES FUEL • KEEPS YOU
WARMER IN WINTER AND COOLER IN SUMMER

● You can have your home thoroughly insulated without any muss or litter in your house. We blow Red Top Insulating Wool into all the hollow spaces in the walls and over the attic floor with special pneumatic equipment. We install Red Top because it is fireproof, vermin proof and enduring. Let us show you how economically it can be done.

DEALER'S NAME

Ad No. 876—2 col. x 4 in.



No. 859



No. 858

INSULATING WOOL



Insulate Your Attic

● You can save a surprising amount of your fuel bills by stopping the loss of heat through your attic.

The best method to stop this loss is to install Red Top Insulating Wool between the attic joists.

We blow this fireproof, vermin proof, enduring wool in place with special equipment. No muss or litter in the house.

Call us for full information.

DEALER'S NAME

Ad No. 871—1 col. x 6 in.

BB022 1524

ISULATING WOOL



Saves Fuel and Money

● Red Top Insulating Wool blown into every hollow space in the walls of your house and over the top floor ceiling will save 25 to 50 per cent of your winter's fuel and pay for itself in a short time. Let us explain how it is done.

DEALER'S NAME

Ad No. 868—1 col. x 6 in.

Build Comfort Into Your Home With RED TOP WOOL



● Your home will be several degrees cooler in summer and can be heated with less fuel in winter if it is insulated. Red Top Insulating Wool can be installed by our blowing process without inconvenience. All work done from outside. Let us quote a price for complete insulation of your home.

DEALER'S NAME

Ad No. 866—2 col. x 5 in.

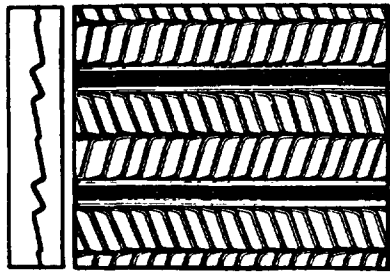


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BB022 1525

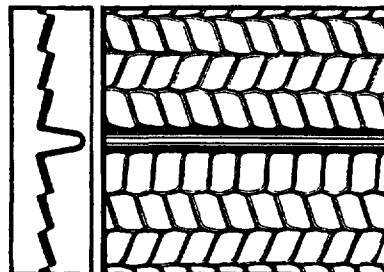
METAL LATH PRODUCTS

No. 1100

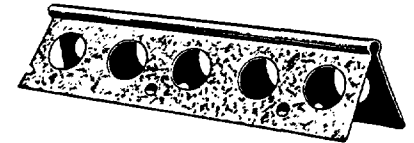


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No. 1107



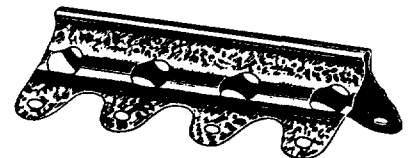
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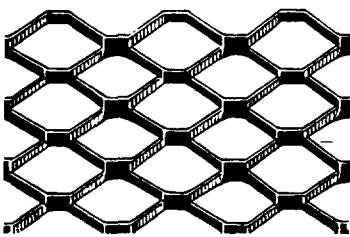
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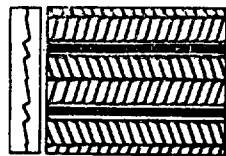
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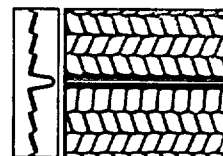
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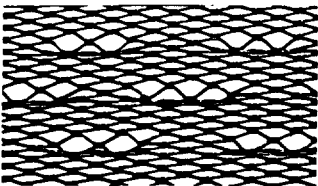
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No. 1109

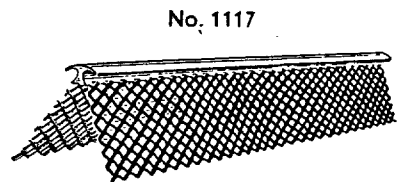


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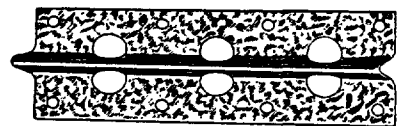


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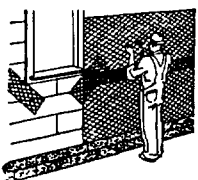
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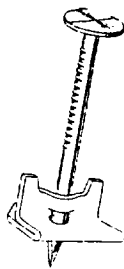
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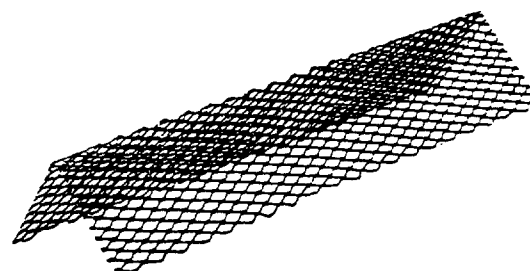
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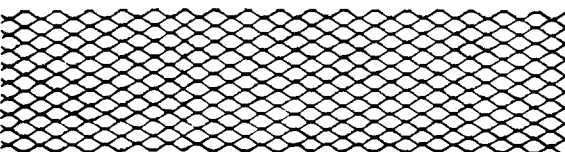
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No. 1112



No. 1113



No. 1106



PENCIL
TYPE

BOX TYPE

3/4" REG

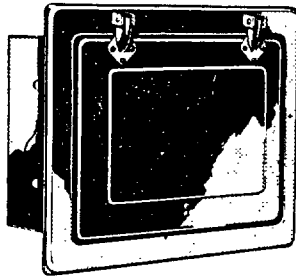
1" REGULAR

1 1/2" REGULAR

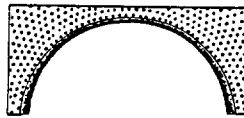
2" REGULAR

No. 1120

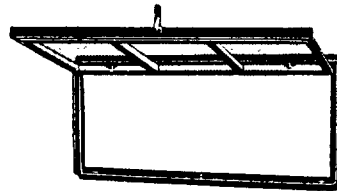
METAL LATH PRODUCTS



No. 1121



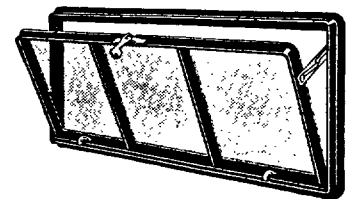
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No. 1125



No. 1126



No. 1127

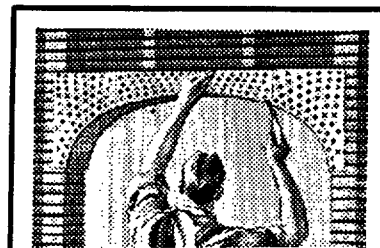
Z-RIB LATH

A better Plaster Reinforcement

● Plastering on Z-Rib Metal Lath offers a better investment because it provides: 1—Fireproof construction, 2—Assurance against unsightly cracks, 3—Elimination of lath streaks, 4—Protection to wall decorations. Plasterers and contractors like Z-Rib Lath because it can be depended upon to produce the kind of a job that builds a reputation for good work. Sample literature free.

DEALER'S NAME

Ad No. 1128—1 col. x 6 in.

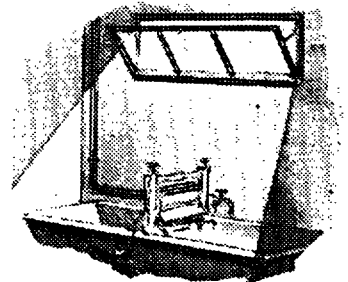


● Beautiful plastered arched doorways can be quickly and economically erected with ready-formed Red Top Metal Arches. The arches are equally well suited for remodeling work or in new construction. They combine plaster base and ground, and corner bead. They save time and assure a perfect arch. Can be had in True Circle, Gothic and Elliptic designs for openings from 20 to 72 inches. Call or write us for complete information.

DEALER'S NAME

Ad No. 1129—1 col. x 6 in.

RED TOP BASEMENT SASH



For Cheerful Basements

● The ideal sash for modern basements. Cheerful, homey basement work or play rooms are made possible in new or old buildings with Red Top Basement Sash. Here are some of the Red Top features: 1—Admits more daylight, 2—Easy to operate, 3—Weather-proof, 4—Neat and trim, 5—Made from copper steel, 6—Use in all types of construction. Stop in for a demonstration.

DEALER'S NAME

Ad No. 1130—1 col. x 6 in.



No. 950



No. 951



No. 952



No. 953



No. 954

MISCELLANEOUS U S G CUTS



No. 957



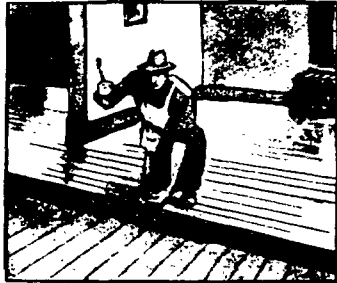
No. 970



No. 971



No. 972



No. 958



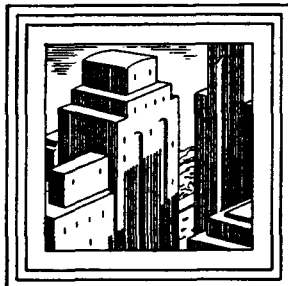
No. 962



No. 973



No. 959



No. 963



No. 974



No. 960



No. 961



No. 975

BB022 1528

NEWSPAPER OR CATALOG ILLUSTRATIONS

Please send the following Mats or Stereotypes:

[illegible]

CITY & STATE _____

BB022 1529

U.S.
O

BB022 1530