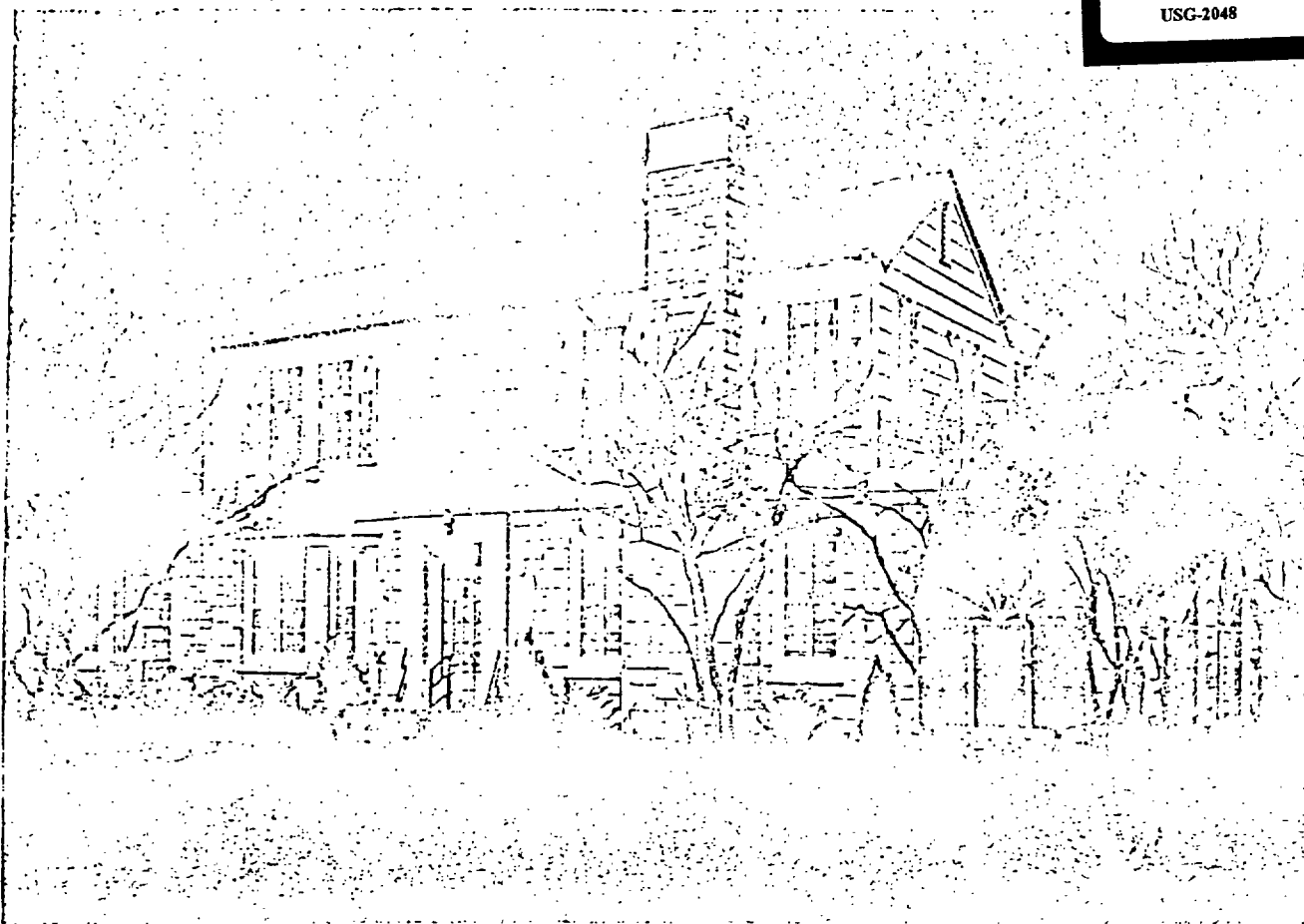




USG Asbestos Cement Siding No. 600 Wavy Butt is on this attractive home built by Alexander & Hale at Terrell Hills, San Antonio, Texas.

USG ASBESTOS CEMENT SIDING

Over a long period of time, Asbestos Cement Siding has established its usefulness as an attractive, economical solution to the problem of providing sidewalls of fire-proof materials in new construction or restoring old, dingy buildings to new life and beauty.

It remained for USG to revise the old standards and to offer a complete line of asbestos sidings covering a wide range of uses and price requirements. This complete assortment includes a general line of water-repellent sidings in two shades and three shapes.

It introduces a wonderful new process known as "GLATEX" which provides a product which is self-cleaning and may be washed with soap and water to restore its original freshness.

The General Line of USG Asbestos Cement Sidings

These Sidings may be had in Wavy Butt, Thatch Butt

and Clapboard designs (See illustrations). They are available in the whitest white or weathered grey. They are textured in wood grain which gives the appearance of wide wood siding so suitable to Colonial and other popular styles of architecture.

These sidings in the general line are all treated with a water-repellent compound. They are fireproof, weather-tight and do not require paint. They are low in cost and economical in application. Applied over present sidings, they stop wind infiltration and save fuel.

Glatex Processed Sidings— A Sensational Development by USG

Recently USG introduced a new process which has changed the whole complexion of sidewalls for houses.

This is called the "Glatex" process. The walls covered with this new processed siding stay as clean as a china



"Glatex" Siding - the exclusive USG self-cleaning siding. Even Iodine Washes Off Without Staining.

dish. The dense china-like surface resists water like a porcelain bathtub, is self-cleaning like a china cup, and may be washed with soap and water. This means factory-freshness that keeps the sidewalls of houses clean longer, and enables them to be readily restored to their original beauty.

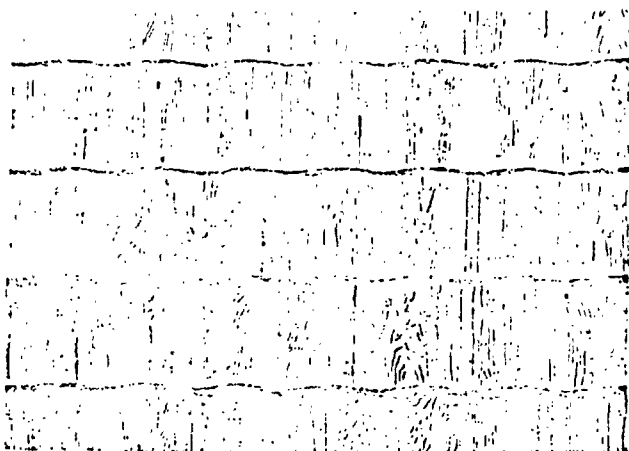
This development was more than three years in the making, tests were made in grime-laden atmosphere. Soot, dirty transmission oil, and even iodine may be applied to the surface and wiped off with a clean rag. The surface is baked and fused into the core of the siding. This is a development you should see at your nearest USG dealer.

The Glatex Line is available in the Wavy Butt design only. It is made in whitest white, weathered grey and an assortment of colors.

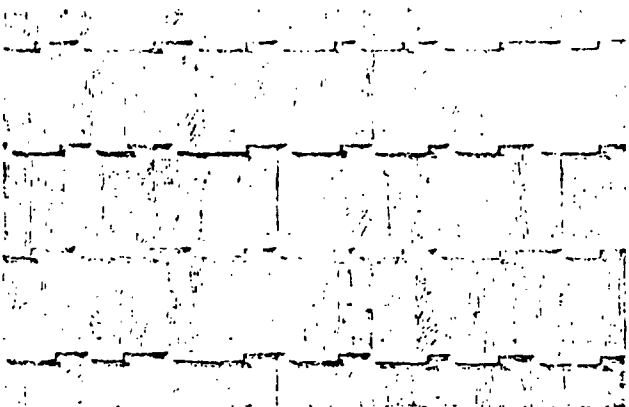
Selecting Your Siding for Service

If you live in a rural area or in a community free from smoke and soot you may prefer one of the general line of USG Asbestos Cement Sidings. In this way you can effect a saving in cost with a sacrifice in surface protection, which may not be so important in the locality in which you live. On the other hand, in localities where the atmosphere is grime-laden and filled with dirt and dust then you need the protection of

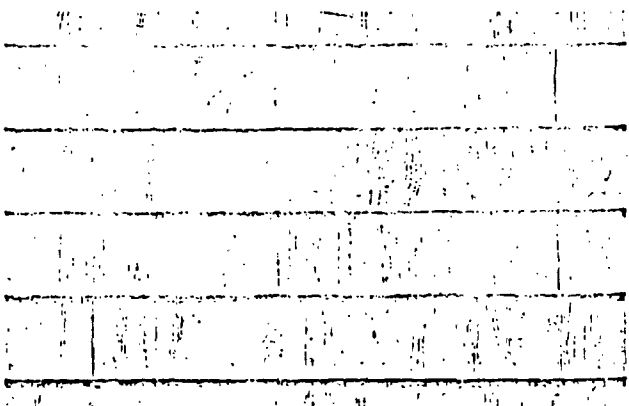
"Glatex" which stays clean longer and may be washed with soap and water. The "protected beauty" and ease of cleaning make "Glatex" well worth its slight additional cost, especially where smoke and dirt are problems.



The deep wavy lines and idealized wood grain texture of USG Wavy Butt Siding give them the appearance of wide wood siding so suitable to Colonial and other popular styles of architecture.



USG Thatch Butt Siding gives the impression of random width individual shingles. To safeguard against definite repetition of patterns, USG Thatch Butt Siding exclusively is made in two distinctive designs, each cut from a separate die.



USG Clapboard is a distinctive USG design. It gives the straight line appearance of Colonial clapboard so necessary for true Cape Cod and Colonial architecture.

OTHER IMPORTANT USG FEATURES

Fire Protection - Made of Portland cement and asbestos fibres. Can not burn.

Lifetime Service - Made of lasting materials, USG Asbestos Cement Siding offers a lifetime of satisfaction.

Lower Costs - Never requires paint. Tighter walls help to reduce fuel bills.

Longer Shingles - Only 27" siding shingle available. Means less joints, better insulated wall.

Die-Cut Edges - All edges die-cut simultaneously. Better alignment, tighter joints, neater job.

Strength Where Needed - Reinforced from top to bottom - the point of greatest strain.

Greater Texture Variation - 21 different texture designs.

Color Uniformity - Full 28 days' curing assures true, lasting colors.