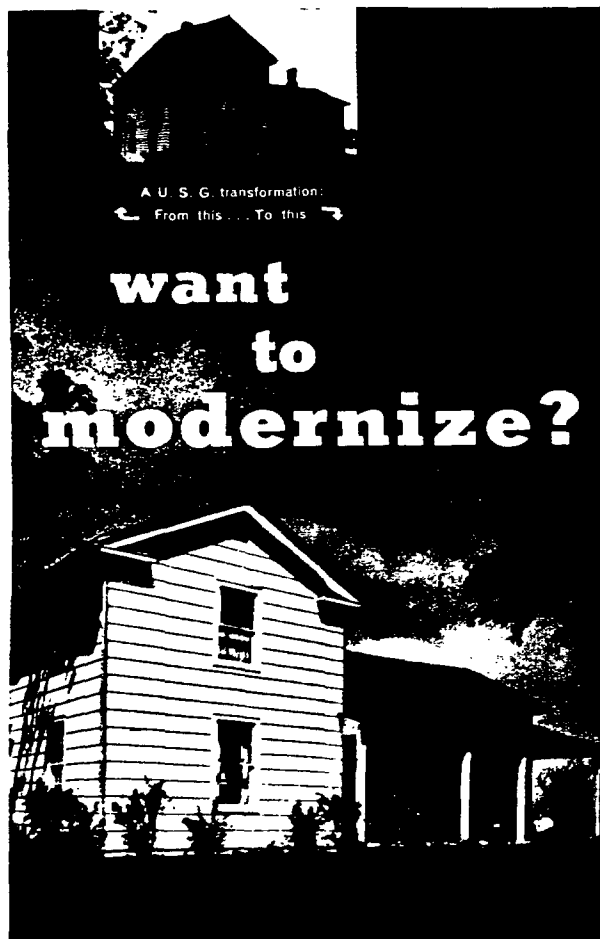


This advertisement appears in *American Home and Better Homes & Gardens*—
September, 1953



A U. S. G. transformation:
From this ... To this →

**want
to
modernize?**

**Here's how to do it
faster, easier, better...**

USG* ASPHALT SHINGLES Add protection, color, beauty with U.S.G. Asphalt Shingles—they're extra-heavy, extra-strong where weather and wear hit hardest. Fire resistant, too. Attractive colors: solids, Tu-Tones, new pastel blends.

GLATEX* SIDING Never needs painting; fireproof; goes on right over old exterior walls. Attractive glazed finish washes like a dish. Drafts and dampness go out when GLATEX asbestos-cement siding goes up.

RED TOP* INSULATING WOOL Keeps homes up to 15° cooler in summer; saves up to 40% on fuel in winter. Summer comfort, winter comfort—insulating with RED TOP wool gives both. Installs easily.

want to get started?

Ask the dealer who displays this famous sign—
or write United States Gypsum, Chicago 6.

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



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