

The
Preferred Plastic
Magnesia Stucco
waterproofed



Lasting Beauty with waterproofed Magnesia Stucco

WHAT is there about the looks of some homes that literally stops you at first sight? Is it design? Is it color? Or isn't it, rather, that inviting freshness of exterior that you've noticed only in certain stucco homes?

Investigate such homes. You will find that they are built with weather-resisting stucco. A stucco exterior endures just so long as it is unaffected by water. Ask any building specialist. Elastica is immune to water. It is waterproofed with an integral, all mineral waterproofing. Its surface is not affected by water or climatic changes. And its lath, or background, is FULLY protected because water cannot reach it.

Elastica homes always look new although thousands of them have been standing for ten years or more. Elastica homes are lasting. The material itself is lasting. The first freshness of its original beauty is lasting. And all because

Elastica is thoroughly and permanently waterproofed.

You can know definitely before you build what Elastica will do. Test it severely. The water test... the fire test... the test that shows how the material keeps out winter's cold and summer's heat. Then as a final test, go to the owner of any Elastica home. Get his verdict on this material.

Elastica provides scores of varied finishes. Different troweled effects. And all the popular colors. It provides extreme beauty unaffected by weather. Comfort and satisfaction undiminished by time. And incidentally it provides too, the utmost in economy—no painting—no upkeep costs.

Judge Elastica by its reputation. By its thousands of satisfied owners. By its many, many years of successful use on every type of building.

Write for booklet and detailed information. Elastica homes and Elastica dealers are everywhere.

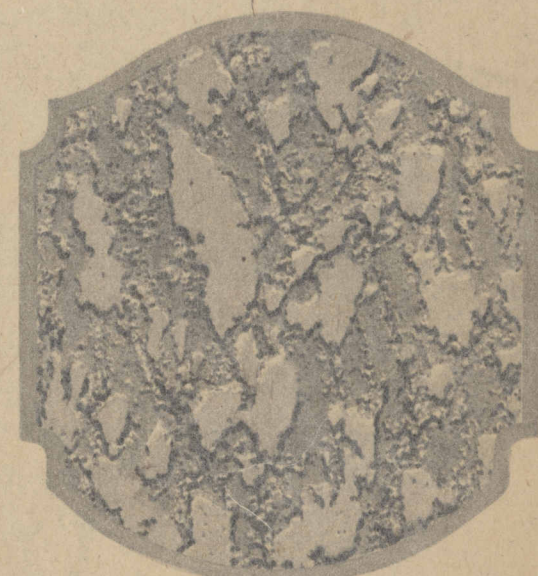
U. S. MATERIALS CO.

Weed St. and Sheffield Ave., Chicago

The Waterproofed Plastic Magnesia Stucco

ELASTICA

THE WATERPROOFED STUCCO



Varied troweled effects, attractive and unusual, are available in Elastica. The surfaces sought in the Spanish, Old English, or Italian are readily obtained in any popular color tint you may prefer... attractive Pinks, Tans, Buffs, Creams—practically any color or shade of color which your particular tastes or the style of your home may require. Also available are the typically American Rock Dash surfaces.

Ask your dealer to show you samples or write us direct. The illustration shown above is a reduced photograph of an Elastica French Finish known as "The Oak Leaf Finish."



Make This Test!

We will send you samples, or you can make your own from stock material. Or you may get a piece of Elastica from some building where it has been used. Immerse it in water, break sample and note that water has not penetrated it. Do the same thing with ordinary stucco and find the difference.

Owners of old frame buildings should investigate Elastica. An overcoat of Elastica will modernize the building at surprisingly low cost, increase its value, and make it tastefully beautiful.