



# Now

## Stucco application that is certain in quality

WE ASSUME AS BROAD A RESPONSIBILITY AS THOUGH YOU HAD THE MATERIALS APPLIED BY THE MANUFACTURERS THEMSELVES

**G**REAT progress has been made by the manufacturers of stucco in selecting and mixing the proper ingredients to obtain a beautiful and lasting stucco finish. Interior plastering, too, has advanced, yet in the popularity of both of these similar materials, there is a similar important factor.

They are both successful only when properly applied! Now we make a certainty of that factor by applying stucco and plaster in exactly the manner specified by the manufacturers, who have spent thousands of dollars in experimental work to prove out these better methods. We bring to you the skill and experience of years plus the specialized knowledge supplied by the manufacturers. This makes it possible for us to assume full responsibility and stand unqualifiedly behind every job we do. Whether you are an owner, a builder, contractor, or architect, this announcement should interest you, for it offers a service that takes all element of chance from this part of the building program.

### More Stucco Homes

Stucco is deservedly popular and growing more so every day. When properly applied, it creates a home of dreams with characteristics



These are photographs of an actual job showing the transformation stucco can accomplish.

not shared entirely by any other surfacing material. It is suitable for large and small homes, churches and commercial buildings of all kinds.

Stucco insulates against heat and cold, resulting in fuel saving in winter and more comfort the year around.

In many cases, it lowers the insurance rate because of the great fire resistant factor of stucco. You can forget paint forever so far as walls are concerned.

Do not overlook, also, that with the investment of a very little money your property may be increased in value by thousands of dollars, as past sales of reconditioned houses have proved.

### New Homes for Old

Wonderful changes can be made in the old family home—by inexpensive application of stucco in the manner indicated by the "before and after" illustrations shown here. Remodeling is the practical solution for many families who do not want to build new, yet are tired of the "run down" appearance of their dwelling, and who, naturally, would like to increase its value. At about the cost of two season paintings the old frame house can be made durable, beautiful and valuable by covering it with stucco. It is quickly and easily done at any time, winter or summer, in any temperature. Scarcely any preparation or disturbance to occupants. Stucco is fireproof, which means lower insurance rates. No more seasonal paintings. Fuel bills are greatly reduced.

Should you want to sell you can realize in increased value a profit far in excess of the cost of remodeling.

### Partial Payment Plan

You can have your work done now, begin to enjoy its advantages, and pay for it monthly out of your income instead of your capital. This makes it possible to decide now and benefit all winter. There is ample time for good

work under the most favorable conditions if you act now.

### Let Us Help with Plans

We offer a consultation service that is free and will guide you right in making changes that are pleasing and practical. Because of our specialization we are able to possibly bring about either better results or material savings in your stucco and plastering work.



We are known as plastering contractors, who will take over the entire responsibility, resurfacing your old home inside and out, or stucco and plastering in new buildings.

Send the coupon for details of this new plan to certify your stucco work and let us explain why it is important to you to give it consideration. If you act now, one of the advantages is the prompt attention your work will receive.

Write now while the thought is foremost.



Wouldn't you be very happy to have this remarkable change take place on YOUR home? It's something to be proud of; yet costs little.

### COUPON

U. S. PLASTERING COMPANY,  
945 Weed Street,  
Chicago, Ill.

GENTLEMEN:

I am interested in stucco for my home. Without obligation, please furnish me with an estimate and further information.

NAME .....

ADDRESS .....

PHONE NUMBER .....

(Please indicate the nature of the work in which you are interested:)

Remodeling

New Building

# U.S. PLASTERING CO

## CHICAGO, ILL.

Telephone—Diversey 2302

945 Weed Street