

Radio Station Engineers Select ELASTICA STUCCO QUALITIES

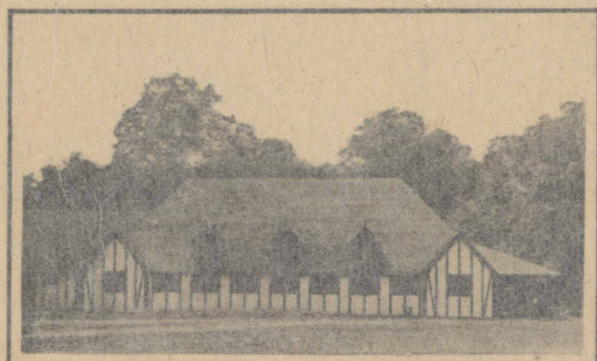


COMPLETE IN A SACK

THE Radio Station of The Chicago Tribune, known wherever dials spin as W-G-N, have used on their new buildings Elastica, the waterproofed stucco. To the professional world of architects, engineers and contractors the selection of Elastica was logical, almost in a sense, obvious. Elastica has a widespread reputation for beauty, durability, uniformity, and low cost per square yard application. It is thoroughly waterproofed, its surface is not porous, water and dirt run off instead of soaking in. Elastica protects the building it covers as only an unbroken, solid wall could—insulating it for warmth in winter, coolness in summer.

This application of Elastica for W-G-N should be of great significance to every one interested in the practical beautifying of home or other building exteriors, for here is a product that removes, through exclusive characteristics, all the hazards of stucco construction with strength and permanence.

That the construction engineers of this great newspaper, with all the facilities at their command, should choose and use Elastica is testimony of the highest sort, and it is supported by the experience of thousands of other users who vigorously express their appreciation of Elastica qualities.



Nordic Country Club

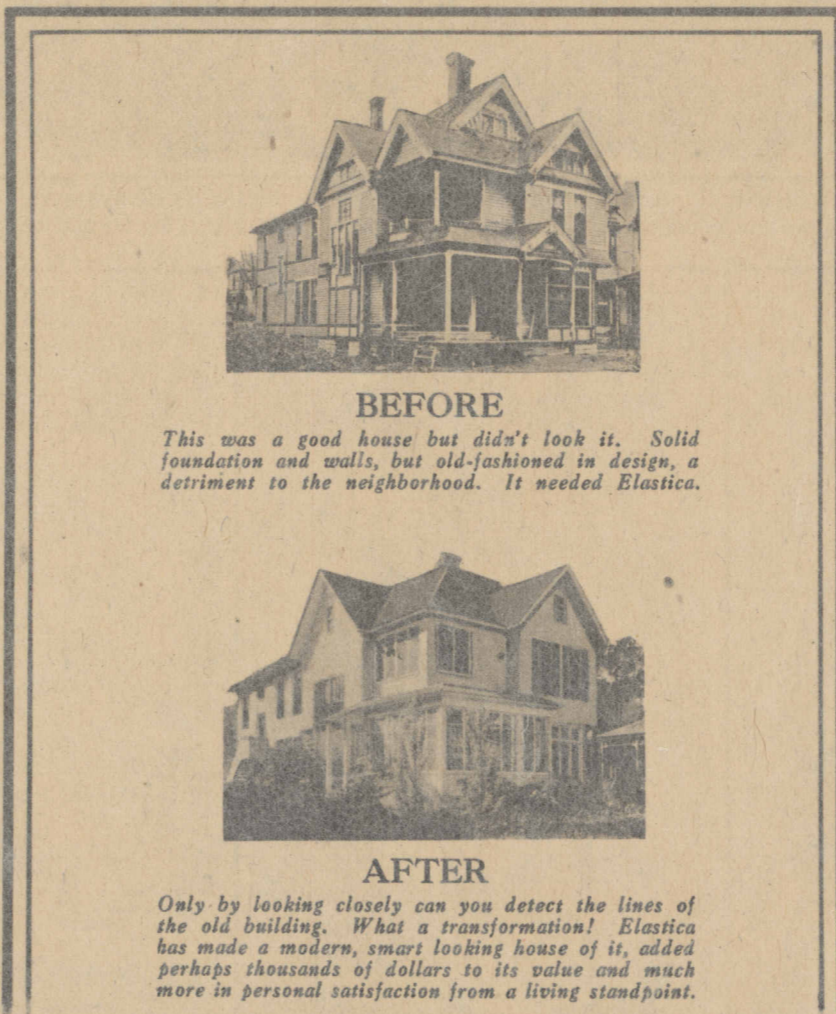
Home Builders Should Know Elastica

If you are building a new home

Send— today for full Elastica facts and test samples. Use the coupon if convenient.



this fall do not hesitate because of cold weather. Elastica basic coats can be applied in extremes of temperatures, as they do not freeze—a big advantage at this time of year. Elastica comes in various tints and can be applied in all the popular patterns.



BEFORE
This was a good house but didn't look it. Solid foundation and walls, but old-fashioned in design, a detriment to the neighborhood. It needed Elastica.

AFTER
Only by looking closely can you detect the lines of the old building. What a transformation! Elastica has made a modern, smart looking house of it, added perhaps thousands of dollars to its value and much more in personal satisfaction from a living standpoint.

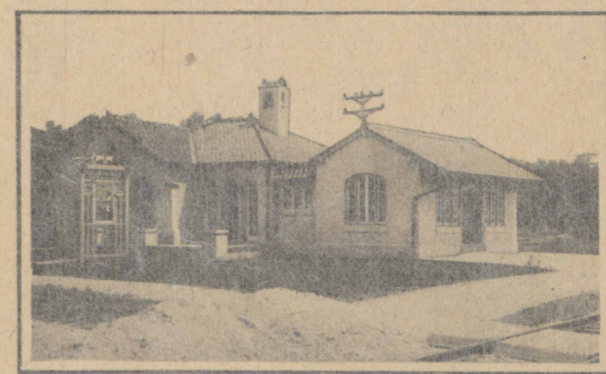
Spanish, English, Italian styles, as well as the American bungalow homes, are at their best when Elastica covered.

Have You a Lovable Old Frame House?

Have you? And are you secretly ashamed of its shabbiness without knowing what to do about it? With this trouble-proof Elastica Stucco you can have a new home with all of its hominess retained but with a proud exterior that places it among the finest on the street.

The cost is much less than you would expect it to be and is further reduced by the actual saving it makes in the cost of winter's coal and the money it saves in eliminating painting. The biggest result of Elastica treatment is the value you add to your property, many times the cost of the work and materials.

Yes, you can do it this fall or winter—no walls are torn down. Winter work has the advantage of a better labor market, lower contractor prices, and a better performed job. Your lawn is preserved and your home life uninterrupted. There is a wide-awake contractor in your neighborhood, get the book of Elastica Facts from us and let us all get together on a plan to make your new home or your old one a better place to live in, with increased value. Send for the Elastica samples and make your own test.



U. S. MATERIALS CO.
Weed St. and Sheffield Ave.
CHICAGO

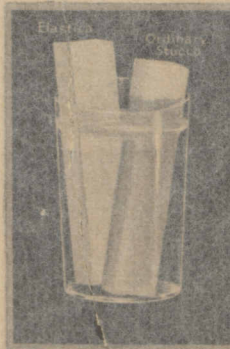
A Station Along the Shohie Valley Route of the North Shore Line.

Make This Test!
We will send you samples or you can make your own from stock material. If 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 note the difference.

The Waterproofed Plastic Magnesia Stucco

ELASTICA

THE WATERPROOFED STUCCO



U. S. MATERIALS COMPANY,
Weed St. and Sheffield Ave., Chicago.

Gentlemen:

Please send me complete Elastica Facts and Test samples.

Name.....

Address.....

City..... State.....

T-R-11-21