



**NOW...A HOME BEAUTY TREATMENT
THAT REALLY LASTS**
NEW RUBEROID DURA-COLOR SIDING

Why paint and repaint, year after year after year? Apply new RUBEROID DURA-COLOR siding *once* and seal your home in beauty that endures throughout the years.

You'll never want to paint again, for DURA-COLOR's six handsome Trend Colors (plus gleaming Alaska White) wear as well on the eyes as they do in the weather.

DURA-COLOR is a practically maintenance-free clapboard siding. It's rotproof, fireproof, precured against warping or shrinking, easy to apply over old siding. And it costs much less than you'd suppose. Write for special brochure: The RUBEROID Co., 500 Fifth Avenue, New York 36, N. Y.

RUBEROID
DURA-COLOR
ASBESTOS CLAPBOARD SIDING

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