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DALE BELLAMAH, Albuquerque, New Mexico: "The first impression a prospect receives of a new home is most important. For this reason exterior design and materials are critical. We have been specifying RUBEROID roofing and siding on the last twenty sections we have put up. The colors are right, and we know the product will be of the highest quality. In many cases RUBEROID's unique product features have cut our costs tremendously. RUBEROID certainly helped us to build 1,521 houses in 1959."

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Appearing in the July issue of American Builder, House & Home and Practical Builder

MICH05271