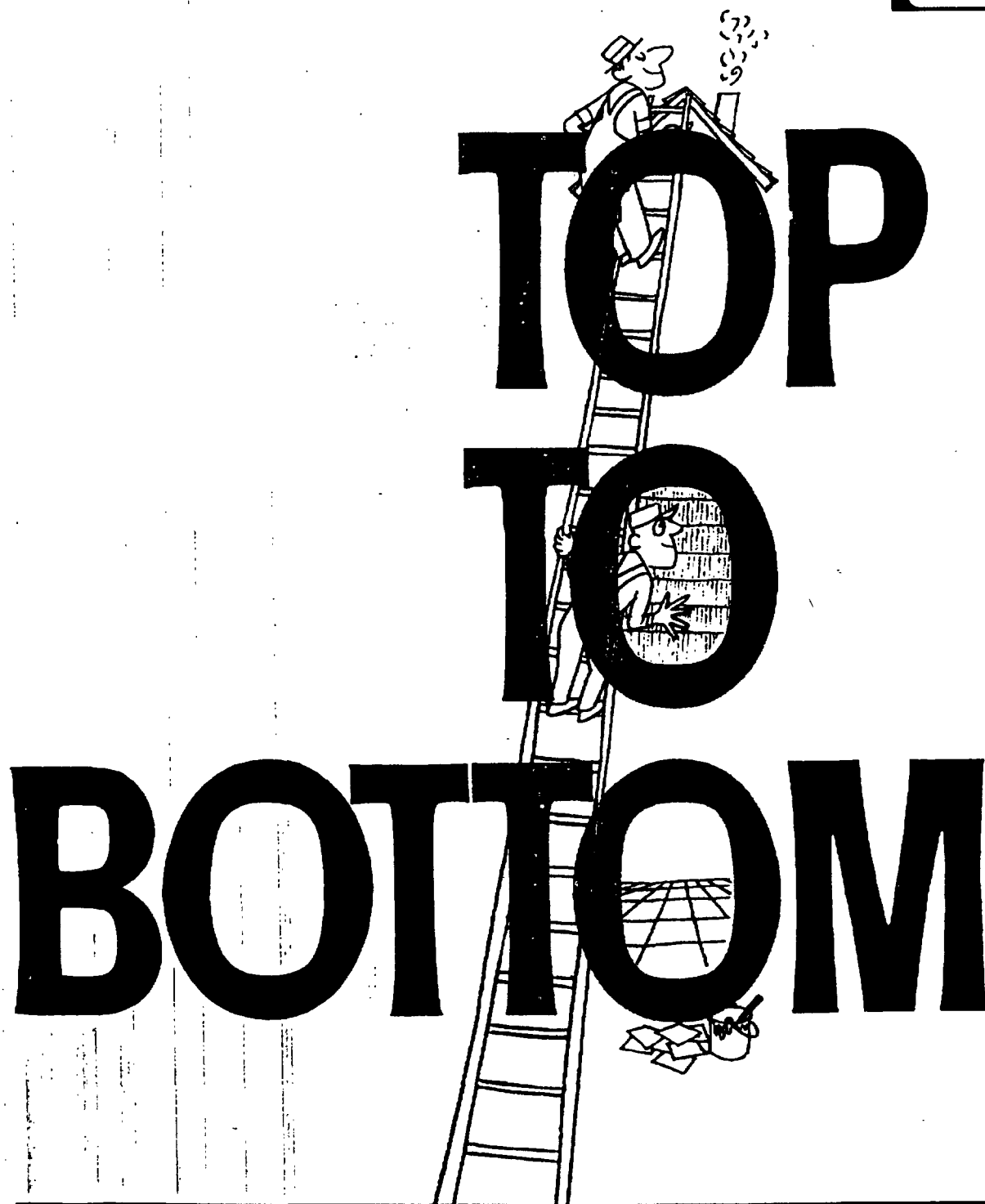


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RUBEROID

HELPS

This ad appeared in the April issue of /

RUBEROID ROOFING

The Ruberoid line is the quality standard in asphalt roofing. It includes *Square-Tabs*, world's largest-selling strip shingles . . . *Suburbans*, popular heavyweights . . . *Warranted Self-Sealing, Lok-Tabs* and *Tile-Ons* for wind protection. In asbestos shingles, nothing matches the dramatic *American Thalch*.



RUBEROID SIDING

New *Dura-Color* sidings have fused-in color, protected with a hard plastic surface. Available in *Clapboard* (8 $\frac{3}{4}$ " x 48") and *Weatherboard* (12" x 24") styles. For luxury remodeling or new construction, check *Tru-Grain Vitramic* with its remarkable wood texture and shadowline. Wide variety of Trend Colors.



RUBEROID INSULATION

Fiberglas* home insulation is available in *Standard* (Kraft vapor barrier), *Foil Faced*, and *Foil Enclosed* batts or roll-blankets, and *Pouring Wool*, *Sill-Sealer* and *Perimeter Insulations* are also available. Fiberglas insulation is the world's most efficient, the world's best-known, most-wanted insulation. (*TM OCF Corp.)



RUBEROID FLOORING

Here's a floor tile line designed for building material dealers. Ideal for do-it-yourself business. A wide range of colors and styles in top quality asphalt and vinyl-asbestos. See your Ruberoid distributor for information on a full kit of free promotional and display tools. Let them help build your do-it-yourself floor tile business.



For full information on Ruberoid's line of quality building products (including asbestos building board, roll goods, coatings, cements and built-up roofing), write for your

free copy of the 1960 Ruberoid Product Catalog: The RUBEROID Co., 500 Fifth Avenue, New York 36, N. Y.

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