Reynolds Metals Company

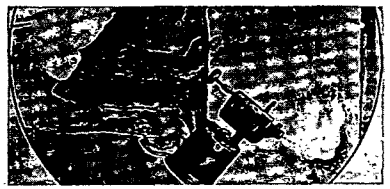
Federal Reserve Bank Building

Richmond, Virginia

NEW YORK CHICAGO LOUISVILLE SAN FRANCISCO

REYN-O-Cell

CELLULAR FIBRE INSULATION



"Reyn-O-Cell is incombustible. Even an acetylene torch (approximately 1600 F temperature) will not cause flaming. Reyn-O-Cell meets all fire test requirements of Federal Specifications."

Reyn-O-Cell stops up to 73 per cent heat flow and permits complete air circulation around framing. Thermal conductivity is .24 Btu per hour, per square foot, per 1 F, per inch thinkness. (Authority—Prof. J. C. Peebles, Armour Institute of Technology).

Reyn-O-Cell is one of the most efficient barriers to the passage of heat that is commercially available today. It consists of heat retarding dead air cells. There are myriads of minute and hollow cellulose fibres, entwined and interlocked into a flexible, clean, resilient and light-weight mass.

AIR CIRCULATES FREELY

Reyn-O-Cell permits free circulation of air on both sides of the insulation, thus allowing rapid evaporation of any moisture which may occur. Possible damp-rot, decay or other damage to structural materials is thereby minimized.

RODENT AND VERMIN PROOF

Reyn-O-Cell blanket type insulation insures utmost cleanliness, not only during installation, but during the lifetime of the structure. It is not subject to attack by rodents, and does not harbor vermin or other insects. It is odorless, and will not decay.

WATER-REPELLENT AND FLAME PROOF

Reyn-O-Cell will not absorb water or moisture. It has successfully withstood flame tests up to 1500 F.

REYN-O-CELL is one of the most effective sound absorption materials.

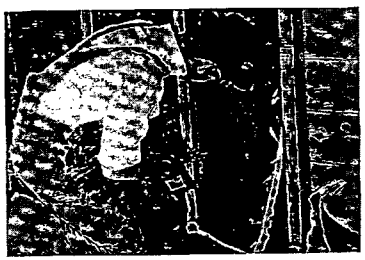
APPROVED AND ACCEPTED

Reyn-O-Cell is manufactured under constant United States Government inspection and in strict accordance with Department of Agriculture specifications. It is approved for home and industrial insulating purposes by Federal, State and Municipal bureaus, builders, architects, and heating engineers throughout the United States.

Reyn-O-Cell is ideally suited for equipment insulation. It can be furnished cut to size and in special widths up to 60 inches.

COSTS LITTLE TO INSTALL

Furnished in convenient blankets, or rolls, **Reyn-O-Cell** is adaptable to all constructions without expensive cutting or waste. REYN-O-CELL does not settle, sag or pack. For existing homes, as well as for walls, ceilings or roofs of new structures it provides maximum insulating efficiency. Labor costs for installation are exceptionally low.



REYN-O-CELL Is Easily Installed

Send for A.I.A. folder 37-a-1 describing Reyn-O-Cell; also 20-D-1 describing Reyn-O-Lath Plaster Reinforcement and Plaster Base; and 14M describing Reyn-O-Wall System of 2 in. Non-Load Bearing Partitions.

Wood Conversion Company

First National Bank Building, **St. Paul, Minn.**

NEW YORK CHICAGO WEYERHAEUSER FOREST PRODUCTS TACOMA DALLAS

BALSAM-WOOL AND NU-WOOD INSULATIONS

BALSAM-WOOL	NU-WOOD	NU-WOOD
Sealed Insulation	Kolor-Fast Tile	Lath
Acoustical Blanket	Kolor-Fast Plank	Roof Insulation
Sound Deadening	Kolor-Fast Board	Industrial Insulation
Industrial Insulation	Kolor-Fast Wainscot	Refrigerator Insulation
Refrigerator Insulation	Kolor-Fast Sheathing	KOLOR-TRIM Pre-decorated Moldings

BALSAM-WOOL—The Double Value Sealed Insulation

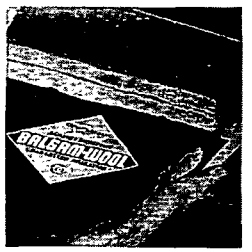
The basic rightness of Balsam-Wool insulation principles has been recognized for 20 years. Constant improvement has made this insulation an acknowledged leader. Today, the new DOUBLE-VALUE BALSAM-WOOL offers greater moisture protection, increased efficiency, and increased thickness. In addition, Balsam-Wool SEALED insulation provides such outstanding Double Advantages as Double Sealing, Double Moisture Barriers, Double Wind Barriers, Double Air Spaces, Double Bonding, Double Fastening.

Balsam-Wool is an insulating mat of fleecy wood fibers, enclosed between a protective covering of double layers of asphalted craft, chemically treated to resist fire, rot, termites and vermin—92 per cent of the mat volume is dead air.

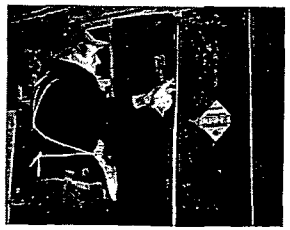
Balsam-Wool SEALED Insulation is fabricated at the factory to a controlled density of 2.2 lb per cubic foot. The mat has a coefficient of 0.246 Btu per hour, per square foot, per 1 degree F difference in temperature, per 1 in. thickness.

As applied, factory efficiency is assured. The Spacer Flange on each edge folds over and is fastened to framing members with a staple hammer, assuring important air space front and back.

Double-Value Balsam-Wool is available in two new increased thicknesses—STANDARD and DOUBLE-THICK, in widths of 16, 20, 24 and 33 inches. Wall-thick Balsam-Wool is available in widths of 16, 20 and 24 inches.



Balsam-Wool Spacer Flange



Application is quick and easy

NU-WOOD INTERIOR FINISH—STRUCTURAL INSULATION

Nu-Wood Kolor-Fast and Sta-Lite Interior Finish (Tile, Plank, Board and Wainscot) is applicable either to new construction or to existing buildings. It offers varied and pleasing decoration, also insulation and acoustical value.

Nu-Wood Insulating Lath has several times the bonding strength of wood lath—continuous surface eliminates dirty lath marks, reduces cracks, V-joint resists trowel pressure in both directions—assures unbroken insulation value.

Nu-Wood Insulating Sheathing is surfaced on both sides with double coats of special moisture proofing compound. Large board—speed erection—stronger, windproof, insulated construction.