



HOW WOULD YOU CHOOSE *Insulation* FOR YOUR HOME?

When you buy insulation, you've got to be right—the first time! For insulation, once applied, is hard to change or replace. Balsam-Wool, the scientific lifetime insulation, can answer your most searching questions. For example . . .

Question:

Why should an insulation be windproof?

Answer:



No matter how efficient the insulating material itself, it cannot function properly if the wind can blow through it. For this reason, the insulation mat of Balsam-Wool is completely sealed in a tough "overcoat" surrounding all four sides. This covering is impervious to wind—and to moisture, another foe of insulation efficiency. The insulation mat itself is chemically treated to resist fire and vermin.

Question:

What should I know about application?

Answer:



The way insulation is applied can make all the difference in your comfort and fuel savings. For example, Balsam-Wool has special flanges which enable it to be fastened firmly in place. It cannot settle or pack down, leaving uninsulated areas. Because of this method of application, a Balsam-Wool job cannot be "skimped."

Question:

What is the best way of rating an insulation?

Answer:



Insulation should be rated on job performance—not alone on laboratory tests. A leader in laboratory tests, Balsam-Wool has also proved its lifetime efficiency on the job—in thousands of homes through more than twenty years of performance. When you buy Balsam-Wool, you are sure that it will guard your comfort and fuel bills both.

BE AN INFORMED BUYER—Get all the Answers!

See your lumber dealer about Balsam-Wool insulation—or write today for free, illustrated literature. Mail the coupon!

Balsam-Wool
THE SCIENTIFIC LIFETIME INSULATION



WOOD CONVERSION COMPANY
Dept. 114-6, First National Bank Bldg.
St. Paul 1, Minnesota

Please send me full information on Balsam-Wool Sealed Insulation. I am a
homeowner ☐, renter ☐, architect ☐, contractor ☐, student ☐.

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THE AMERICAN HOME, June, 1946, Vol. XXXVI, No. 1 Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York, N. Y. W. H. Eaton, President-Treasurer, Jean Austin, Vice-President-Secretary, Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York 22. Subscription Department, 55 Fifth Avenue, N. Y. 3. Copyright, 1946, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office. Subscription price in United States and Canada, \$1.50 a year; two years, \$2.50; three years, \$3.00. Foreign postage \$1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress March 3, 1879.

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