

NOT INSULATED. From fall to spring, Tom Miles keeps his furnace roaring. Yet, without insulation, his home is unevenly heated, often uncomfortable, and always a glutton for fuel! But it needn't be. Look at the Stiles house next door ... KIMSULATED. Frank Stiles' house is truly in the "Comfort Zone"! With a snug blanket of KIMSUL* to keep heat inside, his home always enjoys a wealth of evenly dis-tributed warmth. And big fuel savings let KIMSUL pay for itself!

Why Many-Layer KIMSUL* provides more comfort and fuel saving in new or

You can have cheery winter warmth -yet save possibly 47% on fuelwhen you insulate your new home throughout with many-layer KIMSUL. And you'll enjoy generous comfort plus big fuel savings in your present home, too, with KIMSUL in the attic. For KIMSUL, with its prefabricated many-layer construction, is designed to give uniform, effective insulation overage.

Unlike loose fill or blown-in inlations, which may vary in effiency with the skill and thoroughhess of the applicator, KIMSUL has dependable, uniform thickness built ght into it in manufacture. No at-leaking thin spots, no moneyvasting thick spots. And KIMSUL is enduring . . . won't sag, sift or settle . . . resists fire, moisture and fungus . is termite-proof.

Order KIMSUL from your lumber or building supply dealer, hardware or department store. Specify KIMSUL in your new home plans.





Easy as ABC to install KIMSUL in the sloping roof or attic floor of an existing home



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