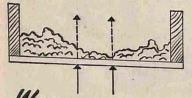


Skill makes the difference in Home Insulation, too!

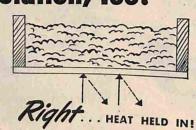


Wrong ... HEAT ESCAPES!

Carelessly applied insulation causes heat "leaks." You waste fuel and sacrifice comfort! Even the finest insulating material won't give you the full benefits if installed in a slipshod, skimpy manner. You buy Home Insulation only once. Investigate before you insulate.

EVERY Johns-Manville contractor is not only carefully selected and trained but is also rigidly supervised until his work meets the high standard of J-M specifications. Since you can't see the difference between good and poor work, it's important that we poor work, it's important that you take advantage of Johns-Manville's long experience and reputation.

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Scientifically "blown" to prevent 'voids," Johns-Manville Rock Wool Home Insulation can save you up to 30% on fuel year after year; can keep your house up to 15° cooler in summer. That's why Johns-Manville selects only contractors who rate high in skill and integrity!



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For All the Family

The picture on the cover was photographed by Emilie Danielson in the study of Mr. and Mrs. Jacob designed by Architect Royal Barry Wills.

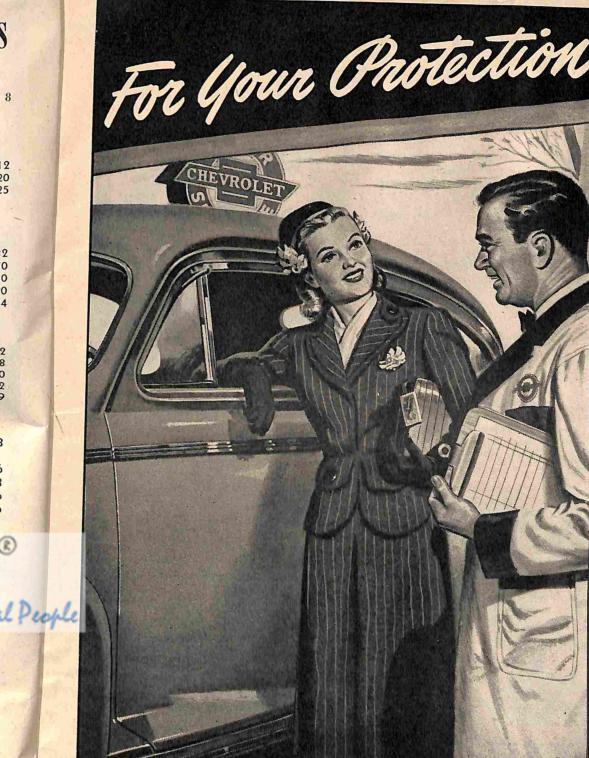
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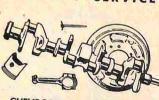
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