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Kimsul<sup>\*</sup> Insulation! Sounds Good! Let's send for the free folder

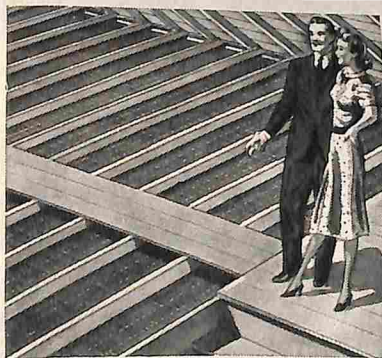


Here's why KIMSUL is easy to handle, easy to install



**Light and Compact**—KIMSUL comes to you—compressed, like an accordion, to 1/5th its installed length. That means 1/5th the number of rolls needed to insulate your attic. Add to this the advantage of light weight . . . and KIMSUL saves you as many as 32 tiring trips to the attic.

**Fits Like a Glove**—KIMSUL fits snugly between the joists in your unfloored attic. Simply fasten one end of KIMSUL . . . stretch it taut and fasten to opposite eave. Repeat for each open section. That's all! If your attic is floored, apply KIMSUL between the rafters of your sloping roof.



**6 More Reasons for Insisting on KIMSUL**

**Remarkably Efficient**—Keeps your home cooler in summer; warmer in winter. **Moisture-Resistant. Stays Put**—Does not sag, sift or settle. **Fire-Resistant**—There is no insulation known that will make your home fire-proof. But the insulation must not add to the fire hazard of a wood frame structure. KIMSUL meets this requirement because it is chemically treated to resist fire. **Lasting Protection. Economical.**

**No Fuss—No Muss**—You don't have a house-cleaning job on your hands after KIMSUL is installed. There are no siftings, no dust or dirt. Order KIMSUL today from your lumber or building supply dealer, department or hardware store.



\*KIMSUL (trade-mark) means Kimberly-Clark Insulation



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# Better Homes & Gardens

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