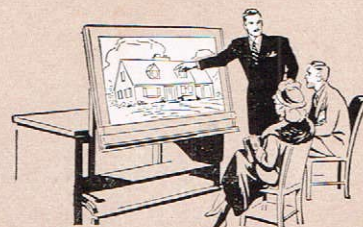
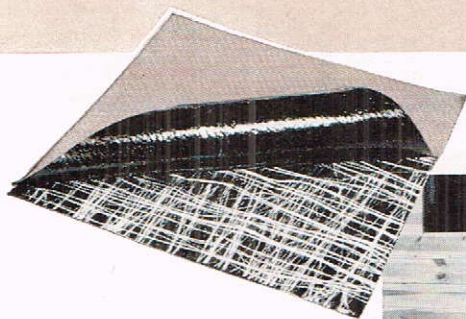


Get the "whole truth" About All Three **SISALKRAFT** Products

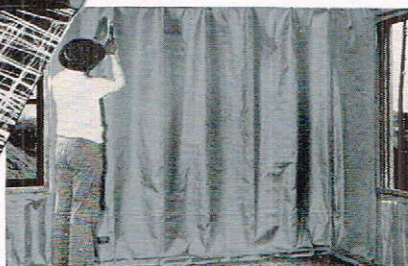
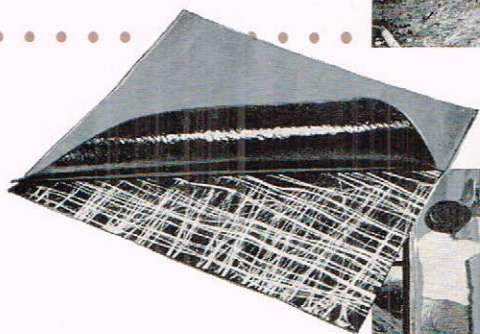


1 **SISALKRAFT Reinforced Building Paper:**



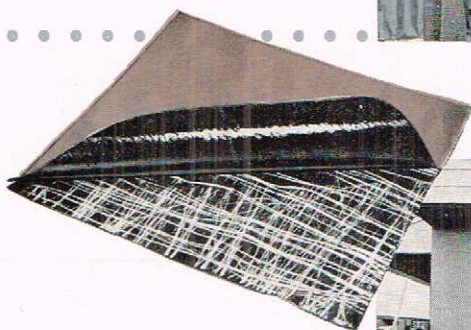
Costs a little more than ordinary tar paper (\$5 to \$25, depending on the size of your home), but **SISALKRAFT** is *worth a lot* more, and it costs less to apply. Talk this over with your architect or contractor.

2 **SISALATION Reinforced Reflective Insulation:**



COSTS 50% LESS than "bulk" or "blanket" types of insulation. Acts as a vapor barrier, as well as effective insulation. Meets FHA vapor-barrier requirements. **COSTS LESS TO APPLY!**

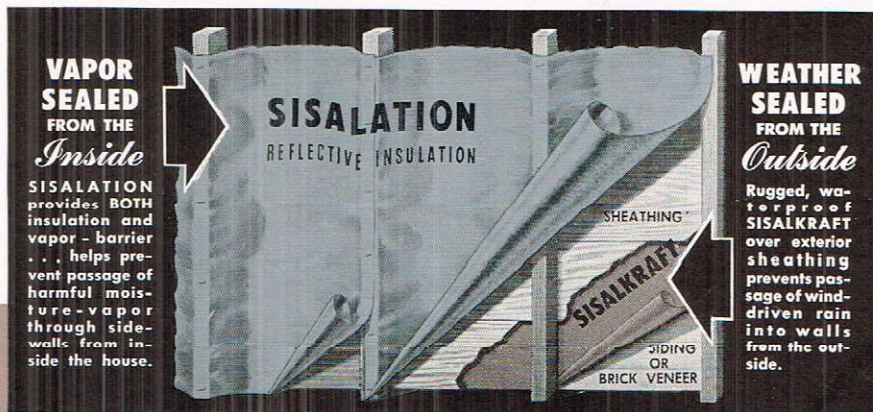
3 **COPPER ARMORED SISALKRAFT:**



COSTS 80% LESS than heavy sheet-copper for concealed flashing around door and window openings, foundation damp-coursing, etc. . . . and **COSTS LESS TO APPLY!**

USE ALL THREE AND YOU'LL SAVE MONEY
and get quality construction!

*Use both **SISALATION** and **SISALKRAFT** for Permanently DRY WALLS*

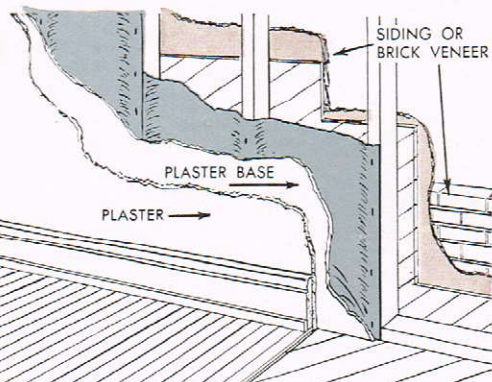
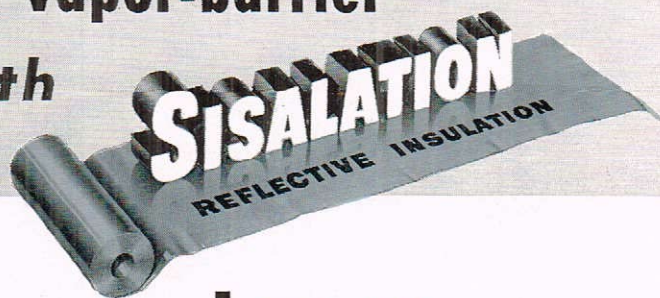


THE SISALKRAFT CO.

205 W. Wacker Drive, Chicago 6, Ill. • New York 17, N. Y. • San Francisco 5, Calif.

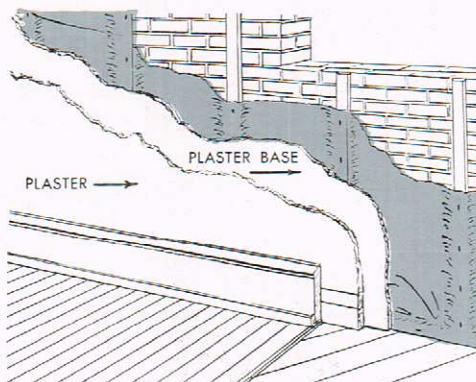
For about \$25.00 per 1,000 sq. ft. you get effective insulation plus a vapor-barrier

with



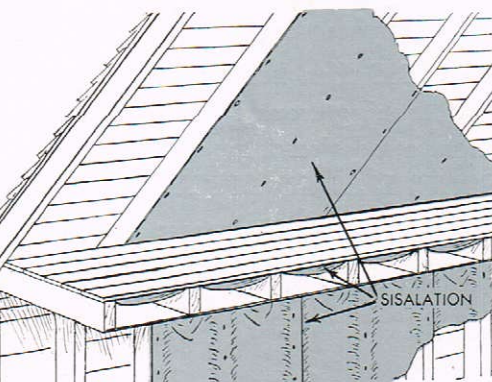
SIDEWALL: Frame or Brick Veneer:

36-inch SISALATION is applied vertically, "bowed in" between studs so as to create two air spaces. For moisture-vapor protection, SISALATION should extend over plate and sill.



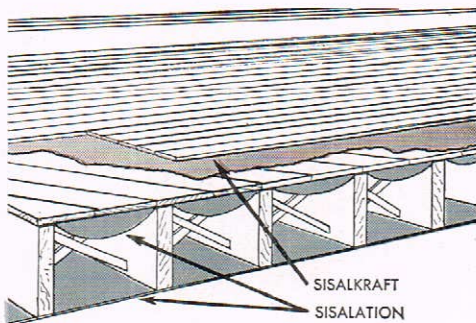
SIDEWALL: Solid Brick or Concrete Block:

SISALATION is applied vertically and stapled to the furring strips, as shown. It should be applied somewhat loosely, but should be kept free from touching the brick or concrete wall at any point.



UNDER ROOF RAFTERS:

48" Sisalation stapled under roof rafters makes your attic 10° to 15° cooler in summer, warmer in winter, clean and light all year round. Sisalation applied between the ceiling joists provides you with much needed insulation.



UNDER FLOORS:

SISALATION is "draped" between the floor joists to provide insulation and to stop air and moisture infiltration from below. Can also be applied flat under the joists.

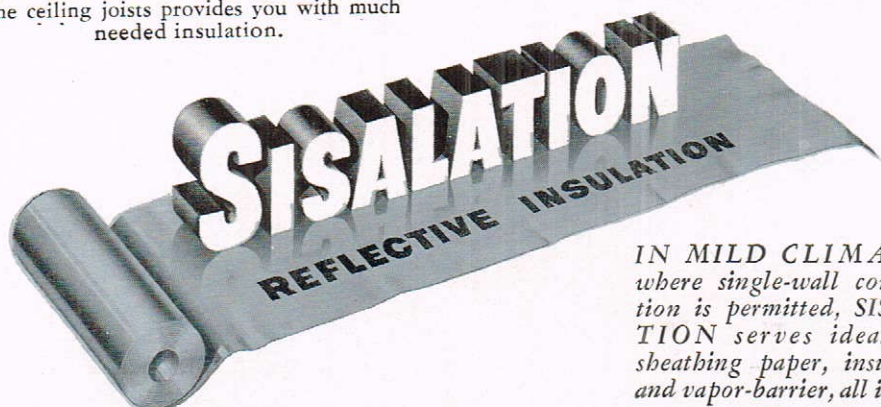
1 SISALATION is effective insulation, equivalent in heat-saving value to about $\frac{3}{4}$ " of flexible or rigid-types of quality insulation (based on Massachusetts Institute of Technology tests on sidewalls constructed with a single layer of reflective SISALATION).

2 SISALATION acts as an airtight vapor-barrier, thus protecting against dry-rot, paint failure, and condensation. Meets FHA requirements as a vapor-barrier. (Class A, Federal Specification UU-P-147).

3 SISALATION does two permanent, important jobs, at one application cost . . . provides insulation *plus* a vapor-barrier, both at the same time.

4 SISALATION is reinforced with sisal fibres of steel-like strength. It is so strong that one man can apply it over two stud-spaces without risk of having the SISALATION rip or tear. This means low application costs.

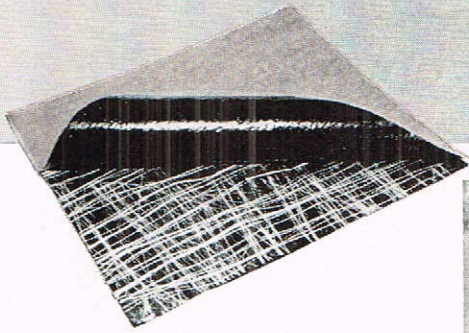
5 SISALATION reflects radiant heat, thus keeping the home much cooler in summer, much warmer in winter. Makes attics livable and attractive.



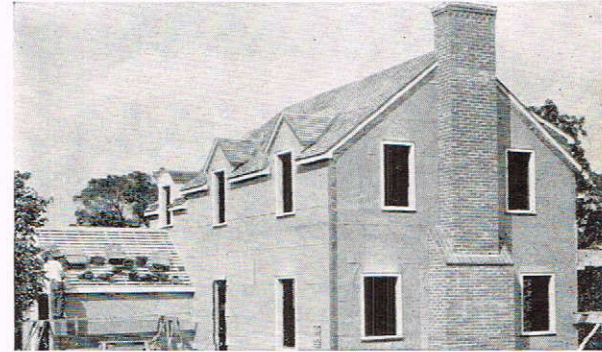
IN MILD CLIMATES, where single-wall construction is permitted, SISALATION serves ideally as sheathing paper, insulation and vapor-barrier, all in one!



Your home gets lifelong protection from entry of wind, dust and moisture with reinforced **SISALKRAFT**



SISALKRAFT consists of two heavy sheets of tough, specially treated kraft paper, bonded together with two layers of asphalt in which are embedded thousands of cross-laid sisal fibres of steel-like strength. That's why SISALKRAFT is so tough, waterproof, windproof, dustproof, and resistant to dry-rot or mildew. In Sisalkraft the asphalt is protected from air, on both sides, by heavy treated paper. Without this protection asphalt will oxidize and lose its waterproof qualities.



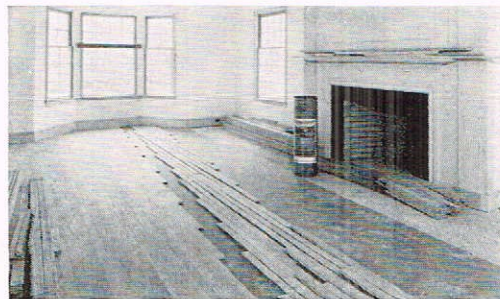
AS SHEATHING PAPER:

Easier to apply. Lasts a lifetime. SISALKRAFT does a better job and lasts longer because it is stronger and more waterproof.

If the building paper fails in the side-walls of your home, the rooms will become damp, cold and drafty. To replace faulty building paper you would have to completely remove the shingles or siding. That would be a costly tragedy indeed!

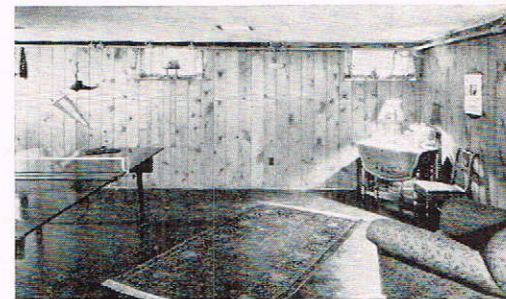
So you see how important it is not to compromise on building paper, especially in view of the fact that its cost is so small an item in the total investment you make in your home.

For use over exterior sheathing of frame, brick veneer, stucco or stone-faced houses . . . and for other uses illustrated here . . . you can depend upon SISALKRAFT for the best possible results. The extra cost of SISALKRAFT as compared with ordinary tar paper is very little, and it certainly is more than worth an extra FEW dollars to get the best possible protection. Your contractor can buy SISALKRAFT at only about \$1.50 per 100 sq. ft., and at that low cost you can't afford to build without it.



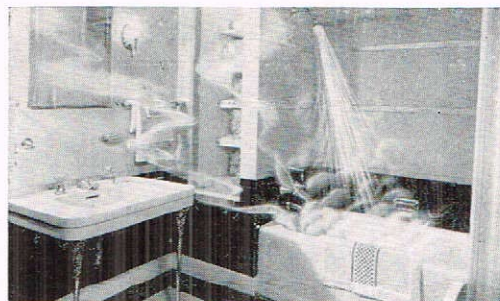
UNDER FLOORING:

Helps prevent warping, creaking, and drafts. Keeps out moisture.



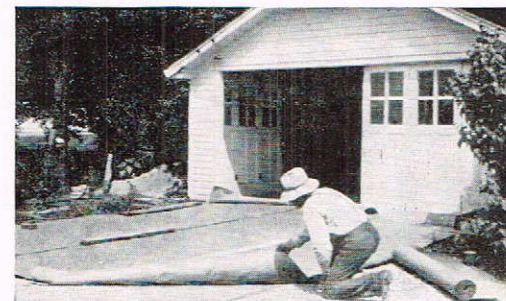
DRIER BASEMENT FLOORS:

Lay SISALKRAFT over the subfill before pouring concrete.



AS A VAPOR-BARRIER:

Keeps moisture-vapor from entering walls and condensing within the wall itself. Meets FHA specifications.



BETTER CONCRETE

driveways, walks, basement floors. By covering newly-poured concrete with SISALKRAFT, you are sure of properly cured concrete; tougher, longer lasting . . . because the concrete becomes harder and dust-free.

UNDER CONCRETE FLOORS OF BASEMENTLESS HOMES

Before pouring concrete lay SISALKRAFT over the subfill to prevent loss of concrete and help repel moisture absorption through your floor. Drier, more dust-free floors will result.



Tell your architect and contractor to give your home the benefits of SISALKRAFT in all the uses shown here.



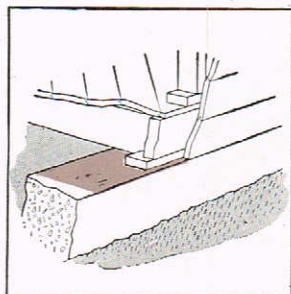
... and now you can add the permanent protection of pure copper in your home at about 1/5th the cost of sheet copper, with COPPER ARMORED SISALKRAFT

THROUGH the ages, enduring copper has been used to protect fine buildings from the ravages of moisture that works its way into unprotected cracks around door-and-window openings and other junctures. Of course, heavy copper sheets for these purposes are costly, and this has limited their use to the more expensive homes.

Now, however, at 1/5th the cost of heavy copper sheets, COPPER ARMORED SISALKRAFT provides a thin, continuous, unbroken sheet of pure copper and tough, reinforced SISALKRAFT. This combination assures the same protection against moisture, termites, etc. as much heavier copper sheets. In addition, COPPER ARMORED SISALKRAFT has great strength and

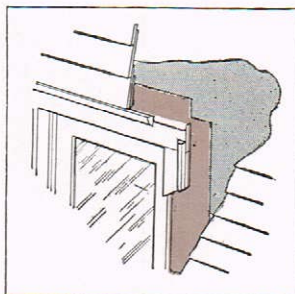
pliability which make it easier to apply. It can be formed around contours easily, and does not kink, crack, or develop pin-holes... thus improving the application job. Available in 3 weights: 3-ounce, 2-ounce, and 1-ounce (the weight per square foot of the pure copper sheet). Discuss this with your architect or contractor.

For Foundation Damp-coursing • For Flashing Door and Window Openings



(See illustration at left): 2-oz. or 3-oz. Copper Armored Sisalkraft protects sills and joists against rotting caused by moisture rising through foundations. In the average home this would cost about \$15.00 for 2-oz., or about \$20.00 for 3-oz. Copper Armored Sisalkraft.

(See illustration at right): 1-oz. Copper Armored Sisalkraft seals vulnerable areas like these against infiltration of air and moisture, at a cost of only 75¢ a window.



OTHER USES: Corner Flashing • Drip-Cap Flashing • Flashing Roof and Sidewall Junctures • Mitred Roof Flashing • Ridge Roll Flashing • Termite Barriers • Apron Damp-coursing • Membrane Waterproofing • Waterproofing Shower Stalls, Built-up Roofs, etc.

**SEND FOR
FREE SAM-
PLES AND
COMPLETE
PRODUCT
FACTS**

**Let's repeat: GET THE "whole truth" ABOUT
ALL THREE SISALKRAFT PRODUCTS!**

By using the complete SISALKRAFT "package" . . . meaning SISALKRAFT, SISALATION and COPPER ARMORED SISALKRAFT . . . in your home, you get quality construction at an actual saving in material and labor costs.

SISALKRAFT PRODUCTS offer you an unusual opportunity to build your home better and make it more comfortable and enduring, for less money!

Here is truly QUALITY CONSTRUCTION AT LOW COST.



THE SISALKRAFT CO., Chicago 6, Ill.

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