101

PRACTICAL SUGGESTIONS for HOME IMPROVEMENTS
HOME, SWEET HOME

'Mid pleasures and palaces though we may roam,
Be it ever so humble, there's no place like Home!
A charm from the sky seems to hallow us there
Which, seek through the world, is ne'er met with elsewhere!

An exile from Home, splendour dazzles in vain!—
Oh, give me my lowly thatch'd cottage again!—
The birds singing gaily that came at my call—
Give me them!—and the peace of mind dearer than all!

Home, home! sweet, sweet Home!
There's no place like Home!
There's no place like Home!

Perhaps no other words ever written about the home are so dearly loved as these immortal lines, penned early in the 19th century by John Howard Payne, traveler and playwright. It is interesting to note that Payne's homestead at East Hampton, L. I., has been preserved as a shrine for all home lovers. A steel engraving of the old homestead as it appeared years ago, is reproduced here by kind permission of The Osborne Company, Clifton, N. J.
How many times have you found yourself saying, "How I wish my home were different!" Perhaps you have had ideas that you would have put into action, had you known to whom you could go for advice. Perhaps you need some specific suggestions. If so, we know you will be interested in this book.

Here we offer you specific suggestions—1935 styles in home improvements. Every one is designed to add livability, charm and protection to your home, without requiring a large investment on your part. Naturally, no ordinary book could begin to cover the whole range of home improvements. But, through its research, Johns-Manville has found what it believes to be the major problems now facing Canadian home owners, and has put in these pages economical, practical solutions to those problems.

In presenting these suggestions, Johns-Manville takes pleasure in pointing out that many of them can be executed today at a substantially lower cost than ever, because of the development of special Johns-Manville materials and methods that are unusually economical for the purpose.

Of course, it is not expected that you will be interested in all these improvements, but we believe that among them you will find at least one which will make your home more attractive, more comfortable—a better place in which to live.
You can finance improvements in your home under the Johns-Manville Home Improvement Plan

FROM the point of view of the homeowner who is interested in keeping his home in good repair and up-to-date, the Johns-Manville Million-Dollar-to-Lend Home Improvement Plan is one of the most helpful plans ever offered. As a result of this plan, repairs and improvements can now be made on easy, convenient terms. Now you need no longer put off those important jobs because of the lack of ready cash. Just as you would purchase a refrigerator, a radio, or an automobile on deferred payments, so you can now purchase improvements for your home.

Today, the advantages of the famous Johns-Manville Million-Dollar-to-Lend Plan are available to you. As little as 10% down will secure the work for you at once, and you have a full year or more to pay the balance in easy monthly installments that will fit your personal budget.

And best of all, under the J-M Plan you can finance your home improvements even if Johns-Manville materials are as little as 25% of your total cost. Johns-Manville dealers and contractors will gladly make all arrangements for financing. This means that you are not limited to the jobs in which only Johns-Manville materials are used. It means that, under the same easy terms, you can have many other needed improvements, as well.

Look through the pages of this book. See the wealth of things you can do,—how, for instance, you can have attractive, useful attic and basement rooms; how you can have "tiled" walls for your kitchen and bathroom at a fraction of what you would expect to pay. If your home is hard to heat in winter,—if it becomes insufferably hot in summer, then most assuredly you will be interested in J-M Home Insulation. If you need a new roof, or if your outside walls are growing shabby, don't miss the valuable suggestions for re-roofing and re-siding.

After you have gone through this book, let us help you with your specific problems. Johns-Manville dealers and contractors are fully qualified to answer your questions, and will gladly estimate on any home improvements you have in mind, without obligating you in the slightest.

It's the 1935 style to invite guests into the basement for an evening's fun. To help you finance a basement room—and many other home improvements—Johns-Manville has made credit available under the easy terms of the J-M Million-Dollar-to-Lend Home Improvement Plan.
Wouldn't you like to have an attractive room like this in your basement? With the new J-M Asbestos Flexboard, described on page 14, you can easily have one at low cost.

First of all, let's think about the inside of your home

It has been estimated that at least 20% of the average home actually goes to waste. Almost unbelievable, isn't it? Yet when you consider the unused space in your cellar, and the catch-all in the attic, you realize at once that you have paid dearly for space which adds nothing to your comfort and is bringing you no return on your investment.

A steadily increasing number of home owners are realizing this fact—and as a result they are finding new pleasure in their homes. By converting this waste space into all manner of much-needed extra rooms—recreation, study, entertainment, guest rooms, nurseries, another living room, and the like—they are drawing from their homes real dividends heretofore denied them.

Perhaps no other places in your home give you the opportunity to use your imagination to the fullest as in the planning and decoration of a newly found room in your attic and basement.

Your kitchen and bathroom—the two rooms which stamp your home as modern or out-of-date—offer other opportunities to express your individuality in decoration, and so to make your house mean more to you than ever. Even such a simple thing as a new decorative ceiling to replace unsightly cracked plaster can do wonders for a room, and offers an opportunity for your expression of individuality and taste.

Today, improvements such as these are within the reach of everyone, for not only has the development of new and more economical materials reduced the cost, but the liberal terms of the J-M Home Improvement Plan have made payment an easy, painless process.

On the following pages are shown Johns-Manville's suggestions for the remodeling and decoration of basements, attics, kitchens and bathrooms. You undoubtedly will think of other ways in which your home can be made better. Your dealer or contractor will enjoy the opportunity to talk them over with you, and to give you still further suggestions of his own.
Suggestions for the Basement

Your old basement can be transformed into a room as attractive as one of these!

THINK of the cellar in a typical Canadian home—your own basement, perhaps. Chances are it looks very much like the one in the small picture shown above—just a hodge-podge of tools and toys, a catch-all for forgotten odds and ends. In almost every home there is a lot of valuable space like this, just going to waste.

Why not put that waste space to work? Why not enlarge the livable living quarters in your house? The job is already nine-tenths done. You have a floor, rough walls, and a rough ceiling just waiting to be transformed into an attractive room. You made most of the investment when you built or bought your house. Now, at slight additional cost, you can actually have a new room.

Imagine being able to take your guests downstairs for an evening’s fun in the fascinating game room shown on the opposite page, or for an evening of bridge and good fellowship in the charming “hunting lodge” below. What marvelous places for entertainment! These rooms, as well as those shown on the next page, have been suggested by prominent architects.

The Hunting Lodge

Designed by MERRITT F. FARREN, A. I. A.

This very attractive room is an exceptionally practical treatment of the old basement shown above. Note how the architect has utilized the columns in his decorative scheme, and cleverly hidden the ugly sewer stack in the rear by building out in front of it, at the same time providing recesses for a built-in bunk and a fire place.

The round steel columns are enclosed in wood and the curved wood braces may be either solid or built-up. The main girder is faced with light wood and the pegs, which are essential to this type of construction, are “dummies,” set in about half an inch and glued.

The ceiling of Johns-Manville Insulating Board is furred down to conceal the wiring and the actual floor joists. To reproduce the effect of heavy beams, false hollow beams of light wood are added, spaced wider than the floor joists.

Johns-Manville Bevel Plank is used for the walls. It is applied horizontally next the stairs, and vertically in the balance of the room, except above the built-in bunk where an interesting design is suggested. The fireplace can be simply ornamental and made of Asbestos Flexboard painted to resemble stone, with a hood of the same material painted with a metallic paint to simulate copper or lead.

After improvement—DESIGN B-1

THE HUNTING LODGE

Practically any basement affords space for a useful room like this. You can hold all sorts of jollifications around the cozy fireplace.
THE GAME ROOM. A place where the whole family can play. Another inexpensive suggestion for the old basement shown on the opposite page. The checker board, the horse racing game, and the shuffle-board will provide hours of fun. And don’t overlook the train platform for brother!

A floor of Johns-Manville Asphalt Tile is recommended. It affords an excellent surface for dancing or such active games as ping-pong. The door leading to the furnace room on the right is built of rough wood planks. The stairs are unchanged except for a new railing.

The Insulating Board walls and ceiling, as well as the wood-work can be stained or painted to suit. Scatter-rugs and furniture of suitable design complete the room.

The Game Room
Designed by MERRITT F. FARREN, A. I. A.

The old basement, on the opposite page, can easily be transformed into the attractive game room as shown in the illustration above—a room that is designed for both old and young, with built-in features for each.

The ceiling is cross furred with 1" x 2" wood strips on 16" centers, to which are nailed 16" x 16" Johns-Manville Decorative Ceiling Tiles. Johns-Manville Insulating Board is used to face the girder. The ornamental frizes on the girder and above the punching bag and lavatory are easily cut from J-M Insulating Board. The existing steel columns are painted to harmonize with the room.

The walls are of J-M Bevel Plank applied horizontally, except where the target and punching bag are located. Here, because of the abuse these walls must take, Johns-Manville Flexboard is suggested. It should also be used for the small ceiling above the punching bag. Almost unnoticeable, yet very convenient, are the cabinets under the stairs. The electric clock is built-in, with two tones of J-M Insulating Board for face and numerals.

Perhaps the most interesting feature of this room is the combination shower and dressing room, which uses the space under the stairs. The walls in this combination room are of Johns-Manville Asbestos Wainscotting.

J-M Asphalt Tile Flooring is recommended for the entire floor. It can be laid in patterns as indicated in the background and in a solid color in the foreground. The shuffle-board can be painted on it as shown.

The steps remain unchanged, but the existing railing is replaced by a bulkhead. The ping-pong table and toy train platform can be constructed of ply-wood of suitable thickness. The landscaped background for the train is of J-M Insulating Board. The modern bench in the foreground and the suggested doll house are a challenge to the home craftsman.

The room may be left in the pleasing natural buff of J-M Insulating Board, or painted or stained to suit the taste.
Other suggestions
for improving a typical basement

The Extra Living Room
Designed by G. HARMON GURNEY, Registered Architect

This pleasing Spanish type of room provides the color and character that are so essential in a room devoted to gay gatherings; yet it can easily be used for quiet hours of study and relaxation. The arches through the center of the room spring from the existing steel columns, which are covered so as to harmonize with the character of the room.

The S. S. Idle Hour
Designed by G. HARMON GURNEY, Registered Architect

The first step in the transformation of the waste basement space shown in the "before" picture into this most delightfully nautical entertainment room is the erection of steamship deck railings (actually 3/4" galvanized iron pipe) between the existing steel columns. This automatically divides the cellar into two sections—the promenade deck and the landing pier, as shown above and below.

All the walls and the ceiling are of Johns-Manville Insulating Board, furred out and down to conceal all piping. Batten strips are used as required to conceal joints and as decorative trim. The "steel" I-beams are actually made of wood, and the rivets are ordinary chair silencers.

The floor may be of wood, although the original concrete floor may be painted to simulate the boat deck and the wharf. The "boat" may be battleship grey with white rails.

The wharf provides an excellent contrast to the ship's deck. On the walls surrounding it, the whole "outdoor" scene should be painted in brilliant colours to give the effect of sunshine.
Suggestions for the Attic

Your attic can be converted inexpensively into useful rooms like these

LIKE the basement, the attic, too, can be transformed inexpensively into a cozy, comfortable room. And almost every family would welcome an extra room—a den or a study; another guest room or a maid’s room; or a nursery or playroom.

The cozy, practical rooms suggested on these pages were designed by prominent architects for treatment of average Canadian attics. Wouldn’t you like to have one of these attractive rooms?

(below)

The Over-Night Guest Room

Designed by ELLIOT CHISLING, Architect

This all-purpose room, which can be den, study, guest room or maid’s room, is an unusually attractive and practical treatment for this existing attic. Johns-Manville Rock Wool Home Insulation placed in the walls and ceiling and across the unused floor area makes it livable the year ‘round.

The built-in bed, book-cases and closets are of wood construction and provide an unusually comfortable and home-like atmosphere for the unexpected over-night guest. The gable ends and vertical walls are of Johns-Manville Bevel Plank. The flat and inclined ceilings are of J-M Insulating Board, painted to suit or left in its pleasing natural buff.

The double hung window in the gable and above the bed is replaced with a smaller casement window more in keeping with the room. When finished, stained and varnished, the existing floor is entirely suitable. Throw rugs and comfortable furniture complete the room.

The Nursery

Designed by ELLIOT CHISLING, Architect

The ceilings and walls of this lovely nursery are of J-M Insulating Board nailed directly to the rafters and studs. It is covered with a low priced painter’s cloth pasted on, and then painted and stencilled with Mother Goose characters and rhymes, or—if you choose more modern characters—Mickey Mouse, The Three Little Pigs, Skippy and other favorites.

Features of the room are the built-in child’s bed with utility drawers beneath, the open linen closet, the combination chest and window seat (which may be cedar lined), and the bookcase and writing desk.

The existing wide plank floor is suitable for this type of room. It should be sanded smooth, the joints filled, and the whole floor stained and varnished. All the trim can be stained and varnished, or painted in lively colors. The walls and ceilings should also be painted in lively, cheerful colours.

The room is completely insulated with J-M Rock Wool Home Insulation to insure comfort both winter and summer.
Here are other suggestions for making an old attic into a useful room

**The Third Floor Apartment**
*Designed by G. HARMON GURNEY, Registered Architect*

This complete apartment is an ideal room for the son or daughter who desires "a place of my own", or for visitors, or for a maid, or even for a paying guest.

J-M Home Insulation in the flat and inclined ceilings, the gable ends and vertical walls and the unused portion of the floor makes this apartment livable the year round and makes the whole house more comfortable and easier to heat.

Utilizing the location of the present plumbing stack and supply lines, a modern lavatory and shower stall can be provided economically in the gable end. Johns-Manville Asbestos Wainscoting, in tile design, is used to wainscot height in the lavatory and to full ceiling height in the shower stall. Unscored sheets of J-M Decorative Asbestos Flexboard in a contrasting colour are used above the wainscot to the ceiling in the lavatory.

Adjoining the lavatory is a large closet, which may be cedar lined. Johns-Manville Bevel Plank is used for the exterior wall of the bathroom and closet. The panelled wood doors are white with crystal knobs.

The walls and the ceilings are of J-M Colour Primed Insulating Board with painter's cloth over the joints and a finish coat of paint or kalsomine.

**After Improvement—DESIGN A-3**

Although tucked away in the top of the house, this room is just as convenient as any on the floors below.

**After Improvement—DESIGN A-4**

When the kiddies are in bed, then dad and mother can entertain at bridge in this "always-fair-weather" yard!

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The "Outdoor" Room
*Designed by G. HARMON GURNEY, Registered Architect*

To carry the illusion of outdoors to the fullest extent and to provide the health-giving sun's rays, a sun lamp of the bulb type is installed in the "sky" ceiling. J-M Home Insulation is applied between the roof rafters, between the studs in the gable ends and vertical walls, and between the floor joists in the unused area from the vertical walls to the eaves.

To complete the outdoor atmosphere, the end of the room is made to appear like the outside of a house. The effect of wide clapboards is attained with overlapping strips of Johns-Manville Insulating Board, painted white. Green shutters and a real flower box complete the illusion.

The walls are of J-M Insulating Board. The one on the left is painted to show a landscape and the one on the right is decorated with lattice and artificial vines or painted to simulate an arbor.

The temporary stairs to the attic are replaced by permanent stairs. The stair-well and half of the room are enclosed in a wood picket fence with concealed latches on the two gates so that small children can be left in the room safely.

At the left in the foreground, a small summer house provides a storage closet for luggage, toys, etc.

The ceiling is made of sky blue J-M Colortex Insulating Board Panels, with added shadings to simulate summer clouds. A flagstone or tile pattern in linoleum is suggested for the "walk", with solid green linoleum for the "grass" and solid gray or tan for the street in the foreground.
As you improve your home, don't overlook those cracked, patched, unsightly ceilings

Look at the ceilings in your living room—your dining room—your bed rooms. Are they cracking and coming loose? Do unsightly patches show up? Switch on a bridge lamp or bed lamp, and see the long shadows from the cracks and uneven spots in the plaster. Then think—that is what your guests see.

Perhaps, you feel that nothing can be done about it except complete re-plastering. Naturally you dread the expense and annoyance that such a job requires. Or perhaps you can't afford to lose the use of the rooms for several days while you wait for the job to be finished.

To answer this need for a ceiling that would have none of the disadvantages of plaster, Johns-Manville has developed J-M Decorative Ceiling Tile in a variety of forms, any of which can be applied in a fraction of the time, and at a fraction of the cost of re-plastering. Most amazing of all, these new tiles go on right over the old plaster, no matter how bad its condition. And when the job is done, you have a ceiling finish that you know will never crack—a ceiling that will look well in any light.

From the attractive designs of J-M Decorative Ceiling Tile (illustrated on page 15) you can select just the right effect for any room. You can leave it in its pleasing natural buff colour, or you can paint it or kalsomine it to match the decorative scheme of the room.

You will be agreeably surprised at the low cost. Furthermore, the job, including paint if desired, can be completed in an extremely short time without losing the use of the room. Then you will have a ceiling that will never require another cent of maintenance expense except possibly re-painting when a change in colour scheme is desired.
Are you satisfied with your kitchen?

*It can easily be made cheerful, colorful, and easy to keep clean*

**CONSIDER** for a moment how many hours a day the housewife spends in the kitchen. To her it becomes the most important room in the house. Why not, then, make it the cheeriest room for her—the easiest for her to take care of—the most convenient for the thousand tasks she must do? It should be, and it can be.

Nothing stamps a kitchen as old-fashioned and out-moded half so much as spotted and cracked old plaster walls that are a drudgery to keep clean. Perhaps you have painted or papered, and re-painted and re-papered, and even installed new kitchen equipment. Still you haven’t solved the basic problem. Sizzling steaks, spatterings from the mixing bowl, and hundreds of other things leave their marks indelibly on wall surfaces that are not dense, hard, and highly polished.

Johns-Manville has developed two materials that answer every requirement the good house-
keeper demands in a kitchen wall surface. They make the kitchen a cheery room because they are colourful. They give a choice of either the tiled effect or a modern smooth surface. They are easy to keep clean because they each have a lustrous surface that repels dirt. And best of all, these two new materials—J-M Asbestos Flexboard and J-M Asbestos Wainscoting—are inexpensive and easy to apply, because they come in large sheets that go on right over the old walls.

J-M Asbestos Flexboard

J-M Flexboard is so hard that only excessive abuse can mar it. Because the colouring is an integral part of the material itself, there is nothing on the surface to chip, crack or craze. In loveliness of texture, this new Flexboard surpasses any manufactured material heretofore available. In colour, it provides a choice of soft pastel shades of Green, Buff, Rose and Slate.

J-M Asbestos Wainscoting

J-M Asbestos Wainscoting, unlike Asbestos Flexboard, has no texture. Instead, it has a tough, colourful, "baked on" finish far superior to that of any similar material now on the market. It is available in attractive shades of Ivory, Light Blue, Light Green, White, and Black.

Enjoy the convenience of a "tiled" breakfast nook.

While you are decorating your kitchen, why not make a breakfast nook, too? A corner of the kitchen or part of the pantry may supply just the space you need, and these Johns-Manville Wall Materials will make it economical as well as attractive.
Before and After:
In modernizing this bathroom, the owner chose unscored J-M Standard Asbestos Flexboard, enameled in a color of her choice, with chromium strips covering the joints.

(Colourful, tile-like walls will...

COMPARE the bathroom of fifteen years ago with the bathroom of today. Probably there is no room in the house in which there has been more remarkable improvement in the fixtures and appearance. In fact your bathroom, more than anything else, can stamp your home as up-to-date and modern.

One of the distinctive trends in the modern bathroom has been the increasing use of color, particularly in the application of tiled walls. In the home of today, the architect and owner give as much attention to the colour scheme and design of the tiled bathroom as they give any other part of the house.

In the past, however, many home owners have found the cost of tiled walls to be prohibitive. But now Johns-Manville, through the development of Asbestos Wainscoting, makes it possible for any home owner—even with the most modest budget—to add this modern touch to his home.

Even though you feel that you cannot afford new fixtures, simply by adding "tiled" walls alone you can instantly change your home from that of

With its spotless walls of J-M White Asbestos Wainscoting, and its figured washable wall paper, this bathroom is as colorful and attractive as one could wish.
Make your bathroom truly modern

an outmoded period to one that reflects the good
taste of the modern home of today.

Just as in the kitchens described on the previ-
ous pages, the large sheets in which Asbestos
Wainscoting is available make it simple for your
carpenter to apply this attractive wall finish with
a minimum of disturbance to you.

**Your laundry can be made attractive, too**

If your laundry is unfinished, or if it is part of the
main cellar, it is a simple matter to cover the walls
with J-M Asbestos Wainscoting, or to enclose
the tubs, washer and ironer in a neat new room
lined with the large sheets of this material.

For an even more economical finish in bath-
rooms and laundries, J-M Standard Asbestos
Flexboard may be used in the scored design, and
enamed to carry out any desired colour
scheme; or spar varnish may be applied
right over the natural material.

A bathroom like this—with “tiled” walls
and a built-in shower, is a mark of distinc-
tion in any home. Wouldn’t you like one in
your home? J-M Asbestos Wainscoting
makes it economical.

(At right) Before and
After: With J-M stand-
ard finish Asbestos
Flexboard, laundry
rooms can be con-
structed at amazingly
low cost.

(At left): Only a small
corner of your bath-
room is needed for a
built-in shower with
walls of J-M Asbestos
Wainscoting.
These are the Johns-Manville Decorative Materials which make interior improvements so economical.

On these two pages we have illustrated and described the wide range of Johns-Manville Decorative Materials for interior home improvements. This is done so that you may have a better conception of all the attractive possibilities offered in the home improvement suggestions made on the preceding pages, and also in order that you may more readily understand how these modern materials can be used so economically.

The man shown at the right, holding a sheet of J-M Standard Insulating Board, symbolizes the new trend in construction and materials. He illustrates the ease with which these J-M materials can be handled and installed. Offering real permanence and in many cases a variety of distinctive colours, each material is furnished in large pieces or sheets so that a wide area can be covered with each unit. Furthermore, each type of material can be nailed or otherwise fastened in place with a minimum of labor. These are the reasons why jobs done with J-M Decorative Materials are so low in cost.

J-M INSULATING BOARD in Standard Sheets
A rigid board, with high insulating value. In sheets 4 feet wide, 4 to 17 feet long.

J-M DECORATIVE ASBESTOS WALL SHEETS

AN UNUSUAL DECORATIVE EFFECT ACHIEVED WITH J-M INSULATING BOARD
Effects like this can easily be made with J-M Insulating Board. Where colour is desired, use either J-M Colour-Primed Panels (ready for finish coat), or J-M Colortex Panels (furnished ready-painted in 15 lovely shades).

J-M ASBESTOS FLEXBOARD
Fireproof, flexible sheets in “tile” and plain designs (both illustrated). Decorative style made in Green, Rose, Buff and Slate, with a highly polished wax finish. Standard style made only in unpolished buff sheets.

J-M ASBESTOS WAINSCOTING
A fireproof sheet in “tile” and plain designs, with a special baked-on finish. Made in Ivory, White, Light Blue and Light Green. Also made in four marbleized patterns.
J-M DECORATIVE INSULATING BOARD for WALLS and CEILINGS

J-M BEVEL PLANK
A popular wall treatment in random widths of 6, 8, 10 and 12 in. Lengths up to 17 ft.

J-M WAINSCOTING PANELS
A very popular effect, built up on the job with J-M Insulating Board.

J-M MOULDING EDGED PANEL
Other effects, such as grooves, bevels and elaborate designs can be cut on the job.

DECORATIVE STENCILS
Standard J-M Insulating Board with stencil design, shows adaptability to any decorative treatment.

J-M ITALIAN TRAVERTINE BLOCKS
Specially-surfaced J-M Insulating Board, bearing a remarkable resemblance to genuine Italian Travertine. Available in all sizes.

J-M BEVEL BOARD TILE
Individual tile supplied in a variety of sizes and finishes. (Shown in Ashlar design).

J-M DECORATIVE CEILING TILE (16” x 16” or 24” x 24”)

These pleasing designs of J-M Decorative Ceiling Tile make inexpensive, modern ceilings.
Today no home is modern unless it is insulated!

J-M Rock Wool Home Insulation will cut your fuel bills up to 35%, and make your home up to 15° cooler on the hottest summer days.

Are there rooms in your home that are hard to heat in winter? On hot summer nights do you toss about in bedrooms that are like ovens? Do you know why your house loses so much heat in winter and lets the heat of the sun pour in to make you swelter in summer?

Here is the reason: although your house may be weather-tight, it is far from heat-tight. Johns-Manville engineers have learned that heat passes right through the walls and roof, and that the most effective way to stop it is to fill your hollow walls and the spaces between the attic floor beams or roof rafters with thick insulation. They developed J-M Rock Wool—a rot-proof, fireproof, silky wool which is actually made from molten rock. Only 4 inches of this amazing material are equal in insulating value to a solid stone wall 11 feet thick!

J-M Home Insulation can be installed by two methods—one by putting it in place by hand, in bat form; the other by actually blowing it in under pressure through a hose. Each method is illustrated on these pages.

Once J-M Rock Wool Home Insulation is installed, it makes an astonishing difference in your house. Rooms that were hard to heat become easy to heat on up to 35% less fuel; and upstairs rooms that were unbearably hot in summer become up to 15° cooler on the hottest days.

Insulation is essential in your attic

No matter how old your home may be, J-M Home Insulation can provide you with the comfort and fuel economy which comes from heat-proof insulation. You can have it placed between the floor beams or roof rafters in your attic as it now exists; and it is especially important to use this insulation over and around the entire new room when you remodel your attic. Not only will you be making the room itself easier to heat in winter and as comfortable as downstairs in
summer, but you will be giving your lower floors the benefit of the insulation as well.

In existing homes, where the attic is inaccessible, insulation in bat form cannot be used. Here the blowing method is employed—a method by which a nodulated type of Rock Wool is blown through a hose into the space to be insulated. This work is done by specially trained and equipped J-M Home Insulation Contractors. Your J-M Building Materials Dealer will be glad to give you the name of this special contractor in your vicinity.

The two J-M methods of insulating an attic.

Your walls can be insulated, also

The walls of your home now are hollow; heat and cold pass through them as through a sieve. By the special J-M blowing method, these walls, as well as the attic of your home, can be effectively insulated against heat and cold, and thus the whole house can be protected with a complete envelope of tightly packed, fireproof Rock Wool Insulation. No matter whether your house is of brick, stucco, clapboard or shingle, it presents no problem to this J-M method. And the job can be done entirely from the outside, without altering the appearance of your home or inconveniencing you even for a minute.

May we tell you how little it costs to insulate by the J-M method?
The outside appearance of your home can be completely transformed at low cost!

Now you can have shingled side walls that never need painting!

YOU need no longer be troubled about that major item of outside upkeep—siding maintenance. Frankly, hasn't the burden of this periodic upkeep expense forced you to sacrifice something of the charm and attractiveness of your home?

Today, this is no longer necessary. Simply by covering the side walls of your house with Johns-Manville Asbestos Siding Shingles, you not only improve the attractiveness and substantial appearance of your home, but you also end forever the expensive item of outside upkeep. These fireproof J-M Asbestos Siding Shingles can never wear out or burn, because they are made of asbestos fibres and portland cement. And they will never require painting.

The modern way of re-siding—the Johns-Manville way—retains the old siding material under the new, where it acts as an insulator against the escape of heat in the winter. Furthermore, this method of application reduces labor expense, and disturbance.

The modern siding material—
The J-M No. 130 Asbestos Siding Shingle

For economical re-siding work, Johns-Manville recommends the J-M No. 130 Asbestos Siding Shingle. Its unbroken horizontal lines provide an effect somewhat similar to clapboards, but without the need for painting or periodic upkeep.
Remodeled homes designed by
MERRITT F. FARREN, A. I. A.

An amazing transformation
When the front porch is removed, the really fine lines of this home are revealed. Other alterations, such as the bay window and the inviting entrance add to the pleasing general effect. The walls, of course, are of J-M Cedargrain Asbestos Siding Shingles.

It is available in a range of colours which look well on any home.

Is your home of good design?
If you are not satisfied with the exterior appearance of your home, there is no better time to improve it than when you are re-siding. Then, while the workmen are on the job, you can do whatever alterations are necessary at lowest cost.

In order to make changes that will insure satisfaction, let an architect show you just what can be done according to the laws of good design.

The three unattractive homes shown in the small pictures on these pages seem to be beyond hope. Yet the experienced eye of the architect was able to see beneath the drab, ill-designed exteriors and bring out all the beauty of line that had been hidden.

Once an "ugly duckling"—now a home of beauty. Compare these two pictures. You will readily see how little was needed to give this old home such a distinctive appearance. Don't overlook the attractive new walls of J-M Asbestos Shingles. Now there will be no worrying about side wall maintenance.
This home was "made over" with J-M Brie-Side Asphalt Shingles, applied right over the old walls. Isn't it attractive now?

Distinctive siding effects available at low cost with J-M Asphalt Shingles

WITH J-M Asphalt Shingles you can completely transform the appearance of your home, at even lower cost than asbestos shingles. These shingles are made on a base of quality felt, which has been saturated and coated with refined asphalts, and covered with a rolled-in surface of colourful, fireproof slates and minerals. One of the most popular styles is the J-M Bric-Side Asphalt Shingle, illustrated at the top of this page.

Re-siding makes better house design more practical and economical

Many home owners, when re-siding, have been pleased to find that they could make changes in the design of their homes at only slight additional cost. If your home has an overhanging roof that is out of proportion to the rest of the house, cutting off some or all of the overhang will give the whole house an entirely different appearance.

A change of shutters is often beneficial. Perhaps the ones you now have make the windows appear too tall. A batten type of shutter with horizontal lines will help to correct this defect. If the windows now appear too broad, shutters with strong vertical panel lines will seemingly add height.

It will not be difficult or expensive to make such changes in your home. Other suggestions such as sun porches, trellises, etc., are given on page 24.

Let us give you our suggestions and tell you what the cost will be. And remember, the terms of the J-M Improvement Plan bring monthly payments within the reach of the most modest budget.
No wonder she looks so pleased. Yesterday her roof was like the one in the circle. Today, she has re-roofed for the last time with J-M Asbestos Shingles.

**Now how about your roof?**

**There is no more important part of your house**

We have purposely saved the subject of roofs until the last, for it is of such great importance to the appearance and safety of your home that we want it to receive your special attention.

Most of us who own homes rarely think about the roofs over our heads until a serious storm finds a vulnerable point and sends a devastating trickle down through the house to ruin walls and ceilings. Oftentimes the expense of the resulting damage to interiors and valuable furnishings amounts to a sizeable percentage of the cost of a new roof. Also we are inclined not to think of the part our roofs play in protecting our homes from the ever present menace of fire until flames and sparks from a defective chimney or nearby fire actually threaten. Then, of course, a fireproof roofing material becomes of greatest importance.

But roofs that leak, and roofs that are fire hazards are only half the story. A roof does much more than protect your home and your family from fire and the elements. It is the one most important factor in the appearance of your home. It can make or mar the whole impression that friends and neighbors receive when they pass by. Look at your roof today! Then ask yourself:

*Is it attractive and in keeping with the architecture of your home, or is it dull and drab?* Nothing mars the appearance of a home so much as a roof that is shabby, dull and worn.

*Is it in good condition?* Can you see where shingles have loosened, lifted, curled or actually fallen off?

This roof of J-M American Method Shingles will last as long as the house it covers.
out? Unless your roof is really weather-tight, you are risking costly damage from leaks.

Is it fireproof? This is a point you cannot afford to overlook. Statistics prove that approximately 23% of all residential fires start on roofs of inflammable materials. In time of danger, will you be able to depend on your roof?

But whatever you learn about your roof in this manner can be at best only a superficial analysis. Only close inspection by an expert can determine the real condition of your roof.

He will be frank to tell you if you need do nothing about it. And he will point out to you all the signs which indicate that something should be done. If he finds that repairs should be made or a new roof applied, he'll give you recommendations.

Re-roof for the last time—with J-M Asbestos Shingles

If you need to re-roof, insist upon Johns-Manville Asbestos Shingles and forget forever the thought of roofing maintenance and repair. J-M Asbestos Shingles assure not only a lifetime barrier to roof-communicated fire, but in addition, a colourful beauty that will grace your home as long as it stands—for, unlike ordinary

An attractive roof of J-M Hexagonal Asbestos Shingles

roofings, these remarkable shingles actually improve with age. You have paid your last roof repair bill when you have put J-M Asbestos Shingles on your home. You can select no more dependable roof than one made with these fireproof, permanent, colourful shingles. Let us show you samples of the various colours and styles.

Right over your old roof

When you re-roof the J-M way, the new shingles go on right over the old. There is no muss or litter,—no broken shrubbery in your yard. Your rooms are never exposed to damage from a sudden shower. Best of all, you get the added protection and insulation value of the old roof under the new.

Do these things, too, when you re-roof—

Re-flash the chimney

Install copper gutters

The roof of this charming cottage is made of J-M Dutch Lap Asbestos Shingles—a style that harmonizes with practically any home.

In circle—J-M Asbestos Shingles go on right over the old roof!
For the more modest budget—Asphalt Shingle Roofs of colourful beauty and years of service

If you feel that you cannot afford the 100% protection and permanence of J-M Asbestos Shingles (described on the preceding pages) you can still provide yourself with an eminently satisfactory roof of Johns-Manville Asphalt Shingles at even lower cost. J-M Asphalt Shingles are tough, durable and fire-resistant to a very high degree. They are made of the highest quality of roofing felts, thoroughly saturated with selected, waterproof asphalt with a heavy protective coating of colourful, fireproof granules of natural slate and minerals.

Johns-Manville Hexagonal Asphalt Shingles will give your home new charm and attractiveness, combined with long years of upkeep-free service.

Like J-M Asbestos Shingles, these Asphalt Shingles can be applied right over your present roof, thus giving you double protection and the insulating value of the old roof under the new.

A wide range of colours and styles

In Johns-Manville Asphalt Shingles, you will find such a desirable variety of colours and styles that it can be truly said, "a style for every home—a price for every purse." You may choose from the lively greens; the bright, warm reds; the browns, yellows, and blends of all these shades in almost limitless combinations. You may choose the popular hexagonal style in one of its many available sizes; or either the conventional square butt or individual style; or you may prefer the heavier, more substantial Thick-Butt Shingles, with their greater protection and pleasing shadow lines.

Let us show you actual samples of these colourful shingles right in your own home. A new roof costs surprisingly little per month, especially when you take advantage of the convenient terms of the J-M Million-Dollar-to-Lend Plan.
Here are other suggestions for improving your home. Let us tell you all about them. Many of them can be financed under the J-M Improvement Plan.

**OUTSIDE IMPROVEMENTS**

- New sunporches
- New fences and gates
- New porch steps
- New entrance doors
- Weatherstripping
- Screened-in porches
- Storm doors and windows
- Porch canopy
- Trellises
- Attached garage
- Garage lining
- New outside hardware
- Garden furniture
- Window boxes
- Coating old roofs
- Concrete driveways
We offer you a
FREE ESTIMATE
on any home improvement job

HERE is your opportunity to find out how little it costs to make your home up-to-date—to take advantage of the 1935 style suggestions offered in this book. A delightful basement room—a useful room in the attic—new "tiled" or modern walls for your kitchen or bathroom—a new decorative ceiling applied right over the old plaster—an insulated attic to make your home more comfortable the year 'round, and reduce fuel bills.

Just fill out and mail the enclosed card, indicating what improvements most interest you, and we will gladly give you a free estimate without placing you under the slightest obligation. Why not drop the card in the mail today—now?