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The TRINIDAD-LAKE-ASPHALT
Ready Roofing
"Dead or alive?"


Which has greater strength and resisting power—a dead tree or a live one?

Every man who answers that question right knows why Genasco stays waterproof. The natural oils of Trinidad Lake asphalt give Genasco its *lasting life*.

Mineral or smooth surface. Several weights. Genasco comes in rolls ready to lay—no experience needed. Ask your dealer for Genasco. Write us for the Illustrated Good Roof Guide Book and samples—free.

Ask for the Kant-leak Kleet packed in the roll of smooth surface roofing. It makes the seams water-tight without cement, and prevents nail leaks.

The Barber Asphalt Paving Company
Largest producers of asphalt, and largest manufacturers of ready roofing in the world.
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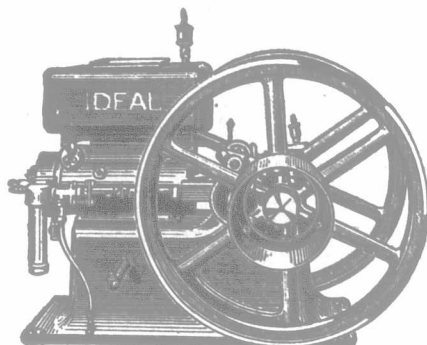
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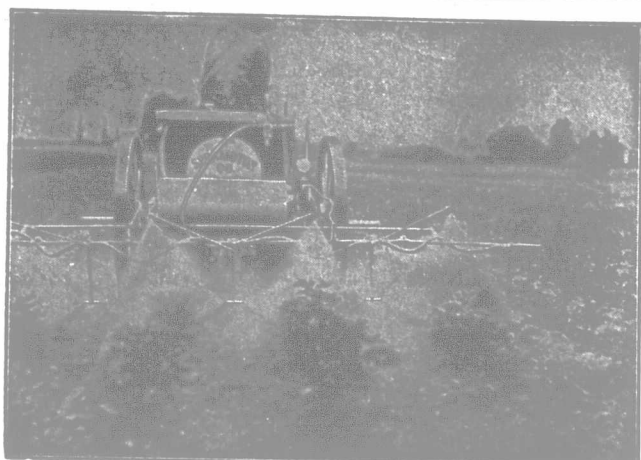
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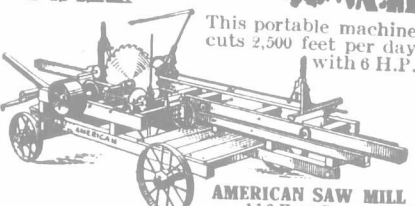
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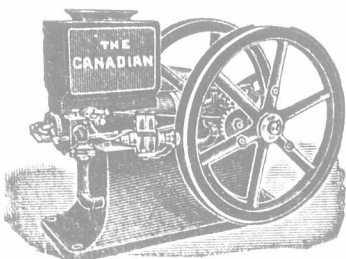
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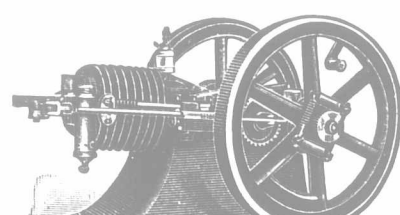
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