



Genasco Ready Roofing

Put it on the roof of all your buildings, and you'll have peace of mind, comfort, satisfaction, and economy; you'll have absolute and lasting weather-protection.

Genasco is made of Trinidad Lake asphalt—the natural and only perfect waterproof.

The Kant-leak Kleet keeps seams waterproof without cement. Supplied with Genasco, when specified.

Ask your dealer for Genasco, and be sure to look for the trademark. Mineral or smooth surface. A written guarantee, if you want it. Write for samples and the Good Roof Guide Book.

THE BARBER ASPHALT PAVING COMPANY

Largest producers of asphalt, and large manufacturers of ready-roofing in the world
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NEW YORK SAN FRANCISCO CHICAGO

Roofers' Supply Co., Ltd., Bay and Lake Sts., Toronto.

D. H. Howden & Co., Ltd., 200 York St., London, Ont.

J. L. Laebance, Ltd., Quebec.

Cross-section, Genasco Smooth-surface Roofing
Trinidad Lake Asphalt
Asphalt-saturated Wool Felt
Trinidad Lake Asphalt

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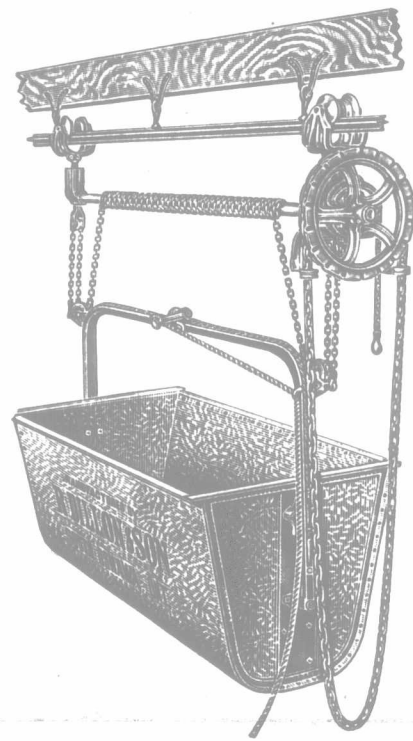
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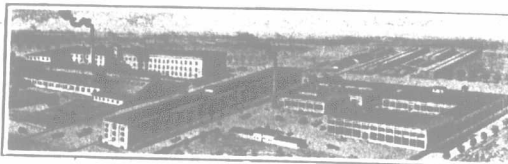
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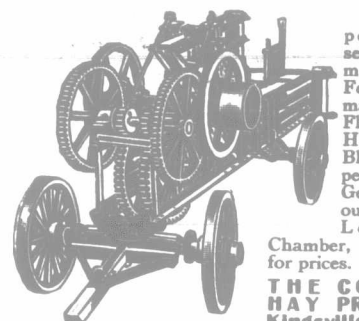
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