

"the more we're together

... the happier you'll be"

12J
Rc

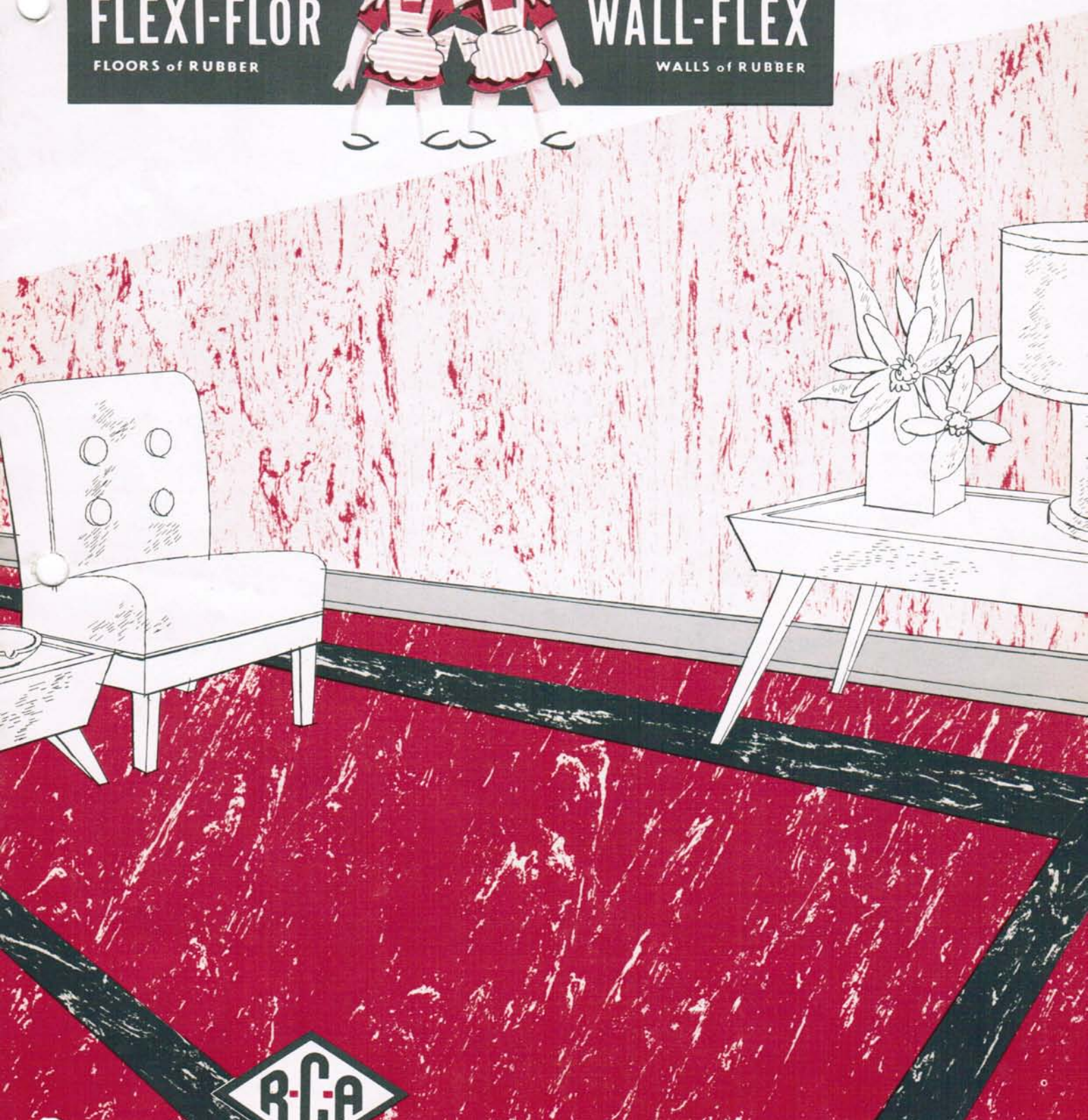
FLEXI-FLOOR

FLOORS of RUBBER



WALL-FLEX

WALLS of RUBBER



THE ONLY LINE FOR COMPLETE *Rubber* INSTALLATIONS



Architects prefer to specify



R.C.A., with years of experience in the rubber industry, is an acknowledged leader in the field, and offers the only completely integrated line for planned rubber installations.

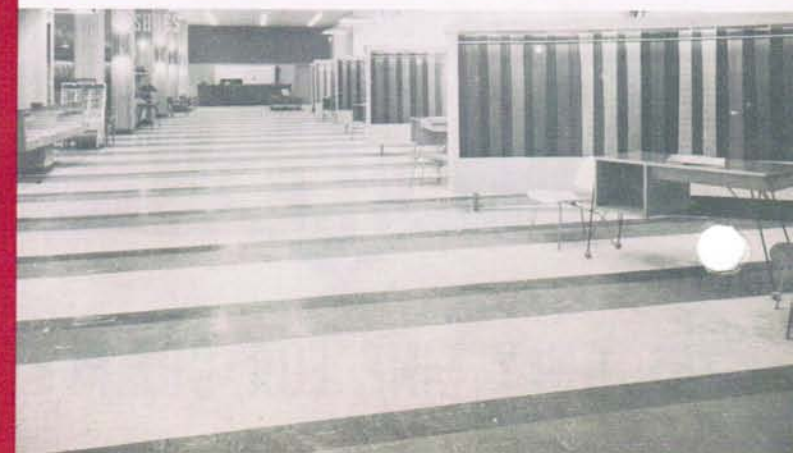
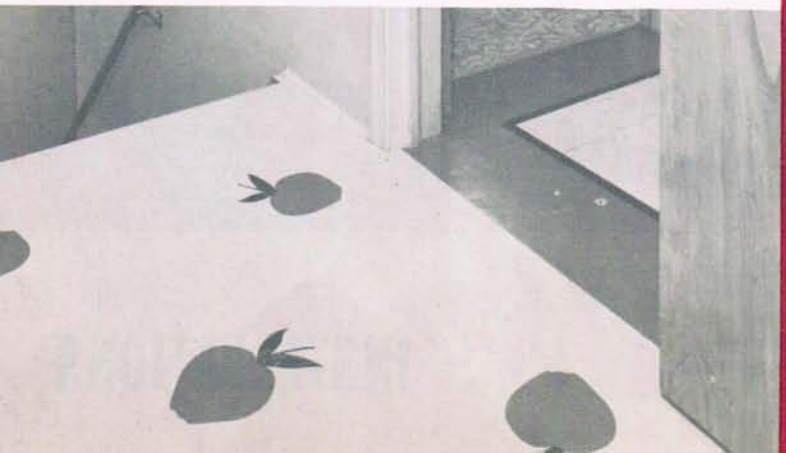
R.C.A. rubber products not only combine most advantages of various similar appearing materials but *add* many desirable features of application and performance. Rubber, alone, combines resilience, silence, high wear and abrasion resistance, flexibility, fire and stain resistance, and lifetime economy with unmatched beauty of color and design variety.

Efficient for radiant panel heating R.C.A. rubber tile and sheet material is not affected by high heat temperature — won't curl, dry out, buckle, or crack.

No other material offers finer or more enduring installations, stays bright and new with so little cleaning and low maintenance cost. Permanent, fast colors completely thru the material can't wear off — and complete planning is possible in a choice of 28 colors.

R.C.A.'s quality is maintained with exacting care, analyzed and tested through every step of the process — and is so warranted.

There are franchised distributors and authorized dealers with proficient installation service near you. Contact them or the R.C.A. home offices for any help on your planning problems.



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FLEXI-FLOOR

FLOORS of RUBBER



WALL-FLEX

WALLS of RUBBER

WALL-FLEX walls of rubber



BEAUTY and DESIGN VARIETY in rich, clean colors to please tastes from smart, modern combinations to quieter, luxurious effects.

RESILIENCE that only rubber can provide for complete comfort and safety underfoot.

LONG WEARING, all-the-way-thru coloring and pattern that averages better than lifetime service.

FLEXI-FLOOR floors of rubber



NOISELESS, quiets annoying foot traffic and other clatter.

EASY TO KEEP CLEAN with water and cleaner — and occasional light waxing. Retains brilliant lustre and colorful beauty for years.

FIRE AND STAIN RESISTANT. Surface is not permanently marred by ink, medicine, burning matches, cigarette or cigar stubs, or alcohol.



630



712



765



728



614



726



802



642



733



615



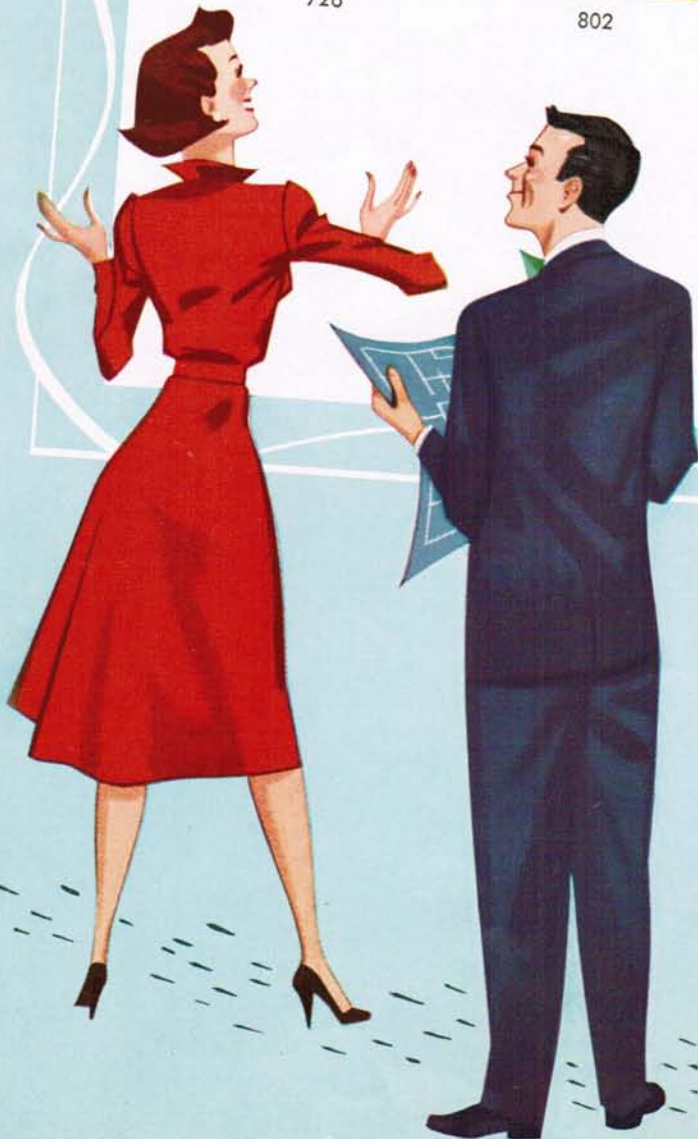
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602



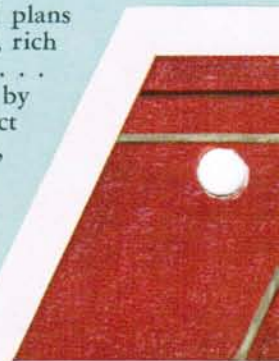
604



28 Decora

Picture how ideas become beautiful finished plans with this greatest of all color selection. Clear, rich colors that are permanent and homogenous . . . and every color is fashion correct as suggested by current decorating trends. Every wanted effect can be attractively achieved . . . for kitchen, bath, "rec" room . . . or outstanding commercial and industrial installations.

Only beautiful Flexi-Flor, Wall-Flex, and the R.C.A. related accessories can provide complete rubber installations to compliment every taste and individualize each decorative scheme.



Beautiful **FLEXI·FLOR** and **WALL·FLEX**



Colors

.... that suggest unlimited design combinations



.. the complete line of color,
design and texture related
products



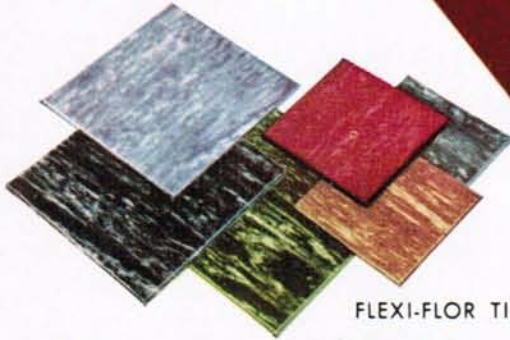
WALL-FLEX



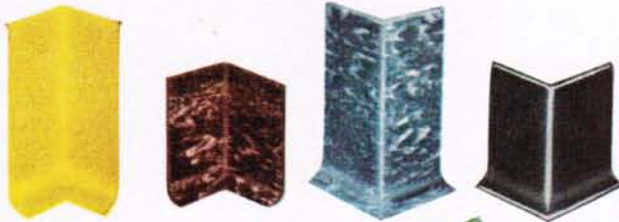
FLEXI-FLOOR
SHEET



SAFETY
TREAD
RUNNER



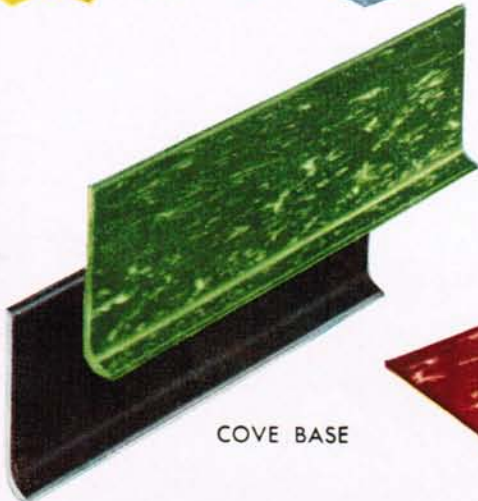
FLEXI-FLOOR TILE



BORDERS



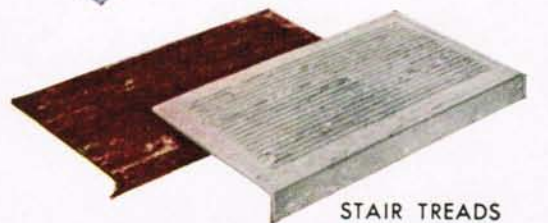
FEATURE
STRIPS



COVE BASE



STAIR TREADS
Heavy Duty



STAIR TREADS
Residential

Description

FLEXI-FLOOR

SHEET — rolls, 36" wide

3 gauges — 3/32", 1/8", 3/16" — 28 colors

TILE — any size up to 36" square

3 gauges — 3/32", 1/8", 3/16" — 28 colors

FEATURE STRIPS AND BORDERS

— 1/2" to 12" widths

3 gauges — 3/32", 1/8", 3/16" — 28 colors

SAFETY TREAD RUNNER MATERIAL

— rolls, 36" wide

2 gauges — 1/8" and 3/16" — 28 colors

WALL-FLEX

SHEET — rolls, 36" wide

1 gauge — 1/16" (approx.) fabric back — 28 colors

ACCESSORIES

COVE BASE — Set-on type — 28 colors

1/8" and 3/16" gauges, 4" and 6" heights; also 3/16" gauge, 1/8" or 3/16" toe

CORNERS — INTERNAL AND EXTERNAL

Set-on type — 28 colors

1/8" gauge — 4" and 6" heights

STAIR TREADS — Residential and Heavy Duty

Marbleized Residential, Corrugated Face — 3 sizes, 9" x 18", 9" x 24", 9" x 36" — 6 color combinations

Marbleized Heavy Duty, Smooth Face — 13" tread up to 72" long — 6 color combinations

MAINTENANCE

EKLA CLEANER AND WAX

Quarts and Gallons

Guarantee

All R.C.A. products are guaranteed against manufacturing and material defects provided our recommended installation and maintenance instructions are followed. Any such defective material will be replaced free of cost if a claim of such defect is brought to our attention in writing within one year after installation, and if our examination shows that the product has failed under the terms of this guarantee, but we will not be responsible for installation costs involved in such repair or replacement.

No responsibility can be accepted for any damages due to defects or dampness in sub-floors or other surfaces which may occur after completion of installation. We make no other guarantee of this product, express or implied. No representative has authority to make any representation, promise or agreement except as stated herein.



FLEXI-FLOOR sheet is particularly economical for fast installation in large areas — or to reduce the number of seams for sanitation purposes. Ideal for special designs, counter tops, tables and many surfaces.



FLEXI-FLOOR tile in 3 gauges and 28 colors permits the proper selection for homes, commercial or heavy traffic area use.



WALL-FLEX is the only product of its kind and is a most economical wall covering for long life maintenance, even less expensive than paint and wallpaper. Sanitary, always new looking with minimum care, easily applied over any smooth surface with flexibility to permit continuous corner and curved surface application.



Complete 28-color selection in accessories gives that finished look. Makes it easy to specify the complete job, including Tread Runners for safety surface requirements in residential and industrial use, and a complete line of trim materials.



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FLEXI-FLOOR
FLOORS of RUBBER



WALL-FLEX
WALLS of RUBBER

...A PRODUCT IS KNOWN BY THE COMPANY IT KEEPS

SPECIFICATIONS

SHEET OR ROLL. Supplied in continuous rolls of 36" width to distributors and dealers as shown in the following table:

Gauge	Width of Material	Length of Rolls	Approximate Shipping Weight
WALL-FLEX approx.	1/16"	36"	3-3/4 lbs. per sq. yd.
FLEXI-FLOOR	3/32"	36"	8-1/2 lbs. per sq. yd.
FLEXI-FLOOR	1/8"	36"	11 lbs. per sq. yd.
FLEXI-FLOOR	3/16"	36"	17 lbs. per sq. yd.
Safety Tread Runner Material	1/8"	36"	11 lbs. per sq. yd.
Safety Tread Runner Material	3/16"	36"	17 lbs. per sq. yd.

TILE — Made in 3/32", 1/8" and 3/16" gauges:

Tile Size	3/32" GAUGE			1/8" GAUGE			3/16" GAUGE		
	Pcs./Ctn.	Sq. Ft.	Wt./Ctn.	Pcs./Ctn.	Sq. Ft.	Wt./Ctn.	Pcs./Ctn.	Sq. Ft.	Wt./Ctn.
6" x 6"	200	50	45 Lbs.	200	50	60 Lbs.	144	36	60 Lbs.
9" x 9"	50	28	25 Lbs.	50	28	33 Lbs.	50	28	49 Lbs.
12" x 12"	70	70	60 Lbs.	50	50	60 Lbs.	36	36	60 Lbs.

Also in any square or rectangular tile larger than 4" x 4" but not exceeding 36" in width. SMOOTH FACE, HEAVY-DUTY STAIR TREAD: 1/4" x 13", lengths up to 72".

INSTALLATION

SUB-FLOORS:
All sub-floors must be clean, dry and smooth. Any sub-floor surface irregularities will show through to surface of the finished material

CONCRETE SUB-FLOORS:
Rubber tile shall be installed on Suspended Concrete Floor with a circulating air space of at least 18 inches below the floor as a minimum requirement to avoid moisture difficulties. Surface shall be troweled smooth and when dry, shall be free of cracks and other defects.

WOOD SUB-FLOORS:
Rubber tile shall be installed on a wood sub-floor above grade. Floors should be double-constructed, tightly nailed and any damaged boards replaced. Old wood floors that have been waxed or oiled must be thoroughly scrubbed and dried before sanding. All wood floors should be overlaid with a 15 or 30-lb. asphalt-saturated felt paper.

(For detailed instructions, write for our book on "A Program for Rubber Floors and Walls.")

MAINTENANCE

NEW FLOORS:
When a new R.C.A. rubber floor is installed, no traffic should be permitted until the adhesive has thoroughly dried and set. As soon as the adhesive has set and the material is thoroughly bonded, wash the floor with clean, soft, lukewarm water and a detergent (not soaps, alkalis, or abrasives). When thoroughly dry, buff with a dry mop. Next, apply two coats of a good water-emulsion wax.

REGULAR MAINTENANCE:
Mop when necessary with clean, soft, lukewarm water and a detergent; rinse with clear, clean water. Wax once a month with a good water-emulsion type wax.

TABLE OF AVERAGE WEIGHTS:

FLEXI-FLOOR (per sq. yd.): 3/32" — 8-1/2 lbs., 1/8" — 11 lbs., 3/16" — 17 lbs. Above weights are for both sheet and tile form.

WALL FLEX (per sq. yd.): 3-3/4 lbs.

SAFETY TREAD RUNNER MATERIAL (per sq. yd.): 1/8" — 12 lbs., 3/16" — 18 lbs.

- HOSPITALS**
- Symmes Arlington Arlington, Mass.
 - Beth Israel Boston, Mass.
 - Queen of Angeles Los Angeles, Ca.
 - H. M. Biggs Memorial Ithaca, N.
 - Mercy Hospital Buffalo, N. Y.
 - City Hospital Akron, Ohio
 - Amos Hospital Amos, Que., Canada
 - Stoughton Stoughton, Wis.
 - Union Health Center New York, N. Y.
 - New England Baptist Boston, Mass.
 - Denver General Denver, Col.

- SHIPS**
- S.S. United States New York, N. Y.
 - C.P.S. Namaimo Vancouver, B. C., Can.
 - U.S.S. President Hayes Los Angeles, Calif.
 - S.S. Atlanta New York, N. Y.
 - S.S. Monterey New York, N. Y.

- BANKS**
- Brentwood Pittsburgh, Pa.
 - Grace National New York, N. Y.
 - Montreal Stock Exchange Montreal, Que.
 - Broadway Savings New York, N. Y.
 - First National Orlando, Fla.
 - Bank of America and Branches Los Angeles, Calif.
 - Bank of Nova Scotia Montreal, Que., Can.
 - First National Bank Cuyahoga Falls, Ohio

- OFFICE BUILDINGS**
- General Motors Bldg. Detroit, Mich.
 - National Broadcasting Bldg. Los Angeles, Calif.
 - Orlando Utilities Commission Bldg. Orlando, Fla.

- General Electric Co. Buffalo, N. Y.
- Sun Pub. Co. Bldg. Vancouver, B. C., Can.
- Canadian Legion Bldg., Edmundston, N. B.
- Ontario Hydro Comm. Bldg. Belleville, Ont.
- The Atlantic Oil Co. Dallas, Tex.
- Dodge-Monessen Co. Monessen, Pa.
- New York Telephone Co. New York, N. Y.
- Western Electric Co. New York
- N. Y. Grand Central Station New York
- McGregor Hosiery Toronto, Ont., Can.
- Toronto Public Library Toronto, Ont., Can.
- Phelps-Dodge Corp. New York, N. Y.
- Texas & Pacific R.R. Dallas, Tex.

- APARTMENTS - HOTELS**
- Skytop Village Pittsburgh, Pa.
 - Corace Plan Pittsburgh, Pa.
 - Castle Shannon Plan Castle Shannon, Pa.
 - Ambassador Los Angeles, Calif.
 - St. Moritz New York, N. Y.
 - Sunset Plaza Hollywood, Calif.
 - Sinton Sinton, Texas

- SCHOOLS**
- Southern Methodist Dallas, Texas
 - Syracuse University Syracuse, N. Y.
 - Mt. St. Mary's College Los Angeles, Calif.

- STORES, ETC.**
- The Eastern Los Angeles, Calif.
 - Carolina Pines Los Angeles, Calif.
 - Silton's Los Angeles, Calif.
 - Dueck-Chevrolet Dealers Vancouver, B. C.
 - The Metropolitan Store Chatham, Que.
 - Tip Top Tailors Toronto, Ont., Can.
 - Mastercraft Clothiers, Montreal, Que., Can.
 - Olson Veerhusen & Co. Madison, Wis.
 - Indian Walk Shoe Store New York, N. Y.
 - F. W. Woolworth Co. Various New England Stores
 - Abraham & Straus Brooklyn, N. Y.
 - Saba Bros. Vancouver, B. C., Can.
 - J. N. Adams Co. Buffalo, N. Y.
 - Kauffman's Pittsburgh, Pa.
 - Bucovetsky's Rouyn, Que., Can.
 - Louis Sherry Summerside, P.E.I., Can.

- CHURCHES**
- St. Agnes Boston, Mass.
 - St. Sylvester's Pittsburgh, Pa.
 - Corpus Christi Buffalo, N. Y.
 - Church of Ste. Famille Kenogami, Que.
 - St. Clair United Toronto, Ont., Can.
 - St. Joseph Madison, Wis.

RESIDENCES
Universally preferred for a large variety of home uses such as, kitchens, bathrooms, recreation rooms, solariums, dining nooks, living and bedrooms.

INSTALLATION AND MAINTENANCE INSTRUCTIONS AND COLOR SAMPLE KIT BY WRITING TO . . .

THE R.C.A. RUBBER CO.

1833 E. Market St., Akron 5, Ohio

