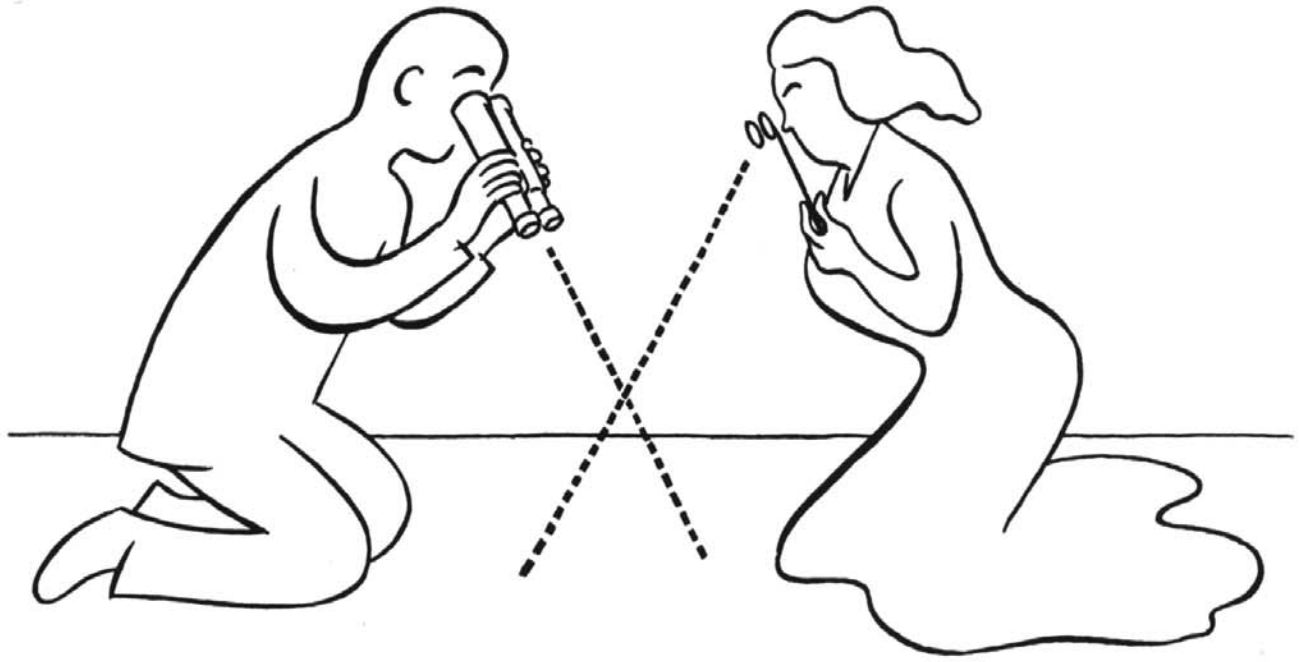




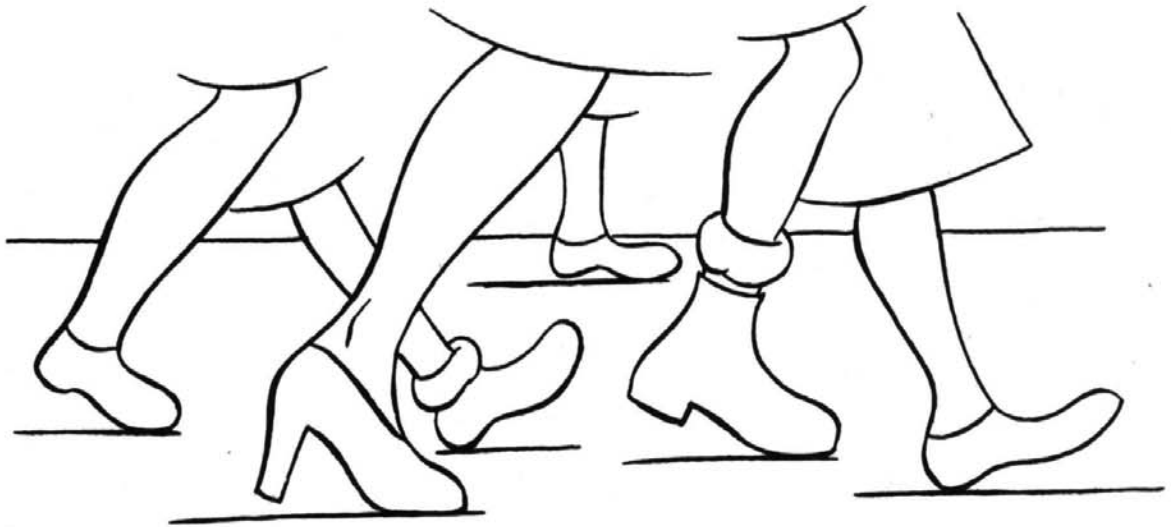
*he aristocrat of floors*



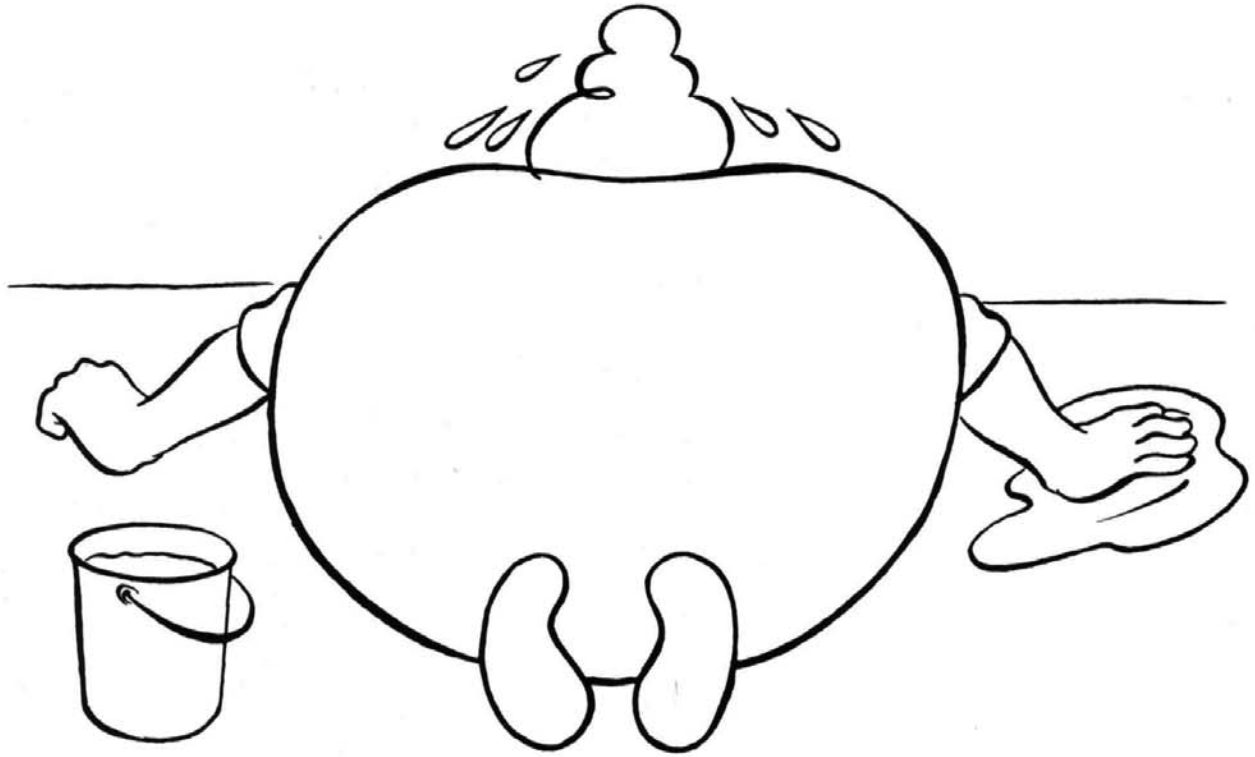
THE R.C.A. RUBBER CO.  
AKRON, OHIO



**O**f course you know  
your guests spend  
37.1735% of their time  
looking at your  
floors . . .



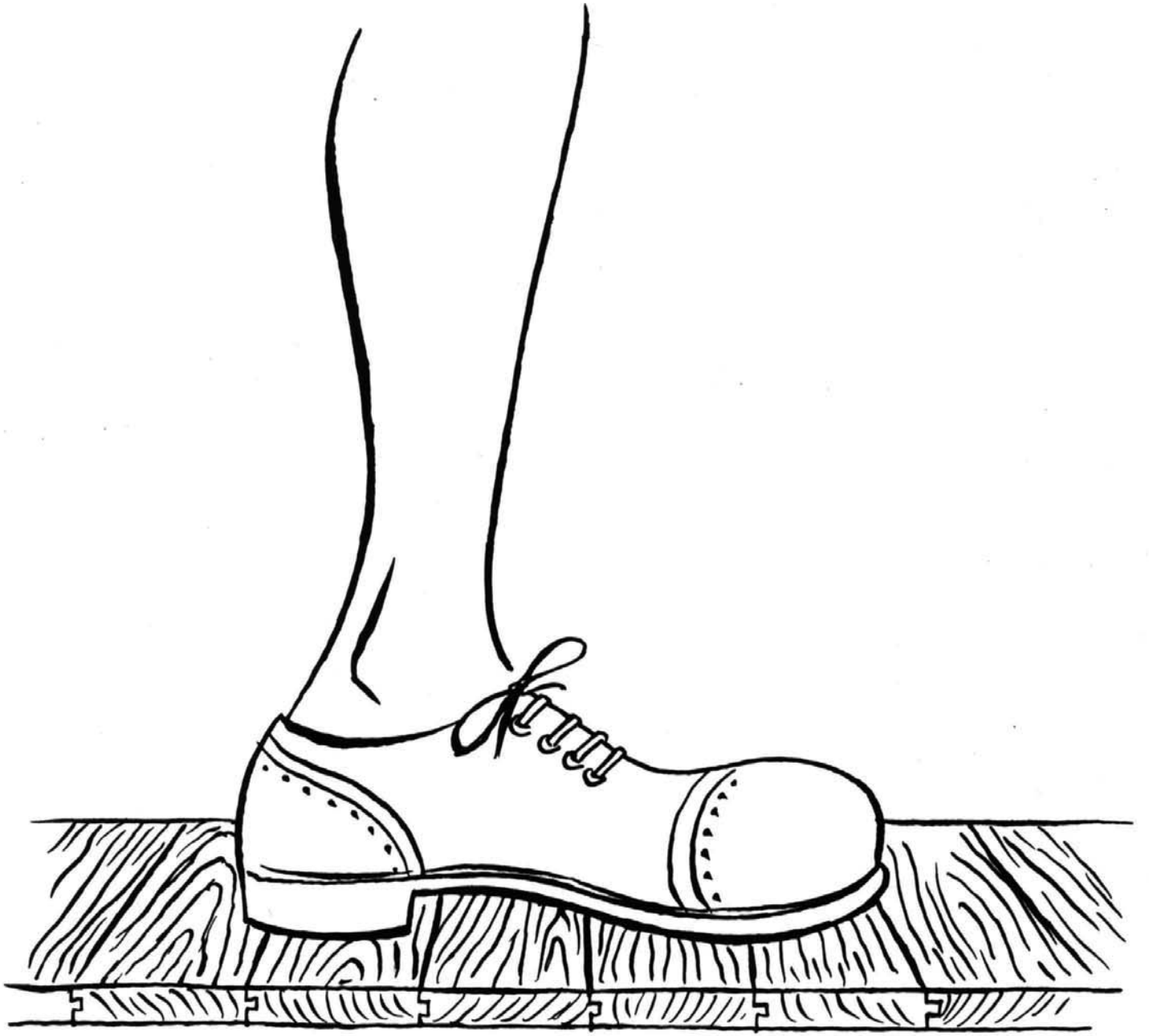
**A**nd that floors get  
90% more wear than  
any other part of your  
home . . .



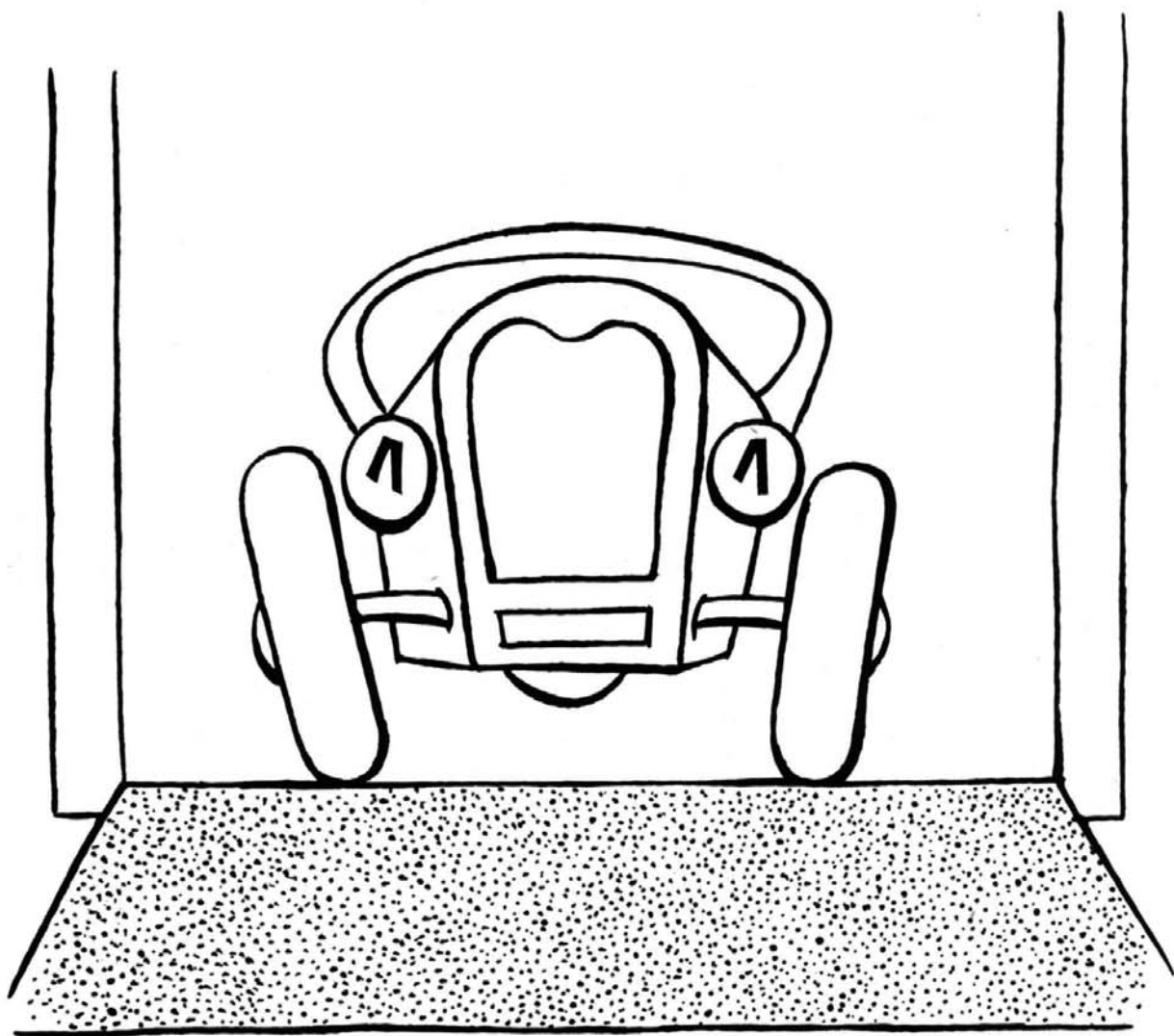
**M**aybe that's why floors demand 75% of the time that's spent cleaning house . . .



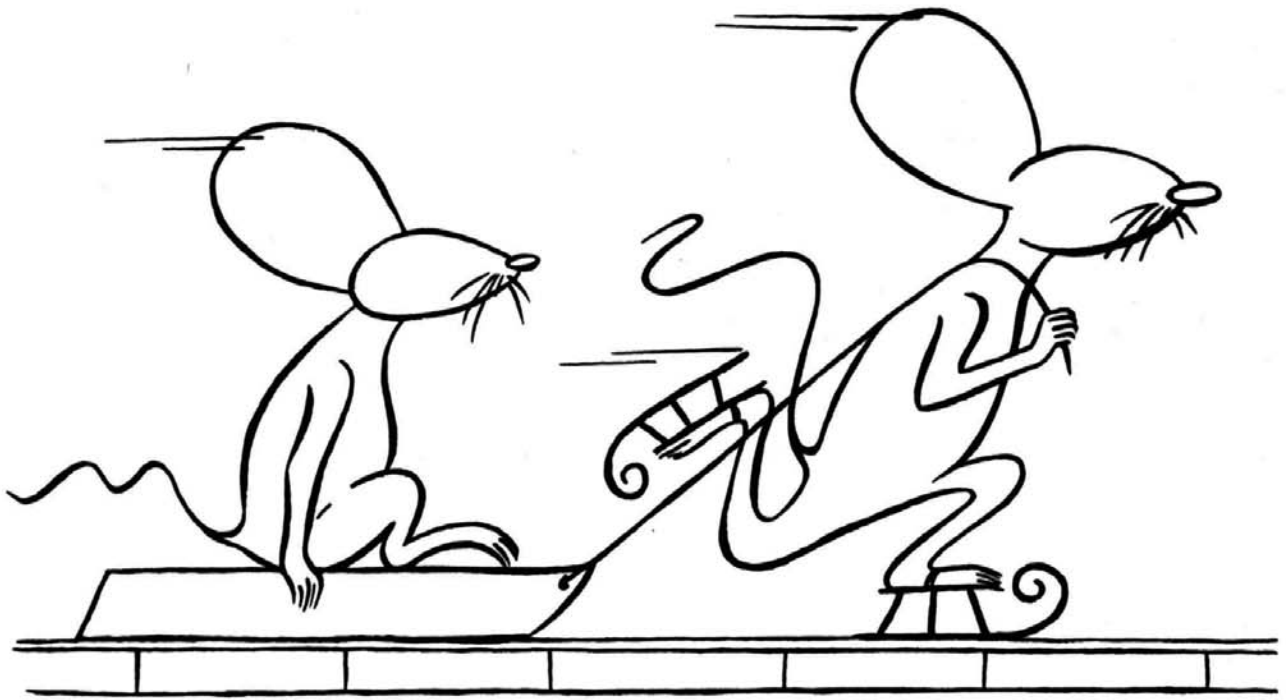
**Now...** there are dirt floors



And... wood floors



And...concrete floors



And...composition floors



# But...

the **ARISTOCRAT** of  
floors is . . .

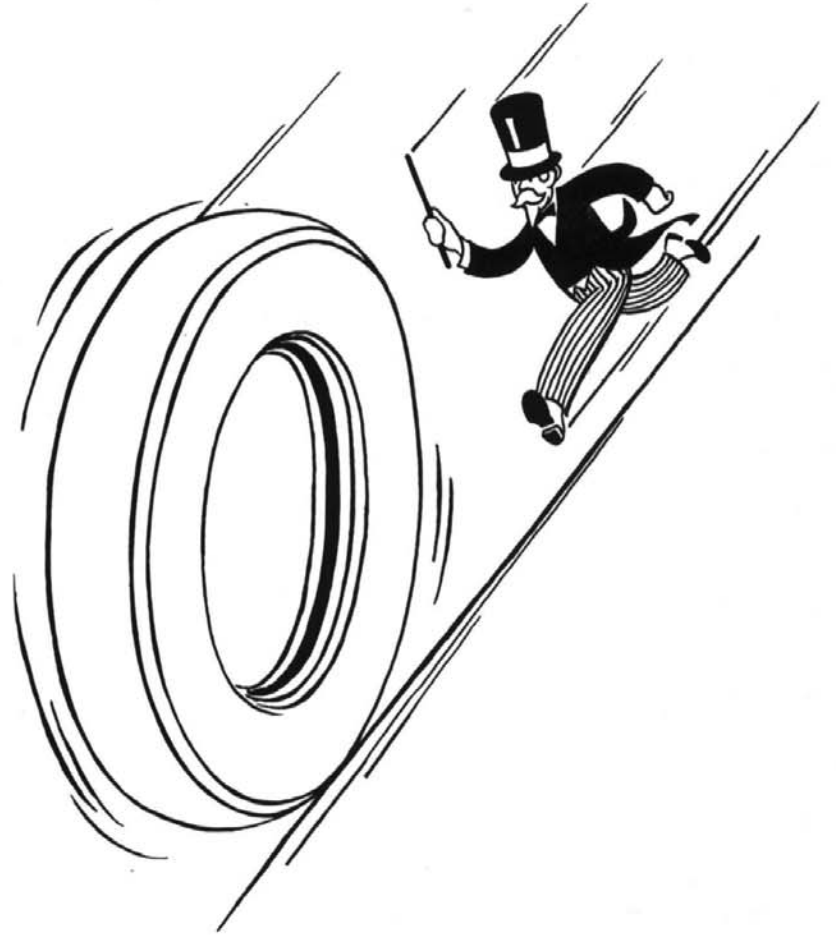




not the kind of  
rubber that  
stretches

.. nor the spongy  
kind they make  
mattresses  
out of ...

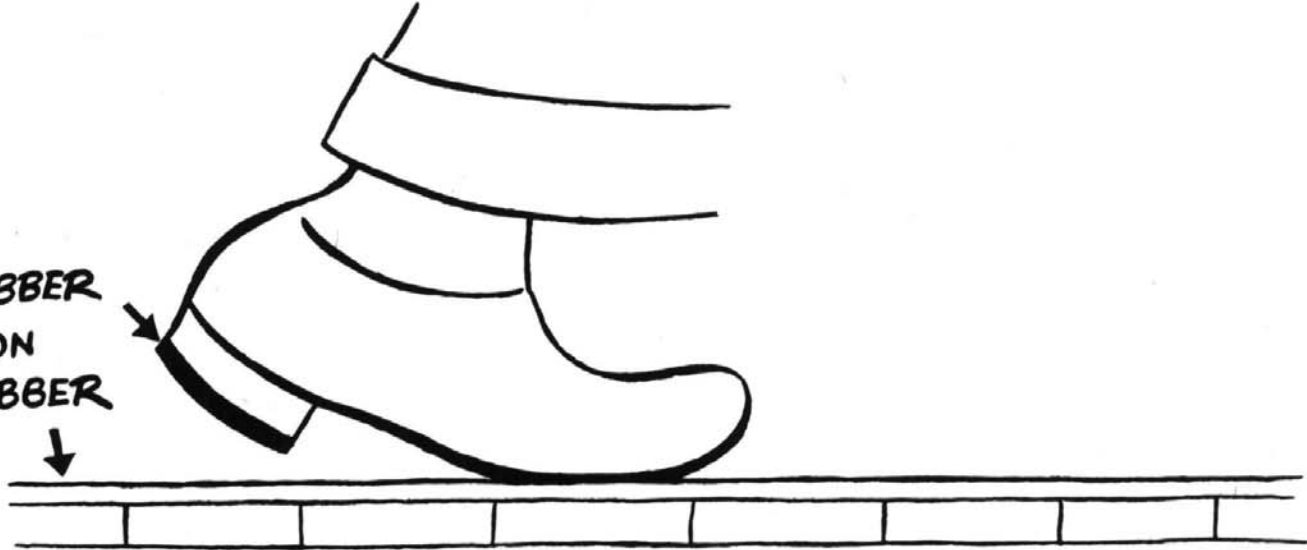




**But...**the kind of rubber that wears 'n wears 'n wears, such as tires are made from



RUBBER  
ON  
RUBBER  
↓

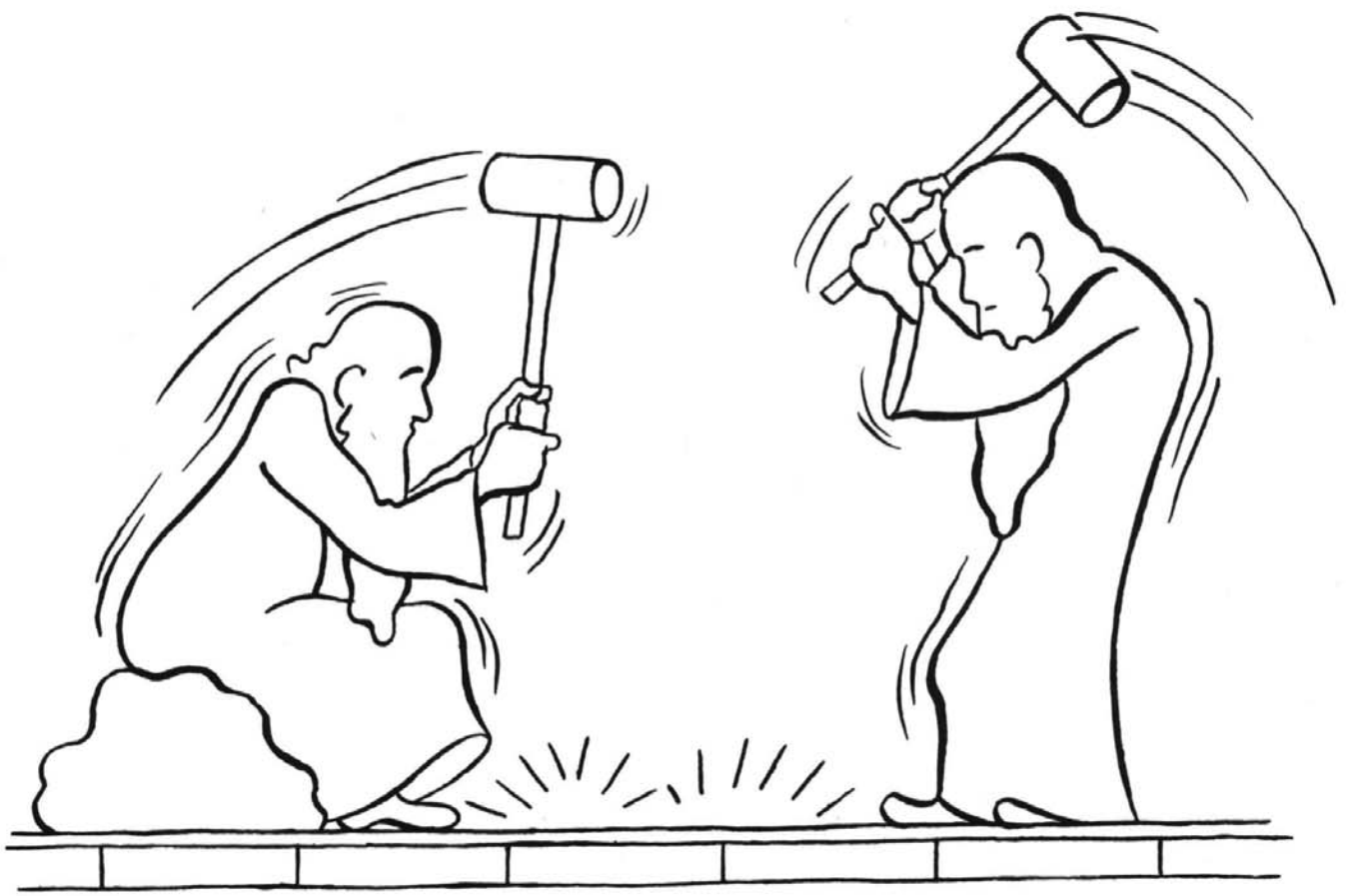


**A** rubber floor provides the most comfortable surface you ever walked on . . .

. . . leaving you full of pep at the end of the day







**A** rubber floor in your home will never wear out

Q. what, never?

A. well, rubber floors in constant use in public buildings for 15 years show no signs of wear

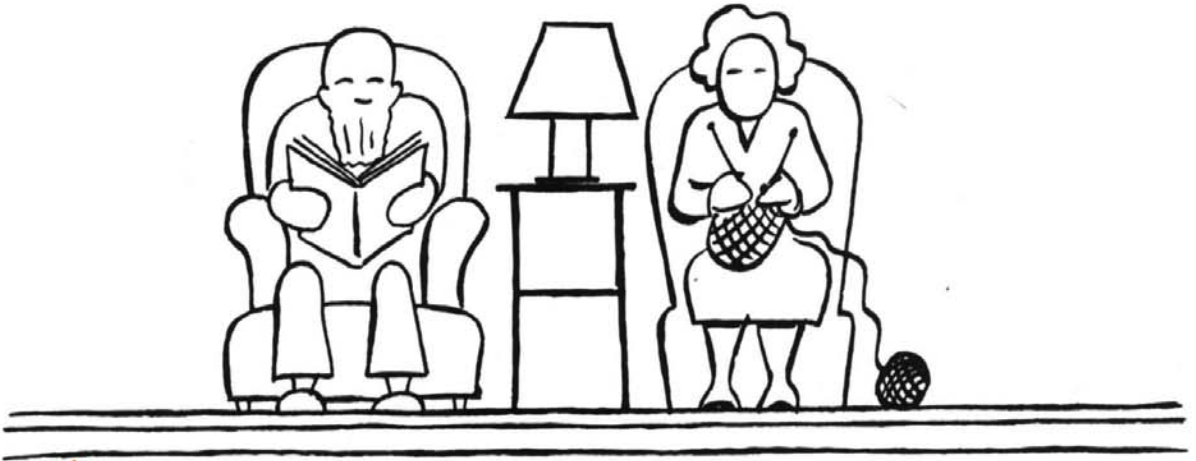
RUBBER FLOORS  
"SOUND  
CONDITION"  
YOUR HOME







QUIET  
PLEASE



**A** rubber floor is quiet - -  
absorbing sound and making  
footsteps “whisper”...

RUBBER FLOORS  
ARE  
"TROUBLE  
PROOF"



**Y**ou don't have to go around  
worrying about ...

stains ...



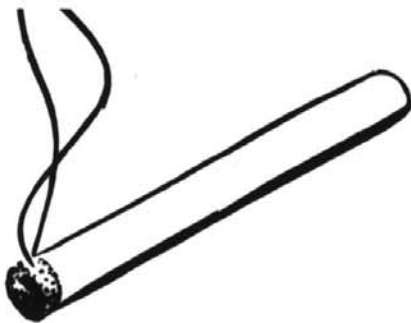
*(THEY RUB OFF)*

water ...



*(IT'S WATERPROOF)*

fire ...



*(IT WON'T BURN--AND  
CIGARETTE SCORCHES  
RUB OFF TOO)*

dirt ...

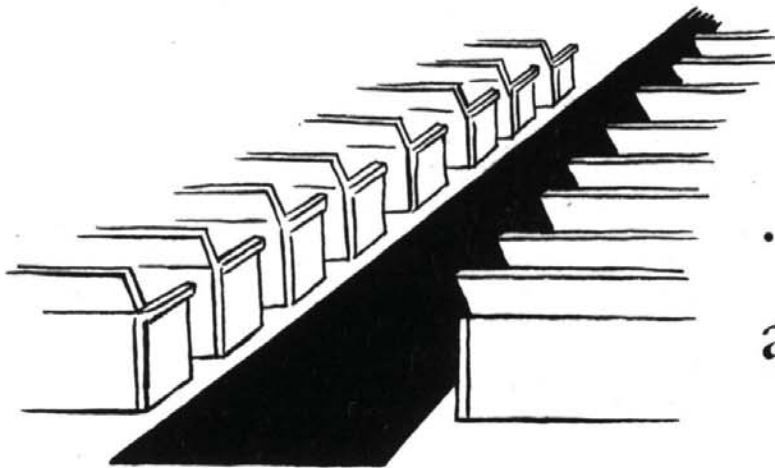


*(A SWISH WITH A  
DAMP MOP KEEPS IT  
SPOTLESSLY CLEAN)*



**R**ubber floors adapt themselves to any room.

they can be as colorful as an Indian blanket...



...or as dignified as a church aisle

The colors are “built-in”. They give you a “fourth dimension” when you interior-decorate your home.



And - - you can  
afford rubber floors,  
too . . .

No longer is their use confined to swank ocean liners, hotels and public buildings. You can have rubber floors in your own home at a cost that compares favorably with ordinary types of resilient flooring. And remember, the first cost is the last cost. Once installed, you have a beautiful, quiet, resilient, easy-to-clean, trouble-proof floor that will last and last and last and last.

Why not?

# Suggestions on how to go about getting a Rubber Floor

---

Whether you are thinking of building a new home, remodelling your present one, or just "doing over" the kitchen or bathroom floor . . .

**(1) Consult your architect**

He knows about rubber flooring, has catalogs and prices on hand, and can give valuable help in designing a floor to fit your needs.

**(2) Call up a local flooring dealer or contractor**

You will find dealers and contractors in rubber flooring listed in the classified section of your telephone book. They can quote you prices, show you samples and designs.

**(3) Write direct to manufacturer**

Here is a list of the leading manufacturers of rubber flooring. They will be pleased to supply you with catalogs and other information you may desire.

**AMERICAN TILE & RUBBER CO.**  
Trenton 2, N. J.

**ARMSTRONG CORK COMPANY**  
Lancaster, Pa.

**DANBURY RUBBER COMPANY, INC.**  
Danbury, Conn.

**THE GOODYEAR TIRE & RUBBER CO., INC.**  
Akron 16, Ohio

**HOOD RUBBER COMPANY**  
Watertown 72, Mass.

**KLEISTONE RUBBER COMPANY, INC.**  
Warren, R. I.

**THE R. C. A. RUBBER COMPANY**  
Akron 5, Ohio

**TAYLOR MANUFACTURING CO.**  
*Wright Rubber Products Division*  
Milwaukee 10, Wisc.



**THE RUBBER MANUFACTURERS ASSOCIATION, INC.**

**444 MADISON AVENUE • NEW YORK 22, NEW YORK**

**RUBBER FLOORING DIVISION**