PLAINTIFF'S
EXHIBIT
GF-1510



RUBEROID gives you quality where it will be seen!



OLIVER L. PARKS, East St. Louis, Illinois: "To me, specifying RUBEROID siding and roofing on a new house is just like putting out a big sign saying QUALITY. In fact, it's better than a sign when we figure in the handling and application costs. We find we're actually saving money using RUBEROID products. In many cases RUBEROID'S unique product features have aided sales and established good future customer relationships at the same time that they're cutting our costs. RUBEROID certainly helps us build new homes and new sales."

RUBEROID®

500 FIFTH AVENUE • NEW YORK 36, N.Y.

Appearing in the October issue of House and Home and Practical Builder

MICH05259