

RUBEROID REPORTER

May 1951

Business Trends

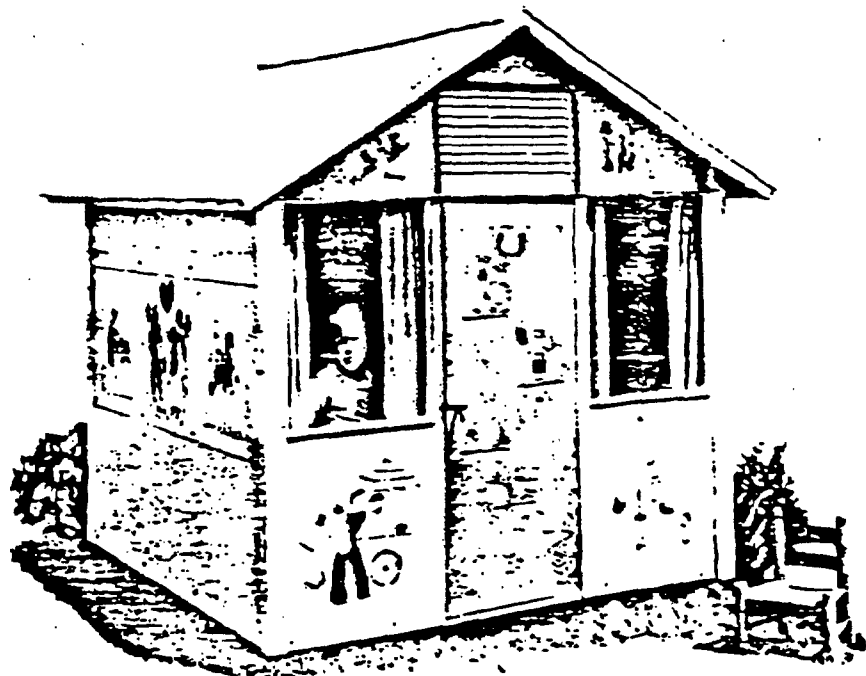
With the economic future of our country being so precariously juggled between Uncle Joe and Uncle Sam, it is difficult to do any long-range prognosticating.

However, at present, it appears that the building business will be good in 1951, even though new home building will be off quite a bit as compared with 1950. Whereas new home starts in the first quarter were ahead of last year, the figures on new permits issued for home construction are apparently dropping sharply in the last two months. As reported recently in Dun's Review, a survey of building permits issued in 215 key cities shows that January 1951 was 33.4% ahead of January 1950. But in February 1951 in the same 215 cities, new permits were 1.8% below February 1950.

On the other hand, we feel the farm market for building products will hold up well... and the repair and replacement market is becoming more active than it has been for several years. These factors plus a considerable amount of Government purchases for construction and rehabilitation of cantonments and defense projects should add up to a quite satisfactory volume for the year. Since the available production of building products will to a greater extent be channelled to the farm and replacement markets, increased selling efforts will be required in these fields.

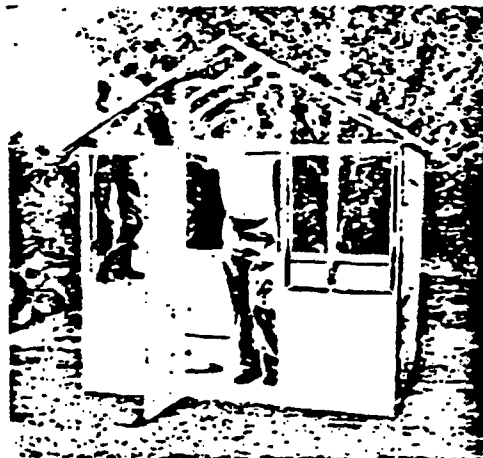
The products manufactured by our industry are expected to be in good supply throughout the year. While many plants have been on allocation until recently, fairly prompt shipments of asbestos and asphalt building products can now be had.

Arthur J. Searls
President



THE AMERICAN HOME PLAYHOUSE fun for kids...profit for dealers!

This new playhouse, featured in the May 1951 issue of *American Home*, is a good demonstration of how simple and practical it is to use Stonewall asbestos-cement board. Designed by Mel Searls, Jr., a 15 year old student at the Taft School, Watertown, Conn., it won for the boy a special citation from the Asbestos-Cement Products Association.



Alert dealers will pull down extra profit by selling the attractive playhouse as a prefabricated unit or by providing home owners with plans and materials, for this is a practical addition to the backyard that will delight the whole family. Little sister will love it. Mother will find relief in knowing that the children are enjoying themselves in safety. And in the winter Dad will have an extra utility room for storing garden tools and out-door furniture.

Asbestos-cement board was chosen as the basic material of the playhouse for reasons of economy, safety and simplicity. It is an inexpensive material, simple to cut, shape and nail, that has a finished surface which needs no painting. It is fireproof, weatherproof, rot-proof, and as durable as a stone wall. Big 4'x8' sheets go up fast.

Free plans for constructing this playhouse with Ruberoid Stonewall Board are available upon request to The Ruberoid Co.

PLAINTIFF'S
EXHIBIT

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