PLAINTIFF'S
EXHIBIT
GF-1531

Messrs. Blume, Gallagher, Gibbons, Mallard, Pfleiger, Voigt
Messrs. Hutton, Katula, Zamcie

February 2, 1960
(Dict. 1/27/60)

ADVERTISING - 1960

We are attaching, hereto, a chart showing the advertising that will appear in various Industrial magazines, Trade Journals, and Product Catalogs for 1960. This is the largest undertaking that has ever been done by the Industrial Products Division and we thought that you would be interested in knowing when our ads would appear in the different magazines as well as which catalogs our products could be located by engineering firms.

Each month we will send you reprints of these advertisements but you will receive additional information about these reprints in another letter.

We are also, attaching to this letter, a pamphlet published by "Chemical Engineering Catalog" entitled "Guardian Angel Over Your Orders". This is a very interesting brochure and we suggest that you read it and take as much advantage of it as possible. It may stimulate some thoughts and ideas in your minds which we would be interested in hearing about.

T. J. Walters

TJW:hk
Enc.

MICH00022

FULLER & SMITH & ROSS INC.

ADVERTISIN

CLIENT THE RUBEROID COMPANY

1960 Advertising

PRODUCTS INDUSTRIAL

PUBLICATIONS	NUMBER OF INSERTIONS	CLOSING DATE	JANUARY	FEBRUARY	MARCH	APRIL	M
INDUSTRIAL PRODUCTS							
ENGINEERING NEWS RECORD	5			2/3 Page Corrugated Asbestos		2/3 Page Corrugated Asbestos	
NEW EQUIPMENT DIGEST	6		1/9 Unit Calsilite		1/9 Unit Calsilite		1/9 U Calsi
INDUSTRIAL EQUIPMENT NEWS	6			1/9 Unit Calsilite		1/9 Unit Calsilite	
CHEMICAL ENGINEERING	7		1/3 Page Calsilite		1/3 Page Calsilite		1/3 P Calsi
PETROLEUM REFINER	6			1/3 Page Calsilite		1/3 Page Calsilite	
CORROSION	6			2/3 Page PL6 Felt & Rock Shield	2/3 Page PL6 Felt & Rock Shield		2/3 P PL6 Rock
PIPELINE INDUSTRY	6			2/3 Page PL6 Felt & Rock Shield		2/3 Page PL6 Felt & Rock Shield	
SWEETS - INDUSTRIAL CONSTRUCTION FILE	4 Page 2 C				ASBESTOS BUILDING PRODUCTS		(C
SWEETS - PLANT ENGINEERING FILE	4 Page 2 C					ALL INDUSTRIAL	
SWEETS FILE - INDUSTRIAL CONSTRUCTION FILE	4 Page 2 C					THERMAL	INSULA
CHEMICAL ENGINEERING CATALOGUE(REINHOLD)	4 Page Insert					THERMAL	INSULA
REFINERY CATALOG	4 Page 1 Insert					THERMAL	INSUL
PIPELINE COMPOSITE CATALOGUE	1 Page B/W					PIPELINE	FELT A

SCHEDULE CHART

PRODUCTS

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	2/3 Page Corrugated Asbestos		2/3 Page Corrugated Asbestos		2/3 Page Corrugated Asbestos		
iit ite		1/9 Unit Calsilite		1/9 Unit Calsilite		1/9 Unit Calsilite	
	1/9 Unit Calsilite		1/9 Unit Calsilite		1/9 Unit Calsilite		1/9 Unit Calsilite
ge ite	1/3 Page Calsilite		1/3 Page Calsilite		1/3 Page Calsilite		1/3 Page Calsilite
	1/3 Page Calsilite	1/3 Page Calsilite		1/3 Page Calsilite		1/3 Page Calsilite	
ge elt & ield		2/3 Page PL6 Felt & Rock Shield		2/3 Page PL6 Felt & Rock Shield		2/3 Page PL6 Felt & Rock Shield	
	2/3 Page PL6 Felt & Rock Shield		2/3 Page PL6 Felt & Rock Shield		2/3 Page PL6 Felt & Rock Shield		2/3 Page PL6 Felt & Rock Shield
RUGATED AND STONEWALL BOARD)							
ODUCTS							
ON- (CALSILITE)							
ON (CALSILITE)							
ION (CALSILITE)							
ROCK SHIELD							

MICH00024