PLAINTIFF'S
EXHIBIT
GF-1513



Look at your floor tile sales...the profit picture is better with Ruberoid's sales-making mirror display

IT TAKES MORE THAN QUALITY FLOOR TILE TO BUILD A PROFITABLE "DO-IT-YOURSELF" FLOORING BUSINESS.

That's why so many dealers have taken on the RUBEROID line and show it with the dramatic Mirror Display. They find the sale is easier to make when the customer designs his own floor and sees it to scale—right in the showroom. The Mirror Display has everything: the samples, the space, "See-It-Yourself" appeal, and the SELL.

Check with your RUBEROID distributor or your local representative for details on the line of Asphalt and Vinyl-Asbestos tile now available – and the Mirror Display. The RUBEROID Co., 500 Fifth Avenue, New York 36, New York.

RUBEROID®
FLOOR TILE

Appearing in the October issue of Building Supply News, American Lumberman and Southern Building Supplies

MICH05251