

Plastering Materials Merchandiser

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RCM - N & F

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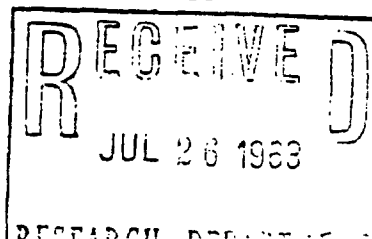
FIRECODE PLASTER SOLD AGAIN!

Writing the order for a full car has always been more satisfying than splitting an order with your competitors. The same satisfaction is obtained when selling the full line of USG products on a large job, particularly when the specifications originally called for your competitor's products.

The following quotation from a letter received from Omaha District Manager, W. D. Alseth, illustrates the rewards of full line selling which were achieved by Salesman, J. H. Horton and Architect Service Representative, R. E. Baker.

"The First National Bank Building of Lincoln whose Architects are Clark & Enersen Olsson Furroughs & Thomsen of Lincoln and Davis & Wilson of Lincoln is being built by the Olson Construction Company of Lincoln, Nebraska. Messrs. Horton and Baker contacted the Architects who had specified Monocote on this job which required 5 carloads of fire-proofing. They were able to change the specification to FIRECODE plaster and we have secured the order for this material in addition to 3 carloads of basecoat plaster and one carload of lime.

The Gateway Manor of Lincoln has as the Architect, Unthank & Unthank of Lincoln, Nebraska. The General Contractor on this job is Olson Construction of Lincoln and in the case of both jobs, is also doing their own plastering. One and one-third carloads of Fireproofing, namely Monocote, were also specified on this job. Messrs. Horton and Baker sold the Architects on the salient features of FIRECODE plaster and were able to change the specifications and secure the order. In addition to this particular job, 4 carloads of basecoat plaster, one carload of lime, \$12,000 in steel and one truckload of acoustical plaster, all USG, will be shipped on this job.



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The FIRECODE plaster, of course, was a product which our people really wanted. I believe an outstanding job was done on the part of both Mr. Baker and Mr. Horton to secure the orders for this material."

We second Mr. Alseth's final comment. Our hats are off to Messrs. Horton and Baker on their full line selling.

Don't overlook selling Firecode Plaster on your next commercial job. The four tons credit toward plaster quotas on each ton sold should help you remember.



J. E. Crider
Manager
Plaster Systems

JEC/aea

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