

ASPHALT ROOFING SHINGLES AND ASBESTOS SIDING

New sample plan — Effective Feb. 15, 1942

For many years the roofing and siding industry has suffered from a serious misuse and abuse of samples. We have been no exception to these practices and in some instances we have been a more flagrant transgressor.

To continue to participate in such practices because of the precedents that have been established is not good selling nor good business. Therefore, beginning immediately, we are taking the first step to eliminate these bad practices by adopting a new roofing and siding sample plan.

The plan is designed to reduce sampling costs without crippling the effectiveness of our samples. To secure these results, it must have the full cooperation of the sales force. We cannot entertain any exceptions to this plan but will welcome any suggestions for its improvement.

Please read carefully the descriptions and instructions regarding this plan as given on the following pages.

F. G. JOHNSON

Assistant Sales Promotion Manager

DETAILS OF NEW ROOFING AND SIDING SAMPLE PLAN

1. When ordering samples for your customers, send your requisition to your District office at the same time you send in the customers order or if order is already in designate the order with which samples are to be shipped. District offices will handle these requisitions promptly so that samples will be shipped with the carload or truck designated.

The mills are now set up to make up your sample orders quickly so they can be included in your shipments. If there is to be any delay, the mill will immediately notify the District Office as to reason for delay.

2. *Discontinue Immediately* the practice of placing or permitting the placing of our shingle boards on dealer's warehouse, sheds, driveways or any other outside location.

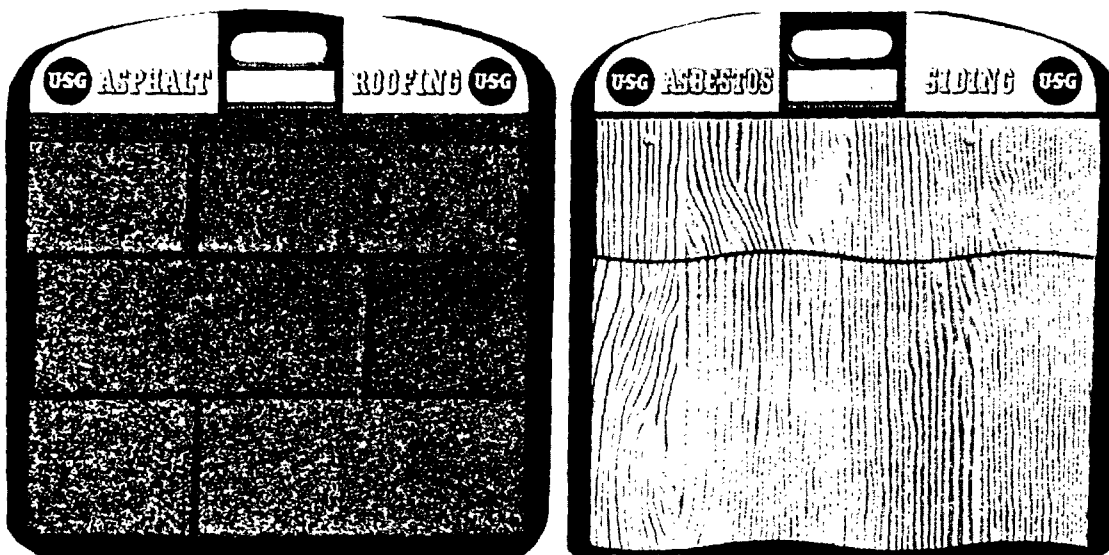
Our boards will not stand up under outside moisture conditions. Further shingles that are so exposed to all kinds of weather and dirt conditions soon cease to be representative of our products.

If your dealer wants an outside display, we will furnish the full size shingles and he is to furnish other materials and labor necessary to build the display.

3. All shingle and siding samples with the exception of Arro-Lock, Super-Tite and Lox-Klip, will be 15" x 18" in size and will be mounted on two sides of our standard small hardboard displays which are 19 $\frac{3}{4}$ " x 19 $\frac{3}{4}$ ". In ordering you are to designate what shingles are to be shown on each of the boards.

Single sided display boards will be permitted for those dealers who have interior display spaces or specially constructed racks.

Samples of the three patented shingles noted above will be furnished on a new large size hardboard and will be applied to one side only.



4. Glatex and Water Repellent asbestos siding shingle samples will be applied on two sides of the small 19 $\frac{3}{4}$ " x 19 $\frac{3}{4}$ " hardboard displays. No more large hardboard samples will be furnished. You are to specify the combination of shingles you desire from the new list of asbestos shingles which will be sent you.
5. The former 4-Fold sample and display is discontinued and the new 3-Fold sample illustrated on next page will take its place.

This is provided with a hand cut-out for ease in carrying and may also be used as a counter or window display.

The shingle sizes are 15" x 18". Be sure to specify the types of shingles on your order.

SPECIAL NOTE

Since printing the attached, we have found that it is possible to furnish a new sample folder (Z-41) with Arro-Lock shingles.

It is impossible to show a full size Arro-Lock but there is a sufficient amount of the shingle shown to permit a good demonstration of the locking device.

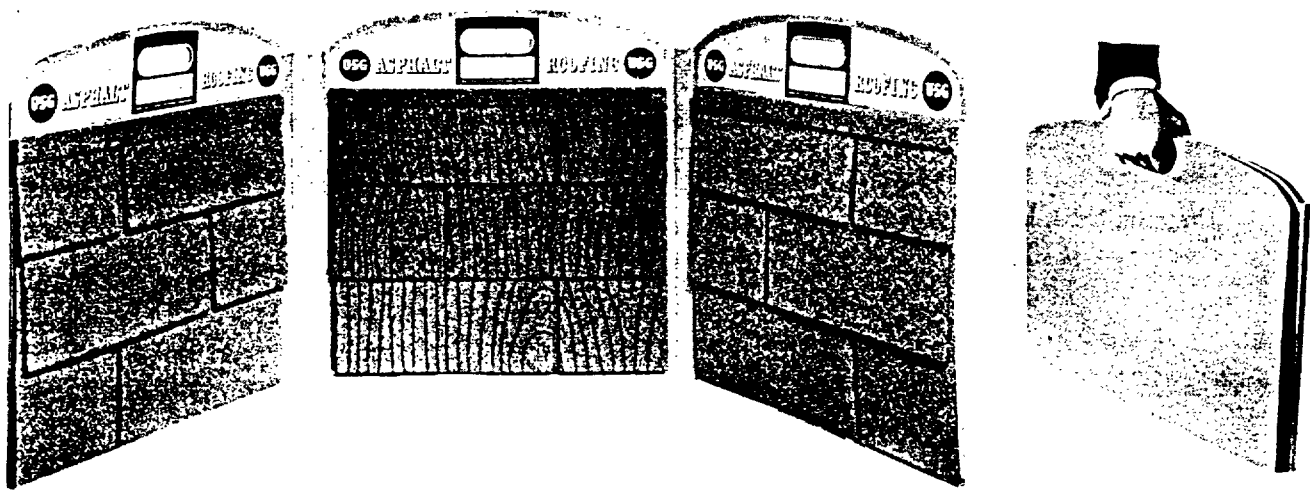
This 3-Fold folder sample will serve much better than the large shingle board and we recommend that it be used instead of the large shingle board.

Assembling Dealer Display Rack RF-8

In assembling the above rack, be sure that the wood strips on front and back are placed flush with the outside edges of the end pieces, otherwise the rack will be too narrow to receive the sample boards.

Before attaching the strips permanently, try the shingle boards to be sure that they will fit when the rack is assembled. This is necessary as some of the racks have the screw holes for attaching the strips improperly located.

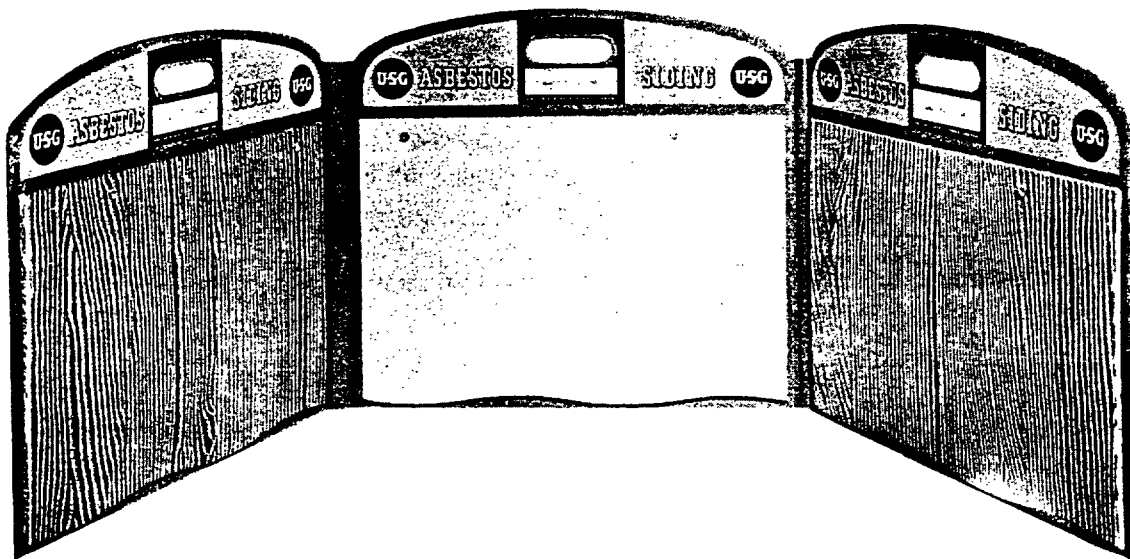
Where old shingle boards are found to be 1/4 to 1/2 inches too wide to fit in the display rack, we suggest sewing and sand-papering to the proper dimensions. REMEMBER - to use the old boards wherever possible.



6. A new 3-Fold fiber sample and display has been added to the asbestos siding line of samples. This is designed as an applicator's carrying case, for window or counter display. This new item will eliminate the need for individual samples of full size shingles. Shipments of cartons containing 5 shingles will be permanently discontinued as soon as the present stock of cartons is exhausted.

Because these individual asbestos shingles were hand selected they have been an unnecessary expense in the sample line. Customers requiring single shingle samples should take them from their stock and in most instances, salesmen can obtain any individual samples needed from local stocks.

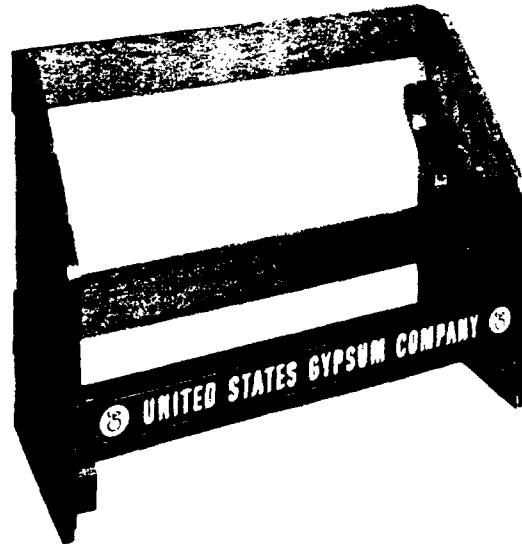
You are to order the types of shingles for the 3-Fold samples from the new list which will be sent you.



7. For the present there will be no asbestos roofing boards or 3-Fold samples furnished. When asbestos roofing samples are needed they may be ordered in packages of 5 shingles specifying the styles wanted.

8. All new 19 $\frac{3}{4}$ " x 19 $\frac{3}{4}$ " asphalt and asbestos siding display boards are to be displayed in a special rack as illustrated below. These racks will be shipped from the asphalt roofing mills only, none are available at East Chicago.

These racks will be shipped knocked down with directions and screws for erecting. Racks are to be requisitioned only by roofing specialty men or salesmen authorized by district managers. Each of these men is to get in touch with his district manager before ordering these racks as there has been established a definite plan under which this is to be operated. The small display boards now in customers hands will fit these racks in most cases. A few may require dressing down with sand paper.

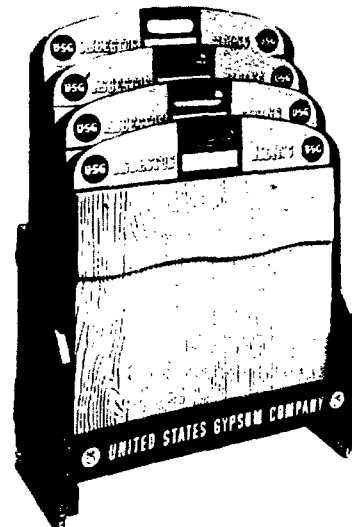
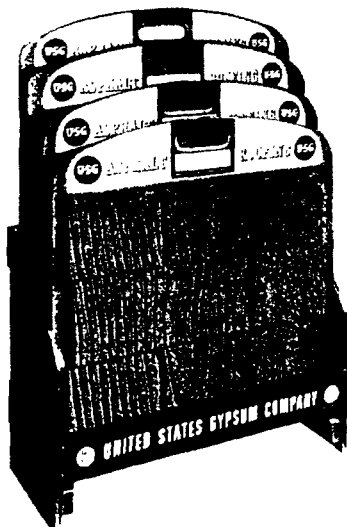


9. These racks will hold 4 two-sided boards of either asphalt or asbestos samples or any combination of asphalt and asbestos boards. This gives a total of 8 samples for each rack. These racks will make a colorful and attractive floor or counter display.

Every effort should be made to teach your customer to keep our boards in these racks as it adds to the attractiveness of our samples; keeps them clean and attractive; prevents their being mixed with competitive samples; and will make them last much longer and certainly less costly.

10. By completing this plan, we should have all asphalt and asbestos display boards in our customers' hands with samples on both sides of the boards and all boards in the display racks.

Do not destroy or replace any present boards that are in good condition and see your District Manager before ordering on this plan.

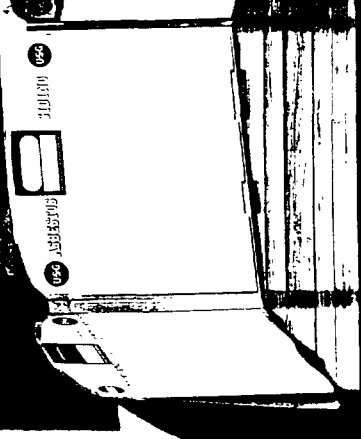
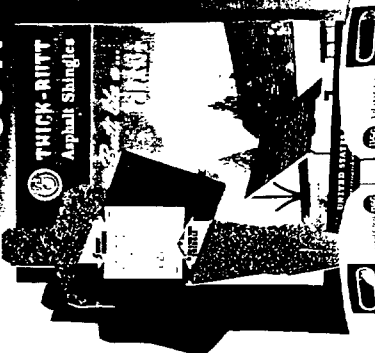
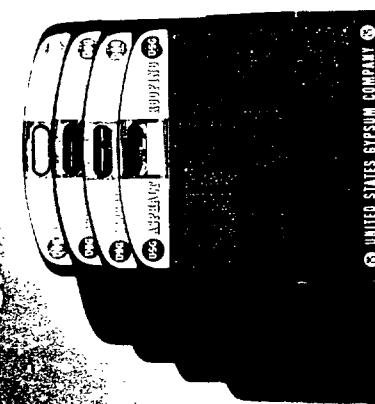


Suggested Roofing Window Display

DISPLAY MARK

**R.F.
90 A**

**R.F.
90 A**



**ASBESTOS SIDING
3 FOLD**

**SHINGLE-VIEW
COUNTER DISPLAY**

**ASPHALT SHINGLE
3 FOLD**

ASBESTOS CEMENT ROOFING AND SIDING SAMPLES

Form No.	Minimum Car Stock	Order from East Chicago, Indiana EXCEPT—Samples not listed must be ordered through Dept. 122, Chicago. (Use Advertising Requisition Form 49-R) All asbestos cement roofing shingles are shipped in cartons containing 5 pieces. Cartons can be ordered to contain any assortment of color or styles. Other samples listed may be ordered individually. As transportation cost is a large item of sample expense, have asbestos products samples with orders whenever possible. Full bundles of shingles are available for sampling only when shipped with carload orders and must be ordered on Form 379.	Size	Number per Carton	Cost per Carton in Cents	Unit Cost in Cents
ACR-9	See Note 1	Sample of Cushion felt	3"x6"			10.0
Roofing Samples						
EC-1	See Note 1	No. 100 Hexagonal Shingles. Specify Colors	Full Size	5	70.0	
EC-3	See Note 1	No. 300 Dutch Lap Shingles. Specify Colors	Full Size	5	70.0	
Water Repellent Siding Shingles (NOTE—No single shingle samples available)						
ECX-20	"	Display Board with No. 950 Clapboard (white) on one side and No. 600 Wavy Butt (white) on the reverse.	19 $\frac{3}{4}$ "x19 $\frac{3}{4}$ "			\$1.19
ECX-21	"	Display board with No. 950 Clapboard (white) on one side and No. 600 Wavy Butt (Bright Gray) on the reverse	19 $\frac{3}{4}$ "x19 $\frac{3}{4}$ "			\$1.19
Glatex Siding Shingles (NOTE—No single shingle samples available)						
ECX-22	"	Display board with No. 600 Glatex Wavy Butt (white) on one side and No. 600 Glatex Wavy Butt (Green) on reverse	19 $\frac{3}{4}$ "x19 $\frac{3}{4}$ "			\$1.19
ECX-23	"	Display board with No. 600 Glatex Wavy Butt (white) on one side and No. 600 Glatex Wavy Butt (Brown) on the reverse	19 $\frac{3}{4}$ "x19 $\frac{3}{4}$ "			\$1.19
ECX-24	"	Display board with No. 600 Glatex Wavy Butt (white) on one side and No. 950 Glatex Clapboard (white) on the reverse	19 $\frac{3}{4}$ "x19 $\frac{3}{4}$ "			\$1.19
ECX-25	"	Combination Glatex and Water Repellent Display board with No. 600 Glatex Wavy Butt (white) on one side and No. 600 Wavy Butt Water Repellent (white) on the reverse	19 $\frac{3}{4}$ "x19 $\frac{3}{4}$ "			\$1.19
ECZ-30	"	3-Fold Fiber Sample Displays Contains the following samples, same size as used for display for display boards: No. 600 Wavy Butt (white) Water Repellent No. 950 Clapboard (white) Water Repellent No. 600 Wavy Butt (Bright Gray) Water Repellent				\$1.00
ECZ-31	"	Contains the following: No. 600 Glatex Wavy Butt (Brown) No. 950 Glatex Clapboard (White) No. 600 Glatex Wavy Butt (Green)				\$1.00
ECZ-32	"	Contains the following combination: No. 600 Wavy Butt Water Repellent (White) No. 950 Glatex Clapboard (White) No. 600 Glatex Wavy Butt (White)				\$1.00
NOTE—Special combinations of samples other than those listed above will be classed as non-standard samples and will be priced accordingly.						
NOTE—For territories served by the St. Paul Asphalt Mill, the following asbestos samples are being stocked at St. Paul and may be ordered from that mill for those territories only.						
ECX-20		Display board (Water Repellent Shingles)				\$1.19
ECX-22		Display board (Glatex)				\$1.19
ECX-23		Display board (Glatex)				\$1.19
ECX-24		Display Board (Glatex)				\$1.19
ECZ-30		3-Fold Fiber Display Boards (Water repellent)				\$1.00
ECZ-31		3-Fold Fiber Display Boards (Glatex)				\$1.00

Note 1—These items are optional.

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