

January 1, 1950
Destroy All Previous Issues



CATALOG

of

SALES HELPS

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READ CAREFULLY PAGES TWO AND THREE
 BEFORE ORDERING.

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HOW TO USE THIS BOOK

Please read carefully before writing requisitions.

WHAT IT CONTAINS:

This catalog lists all USG Sales helps currently available on Advertising Requisitions. This includes literature, samples, signs and displays and costs of each item. Instructions are given as to points from which each item will be shipped.

ADDITIONS AND CORRECTIONS to this catalog will be announced by special bulletins, and the necessary changes should be made immediately. New catalogs are published January 1, April 1, July 1, and September 1. Changes from previous issue of catalog will be indicated by T preceding the item.

HOW TO ORDER SALES HELPS: (see reproduction of advertising requisition on next page)

1. USE ADVERTISING REQUISITION, Form USG 49, EXCEPT where otherwise indicated. Special samples or materials sold to dealers must be ordered on Form 379. Memos to ship sales helps will not be honored.
2. SEPARATE REQUISITIONS are necessary for each shipping point (mills or Chicago Office) and for items indicated in this catalog as requiring separate requisition. Also for items to be imprinted.
3. FILL IN ALL SPACES at top of advertising requisition except shipping information.
4. SHOW INDIVIDUAL'S NAME to whose attention material is to be shipped.
5. ORDER BY FORM NUMBER as shown in this catalog. Description of item is only necessary when so

indicated in this catalog. When 8½" x 11" folders are to be punched for 3 ring binder, so indicate.

6. COST OF ITEMS as shown in this catalog must be shown in column headed "bulletin cost".
7. IMPRINTING can be done only on 25 or more pieces of literature where catalog description is preceded by a *. SEPARATE REQUISITIONS must be made for imprinted items and non-imprinted items. LITERATURE WILL BE IMPRINTED ONLY when so checked in column two of requisition and when the space for imprint copy is filled in.
8. REQUISITIONS FOR SAMPLES must be for one or more cartons of samples except when indicated that individual samples may be ordered.
9. SPECIAL SAMPLES of sizes or of materials not listed in catalog must be ordered on Form 379 through the proper Commodity Sales Department at Chicago.
10. ALL COPIES OF REQUISITIONS except the tissue copy must be signed by the salesman and sent to his DISTRICT OFFICE. Salesmen MUST NOT send requisition directly to mills or Chicago office.
11. YELLOW COPIES OF REQUISITIONS will be returned to salesmen, via his district office, when materials have been shipped. Yellow copy will show shipping date and items discontinued or items on which shipment is delayed. Items delayed will be stamped "WILL SHIP LATER—Do Not Reorder".
12. DELAYED SHIPMENTS will be forwarded as soon as available. No further requisition is required.

DISTRICT OFFICE PROCEDURE

1. Check requisitions for proper filling in as per above instructions. COUNTERSIGN BY DISTRICT MANAGER.
2. Send all 3 copies of requisitions directly to proper

mill, if requisition is for samples,—and to Chicago if requisition is for literature, signs and or displays.

3. When yellow copies are returned to district office they are to be forwarded immediately to salesmen.



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