



CATALOG

of

SALES HELPS

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JULY 1, 1943

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INSTRUCTIONS FOR ORDERING LITERATURE, SIGNS AND SAMPLES

NOTE: ALL REQUISITIONS MUST BE CODED AS TO DISTRICT, TERRITORY OR AREA, PRICED AND SIGNED BY SALESMAN, AND FORWARDED TO DISTRICT OFFICE. SALESMEN MUST NOT SEND REQUISITION TO MILLS OR CHICAGO.

1. Use Advertising requisition, except as indicated in this list. Materials sold to dealers and special samples must be ordered on Form No. 379. Memos will not be honored.
2. Order by form number. Description is necessary only where so indicated in this list. When ordering 8½" x 11" literature for use in salesman's or dealers 3-ring binder, specify "Punched".
3. Make separate requisitions for each shipping point (mills or Chicago or items noted as requiring separate requisition) as shown in list. Show individual's name to whose attention material is to be shipped.
4. Indicate costs as shown in this Catalog in the proper space on advertising requisition.
5. Send white, pink and yellow copies of requisitions to your district offices. (DO NOT SEND DIRECT TO MILLS.) Retain tissue copy for your file. Yellow copy will be returned to you when material has been shipped showing date of shipments and any items discontinued or not available for some time.

*"Back Orders" for items out of stock will not be retained at Chicago. Yellow copies returned to salesman will be stamped "out of stock" or "discontinued". Do not reorder until notified that new stock is available.
6. IMPRINTING: Only those items where description is preceded with an (*) can be imprinted. Literature will be imprinted only when so checked on advertising requisition.
DO NOT REQUEST IMPRINT EXCEPT WHERE SHOWN AS AVAILABLE.
Imprinting can not be done on less than 25 pieces of any item.
7. Orders for 200 or more pieces of any item must explain why and where they are to be used.
8. Orders for mailing pieces must be accompanied by mailing list or reason given why list is not attached.
9. SAMPLES TO BE SHIPPED TO LARGE DEALERS, JOBBERS, DISTRICT OFFICES OR SALESMAN VIA LCL SHIPMENTS MUST NOT BE LESS THAN THE FOLLOWING:
From Gypsum, Ohio — Two Cartons of 4 or 6 boxes.
From Lisbon Falls, Maine and Greenville, Mississippi — Three cartons of 4 or 6 boxes. Also see information at head of each product listing of samples.
10. FOR SMALL DEALERS whose volume of business does not warrant 2 or 3 cartons of samples, single cartons of 4 or 6 boxes may be ordered. Such sample orders will be shipped via express.
11. Samples for dealers or others amounting to less than one carton must be delivered by salesman or shipped from his stock.
12. Samples of sizes other than the standard sizes listed will be considered as non-standard samples and must be ordered on Form 379 through Dept. 122 or other departments as indicated. Such samples may be ordered in any quantity desired.
13. New items and changes will be announced by special bulletin. Such corrections should be made in this list immediately. Space for additions is provided. A revised book will be issued quarterly.

DISTRICT OFFICE PROCEDURE

1. ALL COPIES OF REQUISITIONS MUST BE CODED AS TO DISTRICT, TERRITORY OR AREA, PRICE EXTENDED AND APPROVED BY DISTRICT MANAGER. ALL REQUISITIONS MUST SHOW INDIVIDUAL TO WHOM MATERIAL IS TO BE SHIPPED.
2. When requisitions are to be shipped from one of the mills, send white, pink and yellow copy to the mill. EXCEPT—Orders for non-standard samples must be sent to Chicago (see No. 12 above.)
3. When requisitions are to be shipped or ordered from Chicago, send white, pink and yellow copies to Department 189, Chicago office.
4. When yellow copies showing shipping date are returned to district office, they are to be immediately forwarded to salesman. (See No. 5 above.)

*Note changes from last issue.