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UNITED STATES GYPSUM COMPANY

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WORK THE JOB AND THE JOB WILL WORK FOR YOU

Mr. Henning Discusses Job Work

The most successful method for selling our commodities, as all of our older salesmen know, is job work. Years ago when we introduced Sheetrock, job work did the trick, and virtually every commodity successfully introduced since has been given its start by job selling.

The logic of job selling is so inescapable as to make any comment about it almost unnecessary. I speak of it now because the manner in which our sales efforts changed during the depression, and the many new commodities we introduced, have made more difficult the job work that must be done if we are to make the gains to which we are entitled.

Despite the handicaps of pool cars and many commodities, one of the most interesting things to observe about our sales force, particularly about the older men, is the amount of job work done. Observation discloses many cases where almost the first thing said to a dealer when the salesman calls is, "What have you got for me to work on while I am here?" and that the dealer has one, two or more prospects for the salesman to follow.

Such job selling is the most effective kind of dealer selling, in that it does something for the dealer, makes a sale or warms a prospect for him, and ultimately makes him a profit—the thing he is in business to make.

Job Work Is Particularly Effective in Selling Sheetrock

I wonder, though, if Sheetrock gets the amount of job selling to which it is entitled. I know how many things we have to offer the owner, and I also know how often the owner already has his preference formed for some one type of commodity. But if the Sheetrock story was good twenty years ago it is ten times better today, for today we have not only Sheetrock, but a line of Sheetrocks, and in our Wood Grained Sheetrock a decorative material that can hold its own for beauty and utility in any competition.

We have, too, in Sheetrock a really demonstrable story of fire protection. The importance of this story is attested by an item in the November 25 issue of Time Magazine. The item calls attention to the fact that in 1934 more houses "burned down than were put up."

It is reasonable to assume that the thousands of homes destroyed by fire in 1934 were wood houses. It is further reasonable to assume that a great percentage of the houses built in 1935 and that a great percentage of the houses to be built in 1936, 1937, and so on for many

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THE EYES AND EARS OF THE COMPANY

By H. F. SADLER

Assistant General Sales Manager

More times than I can remember, our salesmen have been told that they are the eyes and ears of the Company, that, all other opinion to the contrary, they are the ones who crystallize policies, who define promotion plans and who shape the nature and form of the commodities we manufacture. And I believe that we have succeeded in making our salesmen understand how completely their contacts in the field and their reports back to their office provide the background for most of the decisions made in the General Sales Department.

Take the matter of sales promotion alone. Sales promotion is expensive and only justified by the extent to which it makes sales come easier for our salesmen. Now, any piece of sales promotion can be planned to function in more than a dozen ways. Before deciding on any particular way, however, this question is asked: Which method will best help the salesman to get an order? And if that question can be satisfactorily answered, we can be reasonably sure that the sales promotion method decided upon is the right one.

Field Information from Salesmen Urgently Needed

But if a background understanding of the needs of the sales organization is important before deciding on sales promotion programs, think how important is a background of field information when decisions must be made about policies and prices. Think for a moment just how important policies and prices are to you.

As we have said many times, we need, above everything else when making decisions about policies and prices, information as to what our competition is doing, not rumor, but solid factual information that will enable us to thoroughly understand conditions in any market and to make policies that will allow us to compete successfully in any market. In addition, and of no less importance, we need accurate information on every protected job in every market.

We have reason to believe that our salesmen are furnishing the required information to their district offices, city managers or division offices, in town reports and memos. Perhaps reports are not as complete as they could be, but so far as examination will disclose, reports are being made.

THESE REPORTS, HOWEVER, DO NOT REACH

New Reporting Procedure Worked Out

To simplify routine and to assure reports of protected jobs and competitive conditions reaching General Sales quickly, an easy procedure was worked out some months ago. This procedure involves the use of only three printed forms—one of which would have to be used irrespective of any report to General Sales.

This one form is the Specific Work Sales Contract, Form 1231. Wherever the price on a specified quantity of materials is protected, it is imperative that this contract be executed. Unless the contract is executed, the salesman has no right to claim protection for the job. Immediately after execution, a copy of this contract should be sent General Sales.

So much for the first form. The second form is M-3170, Report on Specific Job Contracts, which should be filled in and sent General Sales each time a shipment is made against a signed contract.

The third form is M-3058, Price Exception & Competitive Price or Policy Record, which is to be sent General Sales any time a competitor's prices or policies are found to hamper our sales efforts.

District or City Offices Responsible for Sending in of Reports

The sending to General Sales of the above three reports is the responsibility of the city or district office. We believe the offices to be getting the required information from the men. But we know that the offices are not sending the information to us, and in the past few months we have been seriously handicapped in many ways because of incomplete information about protected jobs, about shipments to protected jobs and about competitive activities.

We therefore set it down as imperative to the proper conduct of our business that correspondents, chief clerks, district managers and sales managers give us their most interested cooperation to obtain the following:

1. A signed contract on every protected job, and a copy of the contract here in General Sales.
2. An immediate report to General Sales on every pound of material shipped against every protected job.
3. A Green Sheet (Price Exception & Competitive Price or Policy Record) to General Sales on every competitive price or policy change.

I pointed out at the beginning of this article that our salesmen are the eyes and ears of our Company, and that every decision is greatly influenced by the reports our men make. I pointed out further that we believe our men are sending in reports to district and division offices. Later in the article I emphasized the need for

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SHEETROCK STEAM ROLLER GOES INTO HIGH IN OCTOBER

By R. C. VAN DEUSEN

Manager, Gypsum Board Sales

Last month's SALES NEWS predicted that October would repeat September's fine performance of the Sheetrock Steam Roller. We were backing a winner, as October shipments beat September on several counts. We came through October with flying colors.

Quarter Inch Sheetrock again was the deciding factor. The Eastern Division and Allegheny District did not enjoy the reduced price until September first, but how they did kick in when they got it! October Quarter Inch shipments beat the best previous month in the company's history. A large percentage of board shipped was for new accounts. These Quarter Inch shipments included a good footage of three-eighths-inch board.

We are printing elsewhere in this issue several more success stories on Quarter Inch from members of the Steam Roller Crew. Surely these continued testimonials should prove beyond doubt that Quarter Inch is the best single bet you have to force Sheetrock back into the high place it once occupied in the wallboard field.

However, a number of men in each district apparently have not yet learned the economic lesson of Quarter Inch; if your sales are not increasing at the same rate as the sales of your fellow salesmen in your own district, I recommend your having a special session with your District Manager at once.

New Folder on Quarter Inch Being Mailed to Dealers

The new Quarter Inch Sheetrock Folder, WB-37, has created much favorable comment. The cover was reproduced full size, in "Printing Arts Quarterly," considered the "bible" of the advertising industry. The folder, with an accompanying letter, is being mailed to every lumber and lumber and mason supply dealer; your district manager specifically requested this mailing in order to back up the Quarter Inch story you have personally told the dealers, and to help jar loose several hundred new converts by the first of January.

Another article in this issue offers important news on Wood Grained Sheetrock. This product is rapidly becoming a volume item and is growing in popularity everywhere. The company has plans for furthering its sale next year.

October sales of Sheetrock Tile Board ran ahead of October sales a year ago. The new folder will be a big help in stimulating sales—be sure you have a supply on the dealer's display counter.

All in all, November orders to date indicate another

satisfactory month's effort by the Steam Roller Crew. I am confident that the 1935 sales record will be one the company can be proud of. Such a record will be the result of our past six months campaign, which you have carried out in splendid fashion. More power and speed to the Sheetrock Steam Roller in tackling the 1936 job.

H. B. SPACKMAN DISCUSSES SALES MEETINGS, NEW ADVERTISING

The Steel Products Division is already busy with plans for promoting its various lines of products in 1936. Sales meetings of all Steel Products men to be held early in January are being planned. The meetings will be held at Warren, Ohio. Included in the program will be an extended tour of the Steel Products plant at Warren and thorough discussion of sales problems and possibilities for promoting the sale of Steel Products. The prime purpose of the meetings is to equip the men with more information on the highly diversified Steel Products line. These meetings will place Steel Products salesmen in a better position to relay first-hand information on new products and new sales programs to the general line salesmen.

The recent revamping of the Metal Arch display offers dealers a much improved display piece. The revised display is very attractive, convenient in size, and has the added advantage that no sample arch is required. We urge every salesman to get the most advantageous distribution possible for the Metal Arch Displays, and to personally see that they are given prominent space in showrooms, display windows or offices. It has often been demonstrated that in order to build up successful Metal Arch business, dealers must make effective use of Metal Arch displays.

New Advertising Pieces on Steel Products

Two new advertising pieces that we feel will go a long way toward increasing the use of Shelf-X are the new folder, ML-43, and the new sample display card, ML-44. The display cards, containing samples of three popular Shelf-X meshes, can be used to great advantage on the walls of dealers or fabricators' offices or showrooms. These two new pieces should help you "go to town" in a big way on Shelf-X.

Among the advertising pieces planned for the near future are an attractive printed price list on Expanded Metal products, a revision of the Expanded Metal catalog, ML-24, and a new handbook on Expanded Metal. The handbook will contain fabrication methods and is intended for the use of steel products fabricators and industrial shops. The Metal Lath Handbook, ML-18, is now being reprinted in a revised and enlarged edition. It will be ready for distribution by the time this issue of the NEWS is in your hands.

MORE SUCCESS STORIES ON QUARTER INCH SHEETROCK

H. R. Kulander, Allegheny, tells how a competitive dealer was forced to stock competitive board to combat the growing sale of U S G Quarter Inch Sheetrock, and how his product failed to match the quality of our product:

"The dealer sold a job of competitive quarter-inch board at a cut price. When erected the board sagged badly between the joists and the owner was much worried, but wasn't sure if the product was to blame, or if all quarter-inch board would do the same thing. So he got two pieces of Quarter Inch Sheetrock from a U S G dealer and nailed them up beside the competitive board. He then called upon the competitive dealer to adjust the matter. A straightedge was used and it showed that our board was perfectly flat while the sag in the other board could be seen without the straightedge.

"The U S G dealer told several of his customers about this job test and we both feel certain no more competitive board will be used here. He gave me a repeat order for 12,000 feet. His previous stock had been depleted in a few weeks."

Incidentally Kulander has sold 40 per cent more Sheetrock this year than last and has given Quarter Inch the credit for a large part of his success.

Complaint Received on Quarter Inch: "It's Too Good"

Les Ihde has had plenty of proof of the value Quarter Inch Sheetrock has in licking Sheetrock sales quotas. He works in southwest Kansas where an order is appreciated. At that, his Sheetrock sales are double his sales of a year ago and one-third of his sales are Quarter Inch. Listen to his story:

"Had some additional proof that Quarter Inch Sheetrock is cutting in. A local wholesale jobber of insulation and fibre wallboard told me in a friendly conversation: 'I wish you would keep that Quarter Inch Sheetrock out of my sight. It's too damned good.' That was a complaint. When we can make the other fellow complain you know damage is being done.

"Not only is Quarter Inch volume increasing, but so is three-eighths-inch. Quarter Inch is helping to make dealers 'Sheetrock-minded.' Many times an attempted Quarter Inch sale ends up in a sale of three-eighths-inch.

"Adamant Liner is filling the gap left when

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on this board is increasing. The letter mailed to the trade announcing Adamant surely was effective. Many a dealer has asked about 'that new board'."

Clint Willis grabbed off a very desirable account last month and gives Quarter Inch full credit for the 20,000 foot sale:

"Today we received an order from a dealer for 20,000 feet of Sheetrock (they have not bought since May, 1933) of which 8,600 feet is Quarter Inch.

"What I want to tell you is that their order for three-eighths-inch board was made up when I presented a sample of Quarter Inch. They 'decided to try some.' The 'try-some' was the order for 8,600 feet which in no way affected their three-eighths-inch order. Quarter Inch Sheetrock is just 'gravy' as far as this order is concerned."

Get Acquainted with Sales Possibilities of Quarter Inch

This second report of Kulander's is too good to pass up. Does this mean anything significant? You be the judge:

"I called on a dealer to whom I recently shipped 12,276 feet of Quarter Inch Sheetrock. It was the first Quarter Inch board he had ever had, and I was greeted at the door by the buyer. He said, 'You aren't the salesman I thought you were. You didn't mention my buying a carload of Quarter Inch to me, but that is what I should have done. The samples you left helped me to sell all I bought before the car arrived. We took all but a little direct to jobs out of the car. I can't make up a car right now, but will take a couple of truckloads in your first car to Huntington.' I asked him if it was taking the place of three-eighths-inch Sheetrock and he told me these jobs would have used fibre board."

And so it goes. Story after story. Still, some territories have yet to get acquainted with the really great sales possibilities we have in Quarter Inch Sheetrock. It is the easiest way to regain lost Sheetrock markets. It is in a class by itself from a quality standpoint. It is here to stay. It is priced right. The public will take to it quickly for low-cost remodeling work. We are now backing it up with unique advertising and more is on the way.

If you are still one of the few "unbelievers," better get "religious." Quarter Inch is to play a big part in the Sheetrock Steam Roller's program next year.

SALES ADVANTAGES OF "UNDIVIDED RESPONSIBILITY" ROOF SERVICE

By G. L. BOSTWICK

Manager, Engineering Sales Division

The key to a really great increase in sales opportunity for the company was expressed in Mr. Henning's letter which announced to architects the publication of the USG Built-Up Roofing Manual outlining a complete service on Built-Up Roofing. Mr. Henning's statement of *complete service* read: "This service [on USG Built-Up Roofing] is unique in that the three elements of a roof—deck, insulation and Built-Up Roofing—are for the first time offered with *undivided responsibility*."

Roof Construction Presents Construction Problems Not Easily Solved

The position of USG in the roofing industry is unparalleled. Now the architect or owner can leave his steel structure open to the sky and place on USG the undivided responsibility of keeping a waterproof roof over the structure. Consider the three main parts of any structure—walls, floors and roofs. Walls present builders with a relatively simple problem. Floors are somewhat more difficult to plan because of consideration that must be given loads to be carried and amount and kind of wear they must withstand, but they ordinarily present no great difficulties. But roofs, particularly in industrial construction, present the greatest building problem. The correct combination of structural design, heat insulation and adequate waterproofing is necessary to insure satisfactory roofs, roofs that can be expected to give many years of trouble-free service.

Responsibility Fixed on One Concern

This most difficult phase in the construction of buildings can now be passed by architects and owners entirely into the hands of one responsible concern. The result is the elimination of buck-passing if leaks should occur on roofs where construction of roof deck, insulation and waterproofing is not done by one concern. Heretofore, upon development of such a situation, the built-up roofing company blamed the roof deck or faulty insulation, the insulation concern blamed the deck or waterproofing and so on. With the USG program, any difficulty falls entirely into the lap of one concern.

What a selling opportunity we have with every first class incombustible type of roof deck and every type of built-up roofing with one responsibility back of the complete construction! The sales advantage we possess in the complete roofing service we can offer calls for close cooperation between the line salesman, specialty man and district engineer. Only by such cooperation can full benefits be obtained from the advantage we possess.

OCTOBER RETURNS ON BONUS CONTEST

The October-November two-months bonus contest is being run on the basis of orders received on gypsum wallboards. Returns for October only are reported in this issue. M. W. Shepard, Tri-State, heads the list, having made 159.4 percent of quota. Second and third are C. C. Dolly and J. E. Pradat, both of Southeast District, with percentages of 157.1 and 141.2 respectively.

Leaders in each sales district are listed below:

M. W. Shepard, Tri-State.....	159.4
C. C. Dolly, Southeast.....	157.1
B. Barron, Buffalo.....	113.1
L. McConkey, Samson.....	110.5
W. L. Howell, Southwest.....	97.5
J. Matimore, Metro.....	92.5
R. J. Olsen, Northwest.....	90.4
F. W. Holthouse, Midwest.....	89.7
T. L. Goss, Atlantic.....	85.5
L. W. Ihde, Kansas City.....	82.6
G. E. Archer, Allegheny.....	80.8
B. D. Sims, Pacific.....	78.1
J. W. Midwood } Territory 5, Philadelphia..	66.1
R. E. Moroney }	
E. T. Maloney, Boston.....	64.1
C. O. Futterer }	
R. H. Plummer } Territory 24	
J. J. Hartnett } Central Division Markets..	55.2
A. B. Day }	

Standings of each of the line men follow:

EASTERN DIVISION

ATLANTIC DISTRICT

Terr. No.	MAN	% of Quota	Terr. No.	MAN	% of Quota
17	Goss.....	85.5	156	Shelly.....	39.2
11	Warren-Anderson.....	75.8	7	Hooppaw.....	31.1
98	W. Plummer-Rizer.....	69.9	19	Lindner.....	23.2
292	Perkins.....	45.9	245	R. L. Campbell.....	19.2

BOSTON DISTRICT

107	Maloney.....	64.1	9	Spain.....	} 29.1
123	Schwabacher.....	61.7		Taylor.....	
120	Nicholls.....	49.1		Smyth.....	
118	W. A. Palmer.....	45.2	121	Anderson.....	19.4
			14	Upham.....	16.9

BUFFALO DISTRICT

22	Barron.....	113.1	76	A. H. Miller.....	38.7
1	Mooney.....	63.1	195	Weiser.....	36.9
79	Schmidt.....	61.5	250	R. F. Carter.....	33.2
192	Venema.....	55.9	109	H. A. Johnson.....	27.2
78	Ingalls.....	52.8	21	Nachbar.....	17.8

METRO DISTRICT

Terr. No.	MAN	% of Quota	Terr. No.	MAN	% of Quota
3	Matimore.....	92.5	12	Kaari.....	43.8
2	Lenart.....	68.6	119	Graham.....	34.4
10	Grieco.....	57.9	165	Sweeney-Mallon.....	33.7
	Tynan.....		94	Dammann.....	10.2
	Carlson.....		187	Holloway.....	6.3
8	Lohse.....	46.0			

PHILADELPHIA DISTRICT

5	Midwood-Moroney....	66.1	6	Craig.....	33.5
117	S. D. Steele.....	54.6		Frane.....	
129	Stark.....	53.7		Janda.....	
189	Kane.....	42.6	193	Weder.....	33.3
253	Norris.....	35.4	77	Sprague.....	32.3
			16	Killpatrick.....	13.7

CENTRAL DIVISION

ALLEGHENY DISTRICT

96	Archer.....	80.8	110	Ford.....	39.6
182	J. N. Bell.....	73.4	244	Wendel.....	39.1
144	Rinne.....	66.4	27	Gardner-Buelterman...	36.3
26	Dougherty.....	65.7	282	Kulander.....	32.0
157	Kraft.....	61.4	29	Connell.....	30.5
281	Nichols.....	56.9	128	M. F. Miller.....	25.6
167	Eyler.....	49.4	20	Voris.....	24.2
102	Willis.....	47.0			

CENTRAL DIVISION MARKETS

24	Hartnett.....	55.2	299	Carter.....	34.4
	Futterer.....		299	Kilbane.....	
	R. H. Plummer.....		55	McKeon.....	
	Day.....			Hammond.....	
25	Canfield.....	41.8		Havlick.....	
	Crooke.....				
	Jeddy.....				
	Van Deusen.....				
	W. W. Norris.....				

SOUTHEAST DISTRICT

180	Dolly.....	157.1	270	Morgan.....	48.9
242	Pradat.....	141.2	59	Godwin.....	44.5
268	Dewey.....	104.9	166	Reinig.....	35.5
262	Keller.....	99.8	259	J. R. Peterson.....	34.3
114	Puckett.....	96.7	271	Shand.....	33.6
44	Estes.....	72.4	58	R. H. Branan.....	33.4
178	Bohm.....	69.9	52	Bechman.....	23.8
267	Ellington.....	69.8	263	Goldsborough.....	15.3
97	Newman.....	66.5	43	Foy.....	0
269	Hugg.....	59.4			

TRI-STATE DISTRICT

47	Shepard.....	159.4	54	Dooley.....	79.1
28	Lair.....	137.5	276	Phillips.....	61.2
113	Davis.....	136.8	112	Fosse.....	60.9
115	Kennedy.....	115.6	111	Greenwood.....	46.1
45	Goodsell.....	106.2	48	Kluessner.....	41.9
	Bradley.....		42	R. K. Hanson.....	38.3
	Brewer.....		53	Schuldt.....	36.3
	Gilleo.....			Derse.....	
	Reed.....			Mayer.....	
95	Woods.....	87.1	188	Gross.....	20.6
40	Bangham.....	79.8	190	Robinson.....	4.8

QUOTA STANDINGS

WESTERN DIVISION

KANSAS CITY

Terr. No.	MAN	% of Quota	Terr. No.	MAN	% of Quota
89	Ihde.....	82.6	75	McCracken.....	21.2
197	Batchelder.....	81.4	88	Staley.....	20.2
126	Foshay.....	63.0	83	Irwin.....	19.5
65	Smith.....	39.5	63	Schroeder.....	12.4
73	Wilhite.....	35.5	87	Saunders.....	9.8
82	Voth-Bartleson.....	32.4	74	Eliason.....	6.2

MIDWEST DISTRICT

46	Holthouse.....	89.7	81	Wynne.....	34.7
93	Spiegel.....	85.9	56	Turnage.....	30.2
106	Champlin.....	74.3	125	Martin.....	29.8
50	O'Hara.....	52.9	169	Druliner.....	27.9
183	Dennis.....	51.0	105	Rebscher.....	27.2
104	Morehead.....	40.9	80	Hunt.....	20.4

NORTHWEST DISTRICT

66	Olsen.....	90.4	69	A. L. Hansen.....	31.5
49	Lind.....	78.4	35	Fenstad.....	20.0
61	Busness.....	74.1	68	Shoemaker.....	16.0
70	Beha.....	73.8		Budde.....	
72	Cooper.....	59.4		Carlson.....	
71	Steffen.....	47.1	64	W. L. Johnson.....	7.2
60	Mackin.....	42.5	67	West.....	4.3
51	Petty.....	41.4			

PACIFIC DISTRICT

434	Sims.....	78.1	534	Lyon.....	43.0
86	Davis.....	50.8	334	Ring.....	38.3
134	Lewis.....	47.8	634	McShane.....	22.1
	Boynton.....		335	Eckstrom.....	20.1
	Rankert.....		834	Chandler.....	0
	D. F. Scott.....		934	Nicholson.....	0

SOUTHWEST DISTRICT

140	Howell.....	97.5	176	Dowd.....	58.8
92	Lynch-Bloedel.....	89.4	177	Sanders.....	54.2
142	Jorgenson.....	82.6	91	Kerr-G. J. Gordon.....	43.7
84	Sanderson.....	77.4	85	Bishop.....	42.8
90	Kraemer-Lambeck.....	76.2	248	Rumble.....	35.6
251	Olsen.....	70.6	143	Stevens.....	31.9
141	Yarbrough.....	64.6	175	Jamar.....	18.2

SAMSON

132	McConkey.....	110.5	232	Funston.....	46.6
935			832	Baxter.....	35.7
632	Beck.....	78.2	933	Keith.....	35.6
732			32	Patterson.....	30.7
532	C. F. Cole.....	67.6	332		
932	Ryan.....	49.6	432	Sullivan.....	26.4

LIKES INSULATING WOOL DISPLAY

H. E. Woods, Tri-State, is enthusiastic about the three-piece Insulating Wool display, IW-10. "The artist who designed this display certainly knew his stuff. One can even get the third dimension (thickness) in this display. I believe it's the best display we're ever had. Every dealer wants one."

INSULATION BOARD PRODUCTS LINE MEETS EVERY NEED

By M. M. MORRIS

Manager, Insulation Sales

The insulation board industry as a whole has shown appreciable sales increases during the past year. Persistent promotion on the part of manufacturers has gone a long way to educate home owners, builders and architects in the advantages of insulating board products and possibilities for their use. USG, primarily because the men in the field have been persistent in their efforts, has obtained a good share of the increased insulating board business.

The outlook for 1936 is particularly reassuring. Analysis of markets, a more diversified and an improved line of products and effective advertising will combine to give our salesman more help in selling our insulation board products than ever before.

Wide Range of Color, Surface, Density Available in Weatherwood Board

Let's review briefly several of the reasons why our insulating board products line should lead the industry. One reason is that Weatherwood board is available in three standard colors, which meet the needs of practically all color schemes. Another reason is that the board is manufactured in three types of surfaces. The type of surface to be used on any particular job of course depends on the requirements of the job itself. A choice of one of two standard densities is possible. Add to these features of Weatherwood its other advantages—rigidity, strength, uniformity, sound absorption qualities and you have a product that compares most favorably with the finest product manufactured by the industry.

The completeness of the Weatherwood line is another argument in our favor. The line includes not only the standard items (roof insulation, insulating lath, building board and insulating tile) but also plank, mouldings and cutting tools—all items, in fact, needed for the complete installation of insulating board interiors.

Additional advertising material to help you sell the Weatherwood line is in preparation now. While we're not able to give you details at this time, we can assure you that the program includes more and better pieces—folders, booklets, promotional pieces—than have been published on insulation for a number of years. A high quality line, greater activity in the building field with resultant increase in sales opportunities and more advertising helps make the outlook for continued increases in sales of Weatherwood Insulating Board Products most encouraging.

SALES OF WOOD GRAINED SHEETROCK ARE STEADILY INCREASING

Let's take a look at the sales record of Wood Grained Sheetrock. This record tells a real story. Month after month Wood Grained sales have been increasing steadily. Here's what the record says: Sales during the past three months have increased three times over sales for the similar period a year ago. Every one of the last four months shows an increase in Wood Grained sales over the previous month. October footage was double the footage sold in July.

What's the reason? We size it up as an instance of hard plugging on the part of our salesmen to awaken the trade to the fact that Wood Grained Sheetrock is the cheapest *decorated* unit wall material on the market today, that it is easy to sell, and that the profit to dealers is such that it warrants their effort to sell it.

Diversified Line Makes Wood Grained a More Salable Product

Because Wood Grained Sheetrock attracts attention and shows off to best advantage on large areas (a small sample doesn't do it justice) one job sells another quickly. Four types of board, three shades of color, two thicknesses in the Fir Wood Grained product, offer users a variety of wall boards, one of which is bound to please.

Production of the new book on Wood Grained Sheetrock was slowed somewhat because of the painstaking care that has been taken to produce a fine book. It is on the press now and should be in your hands very soon. See that every one of your dealers has at least a few copies on the counter. It is certain to attract attention and work for you between calls.

If you are one of the few salesmen who haven't pushed Wood Grained Sheetrock, don't delay longer. You're passing up a good opportunity to tie your dealers closer to USG with an exclusive USG commodity.

BEG YOUR PARDON

Don Canfield has sent us a note in behalf of the Cleveland territory, number 25, pointing out an omission in the last issue of the News. In the article giving the final returns of the third Quarter Bonus Contest, Territory 25 was omitted from the list of 100 percenters—territories with percentages of 100 or over in each commodity group. Apologies for the omission to Don Canfield, D. F. Crooke, H. E. Jeddy, H. G. Van Deusen and W. W. Norris who make up Territory 25.

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REVIEW OF 1935 ROOFING ACTIVITY

By F. L. MIHULKA

Manager, Roofing Sales

As the roofing year draws to its end, let us take the opportunity of reviewing briefly the activity of the Roofing Sales Division for the past year.

Sales in general have shown a gratifying increase for 1935 over 1934. This increased business is the result not only of roofing sold to new accounts, but is traceable in large part to an increase in shipments to our established dealers.

During the past year Toronto Asphalt Manufacturing Company, Ltd., of Toronto has become affiliated with the Canadian Gypsum Company, Ltd. C G C dealers now can obtain a complete line of high grade roofing products to add to their already complete line of C G C building materials.

New Colors and Blends Added to Line

The addition of new colors and blends during the summer met with the enthusiastic approval of dealers and consumers alike. Introduced first in the new line of the USG Tapered Four-in-One Strip Shingles, the new colors and blends were later made available in all other types of shingles. Judging from the comment we have received, we believe that these new colors and blends are second to none in the roofing industry. Both the South Bend and St. Paul plants are equipped with new color blending apparatus. North Tonawanda draws its supply of blends from the South Bend plant.

U S G Enters Built-Up Roofing Field

The company entered the Built-Up Roofing field the first part of August of this year. During September the new USG Built-Up Roofing Manual was sent to all architects east of the Rocky Mountains. The manual, probably the most complete and informative Built-Up Manual in publication, was enthusiastically received. Thus far several large USG Built-Up jobs have been completed. Among them are two large jobs for the Quaker Oats Company; one for a Great Atlantic and Pacific Tea Company warehouse in Chicago; another is the new Detroit Parcel Post Building. These are several of the larger jobs which have been completed. A sizeable number of smaller jobs has also been completed. One approved roofer in a small town in Kentucky has applied USG Built-Up Roofs totaling 250 squares on a number of various jobs during the past few weeks alone.

Built-Up Roof Service Is Unique

The sale of built-up roofs demands close cooperation between insulation salesmen, roofing salesmen, and the

Engineering Sales Department in order to promote the sale of U S G Built-Up Roofs most advantageously. As was pointed out in the letter announcing the U S G Built-Up Manual, U S G now offers a unique service. This service consists in the fact that for the first time the three elements of a roof—deck, insulation and waterproofing—are offered with undivided responsibility. This sales argument is one that salesmen should employ to the best of their ability in promoting U S G Built-Up Roofs.

This brief review of the Roofing Sales Division's activity in 1935 has hit but a few of the highlights. The new colors and blends, the addition of Built-Up Roofing to our already diversified line of roofing products have given us a real opportunity to sell U S G Roofing with enthusiasm. The Roofing Division is working continuously on plans for the improvement of present products and for the addition of new products to the line as they become practicable.

KIMMSWICK IS THE TOWN

R. W. Tompkins, Midwest District Manager, recently received an interesting letter from one of his Missouri dealers. It seems that mail for the dealer was being sent to Imperial, Missouri, instead of to Kimmswick, Missouri, the dealer's correct address. After several parcels had been shipped to Imperial instead of to Kimmswick, the dealer addressed this letter to Mr. Tompkins.

"Dear Tommy:

Call the police, notify the sheriff, call out the Marines, the Army and Navy, the dog catcher, your wife, your office boy, and if all of these fail, do it yourself.

Go to your shipping department, and please tell them that never, never, never, never in its history has the address of this company been other than KIMMSWICK, and that if the address should ever change we will send them special delivery a gold plated notice of the change.

To receive the mail matter it was necessary that the writer drive 2½ miles to and from Imperial (you might mail me 50c auto expense)."

To which Mr. Tompkins replied in the same vein:

"Every once in a while something happens to relieve the boredom of a routine day's work. Your letter served as the stimulant today. May we offer our apologies for the error. . . .

"The 'four bits' you asked for are enclosed. And the drinks are on me the next time I am in Imperial—I beg your pardon—I mean Kimmswick."

NOTES ON JOBS USING USG ACOUSTICAL MATERIALS

By S. P. WALKER

*Manager, Sound Control Sales,
Engineering Sales Division*

Occasionally a touch of unusual interest is added to the work of the Engineering Sales Division. In the Munitions Building in Washington, D. C., exists what is best described as the "nerve center of the Army." Here in a large room radio and telegraph operators are in constant communication with every American Army post in the world. It was here that the first news of the death of Will Rogers and Wiley Post was received and flashed to the world. Operators work shoulder to shoulder receiving messages from the most distant parts of the world and typing them for distribution to the parties concerned. Quiet is essential but difficult to obtain because of the constant clattering of typewriters. To correct this critical situation W. L. Fuller and A. W. Doehler suggested the use of Perfatile on all ceiling areas. USG was given a contract for the work and there is now an effective and beautiful installation of Perfatile in this interesting room. The officer in charge of the Bureau of Communications has complimented us on the great reduction in noise level effected by our Perfatile treatment.

Construction Crew Fights Against Time

E. M. Seaberg has been successful in selling Peratile and Acoustone on several large New York City jobs, one a high class restaurant which operates a chain, another one of New York's most pretentious hotels. The hotel job presented the construction crew with a novel situation. The ceiling was being installed in the dining and cocktail rooms. These rooms handled an extremely large flow of business from seven in the morning until three the following morning. That left the crew but four hours during the early part of the morning for work. In spite of the handicap, the job was completed with no loss of business to the hotel, with this exception, that on several occasions patrons had to be virtually driven from the place at 3 A. M.

Sabinite Used in Large Auditoriums

Sabinite plaster was sold on the two largest acoustical plaster jobs installed in the country in 1935. One was the Kansas City Municipal Auditorium. Fred Voth, Kansas City line salesman, and H. E. Anning sold 130 tons of Sabinite for this job. Three one-quarter-inch coats of Sabinite were applied over standard scratch and brown coats. Sabinite was sold on the job on the basis

(Continued on page 20)

TEXOLITE SALES FOR 1

By J. B. M
Manager, Paint

Sales of Texolite, the leader in the Paint Products line, show gratifying increases. Sales in the last four months particularly reflect the result of educational work we have been doing on Texolite in the past. And better business conditions in general, more advertising pieces and the present trade magazine advertising have all contributed to our success in selling Texolite to maintenance men, painters and dealers. Sales in November, for example, instead of following the usual seasonal decrease, actually increased, with the result that November is the biggest month in Texolite history.

Texolite Advertising Shows Results

The recent advertising campaign has no doubt done much to put Texolite on the map. The October and November issues of *American Painter and Decorator*, *National Painters Magazine* and *American Paint and Oil Dealer* have carried one-half and full page advertisements on Texolite, promoting it to painters and decorators. Thus far 1300 inquiries for samples of Texolite. Deep Color and the color mixing guide have been received from painters and dealers. Paint Products men have been following these inquiries as promptly as possible, and report that on the whole the trade is responding favorably to the advertising program. Because the campaign is so new, it is difficult to gauge actual results. Many of those sending in inquiries may not make purchases for as long as six months, and when a purchase is actually made, it may not be possible to trace the source of the sale. Thus far a number of new Texolite dealers have been established as a direct result of follow-up work on inquiries. Established Texolite dealers are particularly pleased with the advertising in painters' magazines, because it has brought painters into their stores inquiring about and buying Texolite.

Here's a concrete example of a sale resulting from an ad run six months previously. An order for 270 gallons of Texolite was received by mail from an Indiana manufacturing plant. The order specified no price. Shipment was made, and upon follow-up it developed that the sale was a direct result of a ninth-page advertisement on Texolite in the May issue of the *Industrial Equipment News*.

Texolite Specified for Redecoration of Insurance Company Properties

Maintenance departments of insurance companies are buying Texolite in increasing quantities. Insurance companies have in recent years acquired many large pieces of property—hotels, apartment buildings, etc.,

which require constant maintenance. With real estate constantly increasing in value insurance companies are renovating their properties with the view of selling them. Texolite is an excellent medium for such renovating work. To date three insurance companies are using Texolite to redecorate various properties under their control. Texolite is now being used to the exclusion of other mediums on the walls and ceilings of four large hotels and apartment buildings owned by one insurance company.

Sales to insurance companies have been found to follow a more or less standardized routine. The local or resident manager of a building is first sold on using Texolite. His recommendation is sent to the general office of the company for the maintenance manager's O.K. As a result the maintenance manager may make Texolite the standard material for all redecorating.

Texolite Is Ideal Paint for Wide Variety of Jobs

CCC Camps have used a large gallonage of Texolite to date. Particular advantages of Texolite for CCC Camp work are the ease with which it can be applied by inexperienced workmen and its excellent hiding quality and high coverage per gallon over insulating boards, the usual interior wall treatment in CCC Camps. Texolite can be purchased by the camp commanding officer direct on emergency orders, without the necessity of buying through divisional government offices.

International distribution of Texolite was provided by an order recently filled for a large automobile manufacturer. The manufacturer used a novel method of announcing his 1936 model cars. A small quantity of bright red deep color Texolite was sent to each of the manufacturer's 3880 dealers in this and foreign countries. Dealers were instructed to use the Texolite to paint out their entire show window space with the exception of one spot, behind which a mechanical display called attention to the new 1936 line of cars. Although Texolite cost almost three times as much as the lowest priced material offered, Texolite was chosen for this job because of its excellent coverage over glass. One coat of Texolite completely blanked the windows.

Other excellent potential users of Texolite are PWA Housing Projects, Veterans' Hospitals and Post Offices. For these three types of buildings, casein paste paints are specified for walls and ceilings by the government purchasing agencies to the exclusion of other types of paint. So far we have obtained a good share of this

casein paint business for Texolite, and with further promotional work we expect to do considerably more.

Promotional Work Shows Results

We have been successful in boosting Texolite sales primarily of course because Texolite is a good product—one that does the job better than other products. The educational work we have done—selling architects, maintenance managers, dealers and painters on the advantages of casein paint—is having its effect. Painters are demanding Texolite of their paint dealers, maintenance men are specifying its use for maintenance work. Other factors, all highly important, in putting the Texolite story across have been the Relaflector, the Deep Color Mixing Guide, and persistent promotional work by the men in the field. As we've stated, Texolite will do a job no other product will do. Potential users—factories, stores, apartment buildings, hotels, homes, hospitals, office buildings—are so great in number that we've but scratched the surface up to now. Continued promotional work will continue to boost the sales of the leader of the Paint Products line, Texolite.

ACOUSTICAL JOBS—*(Continued from page 17)*

of extended competitive tests to determine the most suitable acoustical plaster. The tests were conducted by Electrical Research Product Laboratories in New York, acoustical consultants for the job. Particularly interesting were the results of the tests of Sabinite made as it was being applied. At various stages of the job, panels of Sabinite were made from job batches of plaster and tested by the testing laboratory for sound absorption efficiency. Every job test panel met the specifications set up by the original tests on laboratory-made panels. These job tests indicated conclusively that the sound absorption of Sabinite on jobs is every bit as high as the sound absorption of Sabinite on panels made and tested under ideal laboratory conditions.

The other large Sabinite job was the St. Louis Municipal Auditorium. M. J. Casey, St. Louis line salesman, and E. A. Klein, Engineering Sales District Engineer, sold 93 tons of Sabinite for the St. Louis structure.

Texolite Successfully Used Over Sabinite

The use of Texolite as a medium for decorating Sabinite received unqualified approval on the Kansas City Auditorium job. The architect desired to paint certain areas of the Sabinite. Laboratory tests disclosed that one spray coat of Texolite over Sabinite produced no reduction whatever in the sound absorption coefficient.

Some transfers in the Engineering Sales Division personnel have been made recently. W. H. Radigan has been transferred to Canadian Gypsum Company, Ltd., as District Engineer. Palmer Craig is now handling Engineering Sales work in the southeast and southwest. H. E. Anning has resumed his position as Superintendent of Construction.

INCREASING NUMBER OF HOME OWNERS PURCHASE SHEETROCK TILE BOARD

Ten thousand home owners can't all be wrong. Ten thousand home owners purchased Sheetrock Tile Board last year and half again as many more have purchased it so far this year.

A little thought discloses the fact that this sales record is really remarkable. There has been very little advertising on Tile Board during the past year, little or no job promotion. What's the reason for this unprecedented number of sales?

The answer is that Sheetrock Tile Board is the cheapest durable, fireproof, non-warping unit tile board available that can be economically erected by the buyer himself or by unskilled labor. It is true that required footage on each job averages only a hundred feet, but the aggregate represents extremely profitable volume.

New Folder and New Label Now Available

To help you get more of this profitable business we've dressed up the sample label in colors. Last month a new colorful Tile Board Folder, WB-36, designed primarily to attract attention, was released.

If you haven't already done so, requisition a supply of these folders and see that a few are placed on the counter of every one of your board dealers. Let these folders do a selling job for you. They'll get results—in fact we know of an actual case where the dealer, by looking at the folder on his counter day after day, actually sold himself on the idea of using Sheetrock Tile Board in his own home.

Don't forget that every profit dollar helps your territory, and that there are plenty profit dollars in every thousand feet of Sheetrock Tile Board.

And don't forget—no other manufacturer produces a board of equal quality!

THE EYES AND EARS OF THE COMPANY—

(Continued from page 4)

a signed contract on every protected job, and complete reports of all shipments made against contracts.

But salesmen's reports, signed contracts and shipments against contracts are of no use here in General Sales unless we know about them. In fact they actually work to our disadvantage unless we can take them into account when making decisions. I have taken the means of going publicly on record in the SALES NEWS to emphasize how important to us are the reports for which we are asking. *I have said that it is imperative that they be sent in.*

NEW SALES PERSONALITIES

Mr. W. C. Davis has left the position of Manager, Industrial and Lime Sales to take a position with Owens-Illinois Glass Company.

Mr. J. A. F. Wendt is assuming the work formerly done by Mr. Davis. J. S. Offutt, industrial salesman, has been transferred to the Chicago office to take the position of Assistant Manager, Industrial Sales. Jim Offutt's place in the field has been taken by J. E. Wiss, formerly of the Service Department. Jack is headquartering at Columbus, Ohio.

Mr. A. M. Fellows, formerly Assistant District Manager of Northwest District, has been appointed District Manager of Northwest.

Jason Paige, formerly correspondent in the Atlanta office, has been transferred to the Chicago General Sales Department. His place in Atlanta is being taken by a new man, E. R. Stainback.

R. S. Hughes has been transferred from Insulation specialty man to line salesman, Boston District. C. I. Pitman, who has been selling competitive insulating board products, is taking over the insulation specialty job held by Hughes.

E. W. Carey, formerly Secretary Metal Lath and Board Survey, is now travelling W. J. Kluessner's territory. Bill has been assigned a territory in Chicago City Sales.

Earl Faulkner, Central Division Roofing Salesman in the Chicago market, has been transferred to the General Sales Department. Ed Fish, roofing specialty man headquartering at Louisville, Kentucky, is taking Earl's place. Ed's Kentucky job will be handled by a man new to USG, J. P. Marks. Marks has had considerable experience in selling roofing products.

J. A. Bartleson has been transferred from Kansas City to Midwest District.

The new correspondent in Paint Products Sales is George Sudlow. George formerly managed the Borg-Warner (automotive parts) warehouse in Atlanta.

T. E. Sheffer is the new correspondent in the Atlanta office. Sheffer formerly sold building materials for a Nashville building material dealer.

H. A. Johnson has been employed as Rocklath demonstrator, working in Tri-State district. His headquarters are at Indianapolis.

Northwest's new correspondent is H. R. Deadman, a University of Chicago graduate.

E. C. Lange, experienced in selling insulating board products, has been employed as an insulation specialty man, headquartering at Philadelphia.

for Buffalo District.

Three new roofing salesmen working in Northwest District are J. E. Kratt, H. I. Hemmingson, and S. S. Nicholas.

Two new line salesmen, H. L. Reichenbach and A. F. Poole, have been employed for Buffalo District.

T. S. Farmer, formerly in the building material business, and H. E. Fausnaugh, who formerly sold roofing for another company, are now selling for U S G in Allegheny District.

S. R. Foy has left the brick and lime business to enter the employ of U S G as a Southeast line salesman.

C. S. McDonald is the new U S G salesman in Kansas City District.

This is not a photo of one of our new salesmen. Bill Howell, Southwest, sent it in, and so many of us here in the office have gotten a good laugh out of it that we've decided to print it.



ROOF SELECTOR MAKES ROOFING SALE

E. S. Goodale, Northwest, reports a sale of Quad shingles. "Several weeks ago I requisitioned a supply of shingle folders for one of my dealers. When the shipment arrived, the dealer found that a roof selector had been included. The day after the dealer set it up, one of his customers experimented with the many color combinations, and placed an order for eighteen squares of Quads."

SHEETROCK AD INQUIRY MAKES SALE

E. E. O'Hara, Midwest, reports the successful follow-up of an inquiry to our national magazine advertising on Wood Grained Sheetrock. The prospect sent in a letter requesting a Knotty Pine sample and prices, stating that he was building a new home. O'Hara followed the inquiry and sold 1,500 feet of three-eighths-inch and Quarter Inch Sheetrock through the local lumber dealer.

WORK THE JOB—(Continued from page 2)

years, will be wood houses. Why? Because wood is an economical, useful building material. When more than twenty thousand dealers in the United States are designated as lumber dealers, and stock and sell millions and millions of dollars worth of lumber every year, you can depend on it that wood is a useful material.

Build With Wood, Protect With Sheetrock

You have then an argument for the use of Sheetrock wherever a wood house is to be built, an argument that appeals to a vital interest of the owner, the safety of his family, and the protection of his investment.

Use that argument when on a job. Let your dealers know you are using that argument for them, that you are selling lumber, the commodity they are most interested in, and that you are selling Sheetrock as an ally of lumber, not as a substitute. The appeal, you see, works both ways. It appeals to the interest of the owner and to the interest of the dealer. And from the point of view of the USG general line salesman, it puts effective effort behind the most important commodity he has to sell.

Henning

SALES NEWS NOTES

ALLEGHENY

As this issue goes to press our Sheetrock sales indicate that we will make our quota. All the men are making a determined effort to go over the top. We've had an excellent month, particularly on Quarter Inch Sheetrock.

Harry Gansz is one of our new employees. Harry is working in the Cincinnati office.

Clint Willis grabs the top rung of the new account ladder this month. His new account included 20,000 feet of Sheetrock—13,000 feet of three-eighths-inch and 7,000 feet of Quarter Inch. The dealer had no intention of including Quarter Inch but decided to try some. Clint comments: "The 'try-some' order was just so much 'gravy' for me."

Al Rinne knows the value of Quarter Inch in competing with low cost competitive materials. Al hustled out to a job with one of his dealers and sold 4,000 feet. Before Al and his dealer arrived on the job, the contractor had eliminated Sheetrock because of its cost.

Buzz Wendel has sold a job of Douglas Fir Wood Grained Sheetrock for a roller skating rink. The owner of the rink had planned on using fibre board, but after a look at Wendel's Douglas Fir samples he ordered 3,000 feet. The dealer through whom the board was sold accompanied Buzz on the call and was so impressed with the easy sale that he included an order for stock.

Quarter Inch Sheetrock has a magnetic appeal to new and regained dealers. Joe Nichols recently regained two dealers he had been working on for some time. Both sales were accomplished entirely through promotion of Quarter Inch. The orders were small, but provide Joe with a good opening.

Harry Dougherty sold two new Sheetrock accounts. The total footage was 16,000 feet, of which 7,000 feet was Quarter Inch.

Howard Stevens barely had time to get his bearings on his new territory before he fired in a 6,000 foot Sheetrock order from a dealer we had never sold before.

Jim Bell recently ran up his month's valuation by closing a roof insulation job.

Ralph Gardner kept step with the "New Sheetrock Account Campaign" this month by sending in a 13,000 foot order from a dealer we've been trying to sell for several years.

A school job was singled out by Tubby Eyler. His efforts resulted in a sale of a car of plaster and ten tons of Oriental Interior.

ATLANTIC

W. F. Lindner's fine promotional work on Red Top Plaster is confirmed in this testimonial addressed to him from the local of a plasterers' union: "We have used your new Red Top Plaster and wish to say that it has more than fulfilled your recommendations. Red Top is far superior to any plaster we have used in the past. You may rest assured that in the future we will stick to Red Top."

Jack Shelly says of the improved Red Top Plaster: "Improved Red Top Plaster is one of the greatest 'business getters' we have ever put on the market. I know it has been responsible for several new accounts in my territory." Jack is also appreciative of the cooperation given by the Credit Department. "All I can say is that the Credit Department leans over backward to help the salesman make a sale."

Tommy Goss sticks to a point when he knows he's right. He set out to make his quota on lime and was successful, although he had trouble in convincing the Traffic Department that a certain stop-over could be made. After being turned down three times, Tommy got the Divisional General Freight Agent to wire an O.K. on the stop-over to the Traffic Department.

BOSTON

We are particularly elated this week over Bill Spain's success in establishing an Insulating Wool applicator and blower—the first in our district.

Working together Bill Palmer and Dan Clifford have set up a new wholesale roofing distributor. Three carloads of roofing have already been shipped to this new distributor.

Salesman Taylor is to be congratulated on the sale of a straight carload of metal reinforced Insulating Lath. Taylor put in some hard work on this order.

BUFFALO

Salesman Venema, in contacting an industrial account, reports: "On a recent call I showed the purchasing agent all of the various wallboards we manufacture, with particular emphasis on the value of our Insulating Sheetrock. The result was that both our dealers in the city where the industrial account is located have received orders from this manufacturer for several thousand feet of Insulating Sheetrock. It pays to follow these industrial concerns and acquaint them with our products."

Salesman Johnson, covering a good part of the resort area of northern New York, succeeded in selling one of our good dealers in that section a car with nearly all the members of the Sheetrock family represented. It consisted of 8,000 feet of Quarter-Inch Sheetrock, 17,000 feet of three-eighths-inch Sheetrock, 1,600 feet of Sheetrock Tile Board. Best of all the car included an introductory

order of 8,500 feet of our new quarter-inch Douglas Fir Wood Grained Sheetrock. The inclusion of Sheetrock Finisher, Metal A, Reinforced joint system and corner bead furnished the necessary trimmings.

Bob Carter and Rex Swain secured a top-heavy car of Insulating Board to be shipped from Lisbon Falls. After thinking it over they decided to gun for two cars. That same day the rest of the footage was secured, and after taking away the Lisbon Falls excess, Greenville also had a car entered on the records for immediate shipment to the Buffalo area. This selling job was done without benefit of the new lower insulation board prices.

When Bud Weiser gets a small insulation order, he makes it grow in short order. He recently started with a few thousand feet of Insulating Board, and before the fun was over, had six dealers lined up to take 71,000 feet of Insulating Board and 5,000 feet of Hardboard. We're trying to get the particular stratagem Bud used in this case, so we can broadcast it to others.

CENTRAL DIVISION MARKETS

Chicago

Spense Havlick suggests this procedure for following Dodge Reports: "I follow a plan on Dodge Reports that has helped me a lot. It may help some of the other men. When I get a new report on a big job on which a previous report has already been received or new reports on small jobs (such as remodeling or repair work) that I cannot follow, I send the reports to my plastering contractors. In the same envelope I send them folders on Red Top Plaster, Grand Prize Finishing Lime, Metal Lath, Metal Arches, Rocklath, Insulation or other products—always something different. On bridges, dams and projects in which we are not much interested I send the reports and folders to my dealers. I believe this kind of direct attention is helpful."

Lloyd Carter sold Sheetrock on a modern steel residence, the first of its kind to be granted a Federal Housing Administration insured mortgage loan. The house contains nine rooms, in addition to a laundry, utility room and attached two car garage. Three-eighths-inch Sheetrock was used on interior partitions and ceilings. Half-inch Sheetrock was used on exterior walls. The Sheetrock was nailed to wood furring strips which were attached to steel studs. Total footage on the job was 6,500 feet. Metal "A" Joint System was used to finish all joints. Walls were painted throughout. Texolite was chosen for several rooms.

A sale on which Webb Branan cooperated with Carter was the sale of USG materials for redecoration of a manufacturing company's office. The owners had planned to use ply-wood and a competitive insulating board. Lloyd and Webb got to the owner and convinced him of the superiority of USG products. As a result Walnut Wood Grained Sheetrock and Weatherwood Insulating Tile were sold for the walls and ceilings of the company's

offices. The job was so satisfactory that the second floor of the same building is now being remodeled in the same way.

The sale of this job is an excellent example of how getting on a job with one USG product provides an opening for the sale of others. The sale of Wood Grained Sheetrock and Insulating Tile on this job gave the USG men the opportunity of suggesting the use of Texolite for the redecoration of painted walls in the entire building. And on the walls of a new display room being opened up by the same company, Textone and Texolite will be used as decorative treatment.

Pittsburgh

Bud Futterer sold a job of 5,000 feet of Sheetrock which opened the way to a new dealer account. The job resulted from an ad inquiry on Sheetrock.

Dick Plummer, who was laid up for a week by a tonsil operation, is back on the road again.

Herb Jenkins, our new roofing salesman, has been successful in setting up a new USG roofing distributor in the Pittsburgh market.

Dick Newsome is the new correspondent in the Pittsburgh Office.

KANSAS CITY

Garret Foshay came through with a splendid car of Sheetrock recently. The footage totaled 30,000.

Several men cashed in on the opportunities presented by the advance in wool prices. Eleven cars were sold.

Sid Eliason recently sent in an order for a rush car of Insulating Board. The next day he wired an addition to the order. Not three hours later the same day Sid sent in another addition. On the second day after receipt of the original order, we received two more additions. We finally wound up Sid's barrage of orders by shipping two carloads before he got through with further additions.

Les Ihde wasn't sure he'd make his Sheetrock quota, so just to make certain he sent in orders totaling 23,000 feet in one day. The orders—all good ones—put Les over the top.

Schroeder and Manning, as a direct result of selling some partition tile on a job in Colorado, were able to boost a one-car order to two good cars. Job work still pays dividends.

MIDWEST

Charlie Hunt is making good use of Quarter Inch Sheetrock to meet the competition of cheaper competitive materials. Since the start of our Sheetrock campaign Charlie has secured 45 individual Quarter Inch orders.

Stop lights don't bother Eddie O'Hara. Eddie was

driving from his headquarters town to another important market in his territory when the only stop light in a small Tennessee town flashed red. As he came to a stop, the local dealer stepped out of the corner drug store. Having an order for a half car of plaster in his pocket that had to be completed at once, Eddie yelled to the dealer, "Can you use ten tons of plaster?" The dealer called that he could use five tons. O'Hara called back, "Must have ten tons." Just then the light changed to green and O'Hara proceeded to start so that traffic behind him would not be held up. He planned on parking around the corner. The dealer apparently thought he wasn't going to stop so he called back to O'Hara, "O.K., ship ten tons." O'Hara changed his mind about parking and continued on to his destination from which he wired us the order for the carload.

By diligently following a manufacturer of automobile trailers, H. C. Champlin was rewarded with a straight carload order for one-eighth-inch Hardboard.

Hugh Wynne obtained the prize new Sheetrock account for November. The order called for 26,000 feet of three-eighths-inch Sheetrock and 3,000 feet of Adamant Liner.

The Rocklath Resilient System is an excellent means for securing new accounts. Pat Rebscher got an architect to specify the system on an apartment house job in Ed Turnage's territory. As a result, Turnage and A. D. Tucker were successful in getting an order for 12,512 square feet of Rocklath, 3,360 feet of three-eighths-inch Sheetrock, 13 tons of Plaster, 2,300 Rocklath Resilient Clips and 1,512 feet of four-inch Cornerite. The order was sold through a new account and gave us the opportunity of breaking into a market where we have had no establishment in the past few years.

F. W. Holthouse is continuing his excellent job of selling Rocklath in the Louisville market. In the past month he has secured six straight carloads of Rocklath besides numerous small orders to be included in pool cars.

METRO

J. W. Kaari's sales of Wood Grained Sheetrock in 1935 recently passed the 150,000 foot mark. Kaari's main difficulty in selling this specialty product has been the reluctance of New York dealers to increase inventories in already cramped quarters by putting in stocks of Wood Grained. He solved the problem by getting two of the larger lumber dealers to lay in complete stocks. He now refers those dealers who will not stock to dealers stocking Wood Grained. Dealers without stocks pick up small quantities and welcome the opportunity of doing so. The larger stocking dealers welcome the additional volume. As a result Kaari finds Wood Grained Sheetrock constantly gaining in popularity. Douglas Fir Sheetrock is getting a foothold in this manner.

W. R. Dammann, with the help of A. A. Lakeland,

Insulation Salesman, recently snatched up a carload account on Insulating Board.

J. J. Matimore is always a top-flight contender in contests. He copped the fattest check in the District in the third quarter contest. He is hustling for the money in the current contest, too. John gives credit for his third quarter success to the Quarter Inch Sheetrock campaign instituted by the Company while the contest was in progress. He isn't overlooking it as an important factor in the current contest.

NORTHWEST

Job work done by Howard Bagby and O. M. Busness built up a car of Insulation Board. Howard has a knack of moving cars just in time to get board to his erector's acoustical jobs.

Jim Fenstad recently sold a car of Insulation Board to a new account in Idaho.

Walt Johnson (Bull Montana) admits he's still trembling but we finally managed to make out a 50,000 foot total on his Quarter Inch Sheetrock car.

When John Mackin's Insulating Wool distributor threatened us because of slow turnover of his stock, John and Jean Wright sold out his first car on jobs and took his order for another carload.

Paul Shoemaker says we probably won't mention his sales of four cars of Insulating Wool. Here it is, Paul.

Walt Budde is really Sheetrock-minded. He started working on a prospect who intended using competitive insulation board for ceilings. Walt ended up by selling him Quarter Inch Sheetrock, Metal "A" and Textone for walls and ceilings in six rooms. Walt has sold three other complete Sheetrock house jobs, two of them steel houses. All jobs used Metal "A" Joint System.

Al West's route sheet showed "no change until I get this car of insulation." Al got the car, which included Roof Insulation on a job he sold.

Wright and Steffen proved that "Thar's gold in them thar hills"—if one digs for it. They turned in orders for three cars of Insulating Wool and a car of Insulating Board from the Black Hills. The orders were the result of persistent job work and dealer calls.

Joseph Kratt, our new roofing salesman headquartering at Eau Claire started off by picking up a new roofing dealer account for Herb Lind's best roofing jobber.

Bill Petty has sold Texolite on two CCC camp jobs. He's getting samples out to commanders who demand a good paint job that's economical at the same time.

E. C. Peterson has turned in the first Built-Up Roofing sale. Ed Goodale followed with a Built-Up sale that ties up for USG a car of roofing for a dealer's

stock. Thanks to E. C. Steinley for his fine help.

England with Cooper's assistance got USG Built-Up Roofs in the specifications on three PWA jobs.

Karl Burnside has practically moved over to the Builders Exchange. He's constantly checking plans and specifications to enable our job clerk to quote our dealers. Thanks to Karl's work our files of live jobs are growing by leaps and bounds. We have quoted hundreds of dealers and contractors and given them the items we can supply on jobs. Dealers are writing us their appreciation of this service.

Job work by salesman Carlson sold Rocklath for a Fourplex Apartment. This job resulted in our gaining a new USG dealer who added a good-sized order for stock to the order for Rocklath to be used on the job. Calls on jobs and plasterers have greatly stimulated sales of Rocklath and Insulating in Territory 68.

Harold Cooper and Floyd Snyder helped carpenters apply Metal "A" on a steel house on which Cooper had sold Sheetrock and Metal "A."

Ralph Olsen finds the resilient idea a real entree for sales of Sheetrock and Rocklath.

Tom Cylkowski has been particularly successful in raking in bonus money offered for moving obsolete roofing stocks from the mill floor.

PACIFIC

For over a year, Harry Davis has been persistently promoting the remodeling of the Mezona Auditorium at Mesa, Arizona. The job is now completed. Eighteen thousand square feet of Ivory and Tan Weatherwood Insulating Board were used. This outstanding sale resulted from a year of active follow-up work.

Through the cooperative efforts of Insulation Supervisor Milt Cruse and Salesmen Rocky Chandler and Art Nicholson, two new carload stocks of Weatherwood Insulation products were established in Oregon and Washington. Great work!

Tom McShane writes "Have been driving frantically from one end of the territory to the other to find out if I could move faster than the plaster can set. So far, my batting average is practically nil as the plaster has been setting faster than the Ford can go. If things don't change soon, I will either commit hara-kiri or reserve a room with a southern exposure at the Patton State Asylum." (We don't have Guaranteed Plaster on the Pacific Coast.) Midland Mill regrets causing McShane to speed up his activity. One never knows his capacity until placed under pressure and we are looking for increased business as McShane continues to cover the waterfront rapidly.

Sell the Hollywood way! Bob Connell overheard an Albany, Oregon, dealer mention that he had a movie

camera. Bob got the idea that taking moving pictures of roof jobs under construction and completed would help the dealer sell more U S G Roofing. The dealer has done just this and found it was a really great help. The roofing film saves time in showing a prospective customer designs and a typical roof application job.

Bill Lyon reports a sale of 8,000 feet of Sheetrock. Dehydrators for curing Santa Clara prunes are lined with Sheetrock. The installations have been very successful.

Salesman Harry Davis has tripled his Perforated Rocklath sales this year and states that the accomplishment is due to his assisting plastering contractors in selling owners Perforated Rocklath when wood lath is specified. The result is an extra for the contractor and a better job for the owner.

Metal Lath Supervisor Mintie returns to work after three months' absence due to typhoid fever.

Joe Gustafson, Works Manager at Midland and Quality Supervisor Meharg of Southard have been making an analysis of Los Angeles County markets. Later Mr. Floyd Thorman did his part in going to Midland after completing analysis of other markets in the Pacific District.

Insulation Supervisor Arnett recently secured a car-load order for Insulating Wool from a competitive applicator.

PHILADELPHIA

R. S. Norris has done an excellent job this month in obtaining a new dealer-distributor outlet for Insulation Board. This new set-up gives us excellent representation in a city in which a competitive product is manufactured.

Territory 5 leads the district in sales of Insulating Wool. Salesmen Midwood and Moroney have sold collectively ten cars of wool in this territory during the month. These two salesmen have the wool story so well in hand that our old established competitors for the insulating wool business are feeling our competition.

Killpatrick recently did an outstanding selling job in landing an order totaling 41,000 square feet of three-quarter-inch Galvanized Rib Lath. He sold Sheetrock and Texolite to paint the Sheetrock on the same job. As a result of his selling U S G materials on the job, a new U S G dealer was gained.

Enough Insulation Board to line the entire interior of an industrial building—45,000 feet—was sold by Salesman Sprague recently. On the same job ten tons of Oriental Exterior Stucco was sold. And with the excellent cooperation of District Engineer Seaberg, Sprague sold 15,000 feet of Insulation Board and 40 tons of Pyrofill for the roof of the building.

On a housing project in Philadelphia, Craig and Janda

have been successful in selling a large tonnage of U S G plaster through a local dealer.

W. C. Ogburn, formerly roofing specialty salesman, is now traveling Territory 13. This territory was formed by taking several counties from two other territories, to give us additional coverage in northeastern Pennsylvania.

The outstanding sales job in the district on Quarter Inch Sheetrock has been done by R. R. Franey, Sheetrock salesman in Philadelphia. His Quarter Inch sales to date represent almost one-third of his entire Sheetrock sales. Because of his success in selling Quarter Inch his territory shows a substantial gain in Sheetrock footage over last year's figures.

SOUTHEAST

It will be of interest to readers of the SALES NEWS who have never been to Florida to know more clearly just what happens to residences and business as a result of the "blows" that come out of the Caribbean Sea during late summer and early fall. These storms are usually of severe intensity and travel from 35 to 75 miles per hour. The storms are accompanied by torrential rains that last usually a few hours in each locality, the storm eventually blowing itself out either in the Gulf or the Atlantic.

During the last severe storm the only loss of life was south of Miami on the Keys, but property damage was very heavy throughout southern Florida, particularly in the older residences. The greater amount of the damage was done to the roofs. Many hundreds of roofs were blown off or damaged in some way. Asphalt shingles in general gave a good account of themselves, and we are particularly proud of the record made by our Arro-Locks in the recent blow.

On the Pinellas Peninsula from St. Petersburg to Pass-A-Grill, Florida, where there are many Arro-Lock roofs, and where practically every asphalt job is some type of lock shingle, many houses were absolutely unroofed, yet our wholesalers replaced less than two squares of Arro-Locks. Needless to say, because of the wonderful reputation that our Arro-Lock shingle has gained and is gaining in the Coast country we will steadily increase our tonnage on this type of shingle.

Incidentally, the roofing tonnage which we rushed to South Florida as a result of the last storm helped very much in making Bowden's quota, and we can again repeat that "it is an ill wind that blows no good."

Salesman C. C. Dolly was forced to make a long jump to York, Alabama, at the insistence of a dealer covering a small church job at that point. He found that the job called for only two and one-half tons of plaster and 1,600 feet of Insulation Board. He went to work and changed the job over to Sheetrock and Texolite, and ended up by selling the dealer additional footage of 6,800

feet of Sheetrock for stock. This made the trip well worth while.

Mr. Estes reports that Grand Prize Finishing Lime as ammunition is all anyone can ask for in hunting new Finishing Lime accounts. During October he picked up six new accounts.

E. A. Burgtorf and his assistant, J. L. Weyhing, are promoting Paste Texolite strenuously and with good results. On \$2,000,000 worth of new school work in South Carolina Texolite has been written into the specifications for practically the entire lot.

Salesman H. A. Newman found competitive foil specified on a job. He obtained the business by promoting and selling Insulating Sheetrock for the ceiling and Insulating Rocklath for the side walls.

J. C. Goldsborough reports that the Sheetrock inquiries coming from our national advertising are worth while following, and he has several nice job sales obtained through following the advertising leads marked up to his credit. Goldsborough further believes that proper displays of USG materials in dealers' offices are a big help in getting these materials on the job. In one dealer's office at Washington, N. C., Multiple Plank, Walnut and Douglas Fir Wood Grained Sheetrock and Rocklath are found. The dealer also has panels showing Weatherwood designs in different colors, Oriental Exterior and Interior panels, as well as Sheetrock Tile Board panels. Red Top Insulating Wool was used over the ceiling with an insert made so that the wool can be seen from below.

Salesman T. R. Boyd and L. O. Reinig cooperated in landing a Florida store job. The job will require one carload of metal lath, 60 tons of plaster and 25 tons of Finishing Lime.

L. H. Bohm is elated over a sale to a new account that we've been unable to sell for ten years.

SOUTHWEST

John Sanders has been successful in selling seven insulation jobs amounting to two-thirds of a carload. John's job work resulted in setting up a jobber in the lower Rio Grande Valley.

George Gordon is now selling complete houses, using carloads of half-inch Recessed Edge Sheetrock, Metal "A," Textone, Insulating Sheetrock, Knotty Pine and Walnut Wood Grained Sheetrock. The fact that jobs have been so satisfactory has resulted in additional orders.

Dick Kerr followed a Wood Grained Sheetrock inquiry from one of our national ads, sent in from a small Texas town, and sold the owner half-inch Recessed Edge Sheetrock, Metal "A" Joint System, and Sheetrock Tile Board for her home, and in addition secured a new dealer who put in a stock of USG Products.

Garry Ensing, Lime Products Salesman, sold a plaster-

ing contractor, who has been favoring a competitor, the lime requirements of four jobs. The jobs call for a total of 780 tons of lime.

Ray Bloedel's activity in the Dallas market has resulted in the use of half-inch Recessed Edge Sheetrock, Metal "A" and Textone on 60 per cent of the residential construction.

V. L. Yarbrough has been very successful in establishing new accounts and regaining old accounts since he has been in the West Texas territory. His Sheetrock sales have shown a steady increase.

Roy Jorgensen has sold three school jobs during the past month and has been successful in securing new accounts in Southeast Texas, the heart of the lumber belt.

H. J. Sanderson secured specifications for a half car of Rocklath for a new clinic construction job in Oklahoma, and, of course, the plaster requirements will fill the car.

Working against great odds, Andy Hamilton scooped the Dallas city lime contract—3,000 tons, for the next year!

M. H. Seller, Roofing Salesman, has been holding meetings throughout West Texas for the personnel of a large line yard concern, explaining our roofing line, after establishing the concern as a distributor of our roofing products in West Texas.

TRI-STATE

H. E. Woods has been particularly successful in selling Quarter Inch Sheetrock to dealers who had not previously handled this product. His Quarter Inch sales for the first ten months of this year show a very large increase over sales for the entire twelve months of 1934.

Ray Gross set up another good record with sales of 35,000 feet of Knotty Pine Wood Grained Sheetrock to a Wisconsin dealer during the past ten months. Ray was taken ill a short time ago, and until he returns to his territory, Art Hoven is pinch-hitting for him.

An unusual new account picked up by Paul Mayer is one of Milwaukee's largest brewers. Snow White Filler was the product sold.

Local opposition did not keep B. C. Davis from securing a good Sheetrock order. B. C. wired the State Fire Marshal to obtain approval for the use of Sheetrock on a theatre job.

Orders received in one mail delivery from H. M. Dooley called for ten Bevil-Devils, one for each of ten dealers. Hal has been very successful on jobs in his territory requiring special designs of Insulating Board.

A large Michigan manufacturer of automobile trailers uses Hardboard in their construction. At the manufacturer's exhibit at the recent Chicago Automobile Show

Hardboard was given a real test, which convinced the manufacturer of its wearing qualities. The feet of 40,000 people who walked over the Hardboard floor of a trailer on exhibit had no noticeable effect on the Hardboard, although a piece of wood used as a door jamb appeared much worn.

DEALERS USE NOVEL, ATTRACTIVE DISPLAYS TO BOOST SALES

Dealers alert to the fact that eye-catching attractive window displays help move stock are creating their own displays. Bill Lindner, Atlantic, has sent us a photo of a display a Roanoke, Virginia, dealer worked up, using nothing more than the U S G materials in his stock. The display was built around insulating materials. The floor of the show window was covered with Insulating Rocklath, foil surface up. A 4 x 8 piece of Insulating Sheetrock set up on the long edge formed the background. Letters cut from Bulk Insulating Wool were set up on the Rocklath to read: "TO KEEP COOL, INSULATE." A placard at the rear read: "Insulate Your Home With This Modern Insulation. It's the Finest You Can Buy and Not Expensive."

The whiteness of the letters cut from Insulating Wool against a field of highly reflective foil resulted in a display which passersby find difficult to pass up.

E. A. Nicholls, Boston, has worked out a display board for four of his dealers which is proving very successful. The display is cheap and easy to make. It consists of four shelves, each 12 inches apart mounted on a 4 x 4 piece of Insulating Board or Hardboard. The shelves are strips of Insulating Board four inches wide. The entire display is painted with Texolite. Folders and samples of various U S G products the dealer stocks are placed on the shelves. Customers are attracted to the display, and are constantly picking up samples and folders on Sheetrock, Rocklath, Insulating Boards and other products. According to Nicholls the display boards have had direct influence on sales a number of times.

