

SOUTH BEND NAMED ALL AMERICA CITY

The coveted All-America City Award was recently bestowed on South Bend, Indiana, and ten other communities from Maine to California. An annual competition for this honorary citation is sponsored jointly by the National Municipal League and LOOK Magazine. South Bend's selection is primarily the result of its refusal to accept a serious set-back in its economy after the loss of a major industry more than four years ago. Another point on which the awards are issued involves cooperation of citizens in solving major urban ills.

MINI-DEMO KIT SAMPLES SOLID VINYL SIDING



Mastic Corporation has developed a mini-demo kit that lets the homeowner test the maintenance-free characteristics and virtually indestructible nature of solid vinyl siding without leaving his armchair.

This kit contains a sample swatch of the actual siding material and a sheet of sandpaper. Copy on the package invites the homeowner to subject the sample material to all types of abuses so that he may see for himself the wearing qualities and performance of solid vinyl siding.

Sent to all homeowners who request information on Mastic's solid vinyl siding, the kit presells the prospect—makes it easier for the salesman to get the order.

Twenty per cent of the population changes residence each year. The 18 to 29 age group moves most and farthest. About four million of them set up residence in a different county or state last year.

SOLID VINYL SIDING BY MASTIC CORP. SELECTED BY CANADIAN GOVERNMENT



T-lok Solid Vinyl Siding was recently installed on the Onocida Indian Reservation for the Canadian Government by the Armac Company of London, Ontario, Canada. Shown in the illustration above is one of the residences built for the Indian people on this reservation. L. H. MacDonnell, President of the Armac

Company, feels that vinyl siding is a fantastic product and far exceeds any other siding products with which he has been affiliated in his ten years experience in the business. He further stated that he has had no problem applying Vinyl even under severe winter conditions 500 miles north of this particular installation.

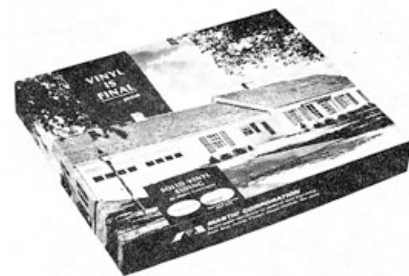
NEW LOOK FOR SOLID VINYL SAMPLE KIT

Noting the built-in selling power of dramatic package design, Mastic Corporation has given new life to the cover of its solid vinyl hand samples by featuring a beautifully lithographed, full color photo of an attractive home. The "dressed-up" kit replaces the strictly utilitarian, "builder look" of the former package.

Objective of the new package is twofold: heighten consumer appeal and visually reinforce the quality image of solid vinyl as siding material. Available to dealers who handle solid vinyl siding by Mastic Corporation, the kit is used by salesmen calling on homeowner prospects.

Solid vinyl's beauty, durability, and maintenance-free characteristics are also spelled out in brief summaries printed on the inside cover and includes reference to the fact that Solid Vinyl Siding by Mastic Corporation carries the Good Housekeeping Guarantee Seal. This copy serves as a handy "flash card" for the salesman during his presentation. If you

would like to see this kit request a sample from the INSIDER or your Mastic Representative.



VINYL NEWSPAPER INSERTS PRODUCE LEADS AND SALES

Russell H. Erickson, Advertising Manager for Universal Builders & Supply in Little Rock, Arkansas, reports that as a result of using Mastic's vinyl newspaper insert they received 370 leads from 135,000 inserts. At the present time 21 deals have been closed and the salesmen are still calling on prospects.