

MILLWORK RETAIL PRICE COMPARISON

<u>Catalog Number</u>	<u>Description</u>	<u>Fall 1937</u>	<u>Fall 1923</u>
7186	2 Lt. Check Rail Window- size 2'-4"x4'-6" - 1 3/8"	\$1.91	\$2.51
192	5X Panel #1 Fir Door- Size 2'-8"x6'-8" - 1 3/8"	3.50	5.10
668	6 Colonial Panel front Door- #1 W.P.P. - Size 3'-0" x 6'-8" - 1 3/4"	7.60	12.10
7292	2 Lt. Storm Sash- Size 2'-4"x4'-6" - 1 1/8"	1.86	2.59

R.J.M.  
1-18-38

## SLATE SURFACED ROLL ROOFING

The average retail price for the period of 1923-1927 was \$2.20 per roll, and for the period of 1933-1937 \$1.81 per roll, representing a reduction of 41¢ per roll.

The reasons for this difference in retail price between the periods of 1923-1927 and 1933-1937 are as follows:

### No. 1 - Cost of Raw Materials Decreased 10¢ Per Roll

The change in the cost of the basic raw materials from an average of \$1.10 in the first period to \$1.00 per roll in the second period, or a difference of 10¢ per roll.

### No. 2 - Margin for Processing Decreased 7¢ Per Roll

The average processing cost for the period 1923-1927 was 41¢ per roll, and for the second period 34¢ a roll. In addition the manufacturer increased the weight of his roll from 85 lbs. in the first period to 90 lbs. in the second period. This decrease to spite increasing wages from an average of 35¢ per hour in the first period, to 60¢ per hour in the second period.

The total taxes have increased 250% in these two periods of time in the Asphalt Roofing Industry. This increase has been largely offset by higher speed and better controlled machinery and methods. These improvements have accounted for about 53% increase in output per man hour.

### No. 3 - Margin for Distribution Decreased 24¢ per roll

The depressed state of new building which ordinarily provides a major market for this type of product, has caused over production and limited demand. The result is a distribution margin less than normal and without profit to those involved.

SELLING PRICES - SLATE ROLL ROOFING  
PER ROLL.

<u>YEAR</u>	<u>PRICE.</u>
1923	\$2.20
1924	2.15
1925	2.20
1926	2.30
1927	2.20
1928	1.95
1929	1.95
1930	1.95
1931	1.65
1932	1.50
1933	1.70
1934	1.65
1935	1.65
1936	1.65
1937	1.98

1/18/38