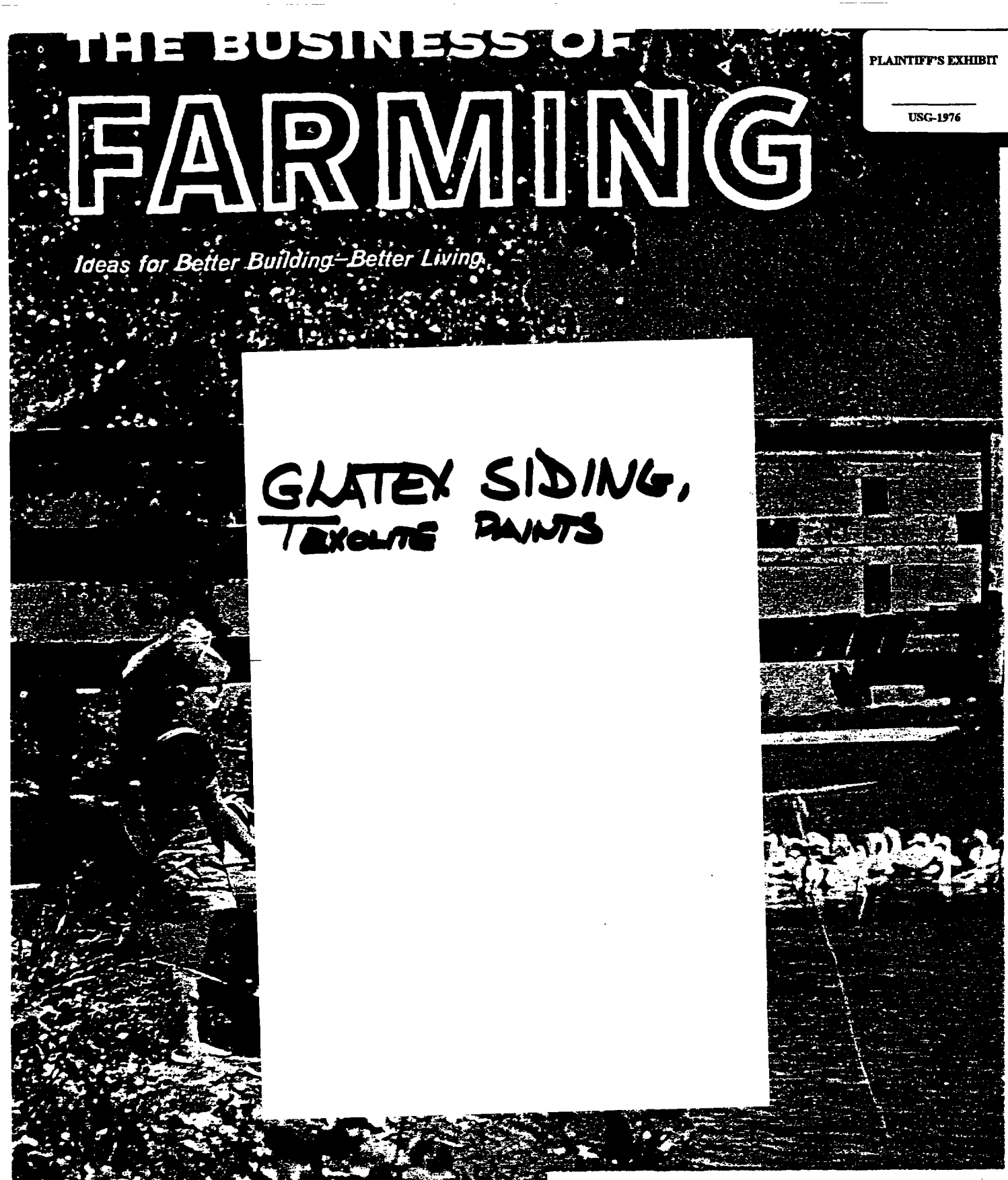
PLAINTIFF'S EXHIBIT

USG-1976

THE BUSINESS OF FARMING

Ideas for Better Building–Better Living

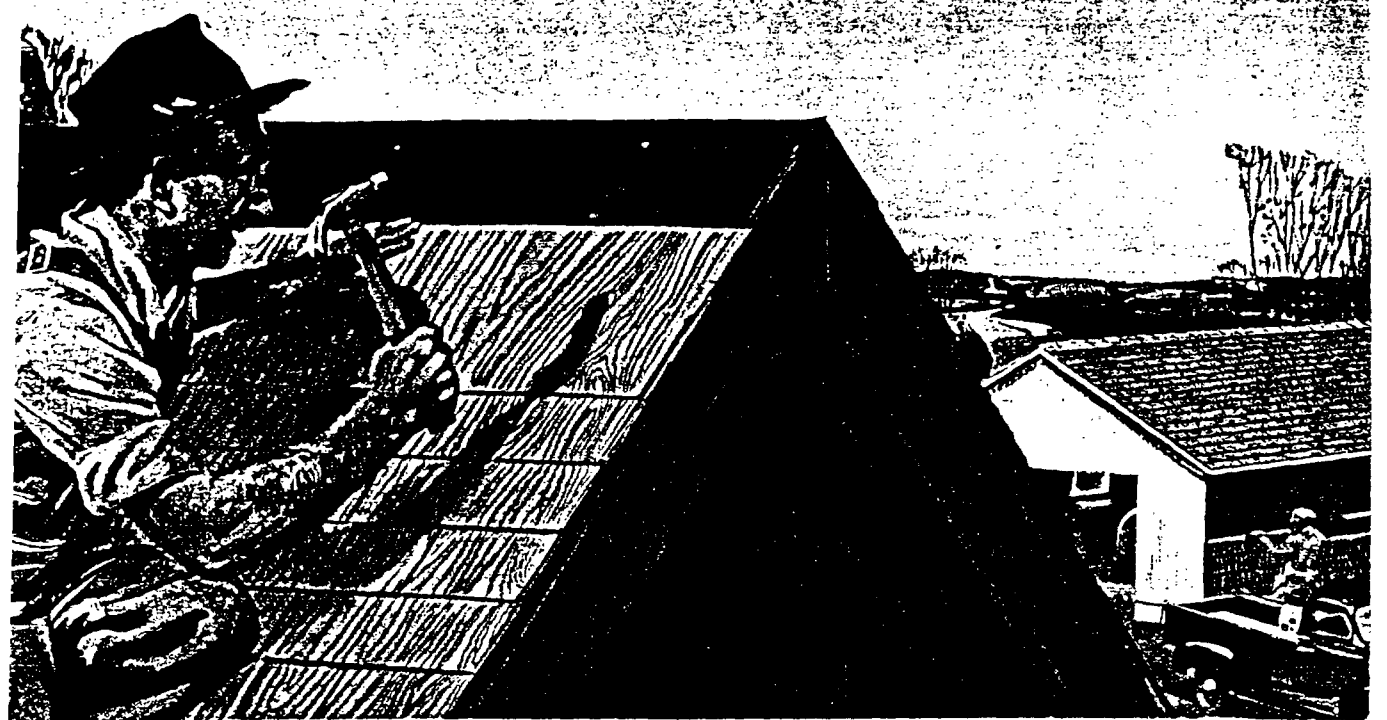
GLATEX SIDING,
TEXOLITE PAINTS



Shelter for machinery
How to add living space
Workroom work-savers

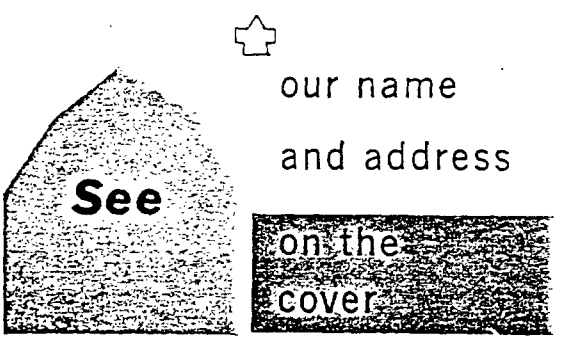
BD027 0445

IT'S FIX-UP TIME FOR FARM BUILDINGS



and we've got all the fixings!

When it comes to farm buildings, a little fixing-up now can save a lot of expense later. You save even more when you make use of the money-saving short-cuts and low-cost materials we have on hand to help you. So see us for lumber, roofing, siding, insulation—advice on low-cost financing, too. Then pitch in and fix up those danger spots. And while you're at it, build new production efficiency into your barns, cribs, sheds, poultry houses and pens. We've got work-saving plans and ideas that will help you step up your income—and the value of your property.



BB027 0446

THE BUSINESS OF FARMING Magazine: Spring, 1957, Vol. 16, No. 2. Mailing Date: March-April. Copyright 1957 by United States Gypsum Company, publisher, 300 W. Adams St., Chicago 6, Ill. Sent to you eight times a year through the courtesy of your dealer named on the covers. Printed in U.S.A.

Cover photograph: Bob Taylor

THE BUSINESS OF FARMING

SPRING • ISSUE 2 • 1957

Build for Profits
SECOND OF A SERIES

Most of today's farms are short on machinery shelter —some have none at all! Modern farming methods have made old barns and sheds inadequate, and a grove of trees is certainly no protection for a $5,000 machine.

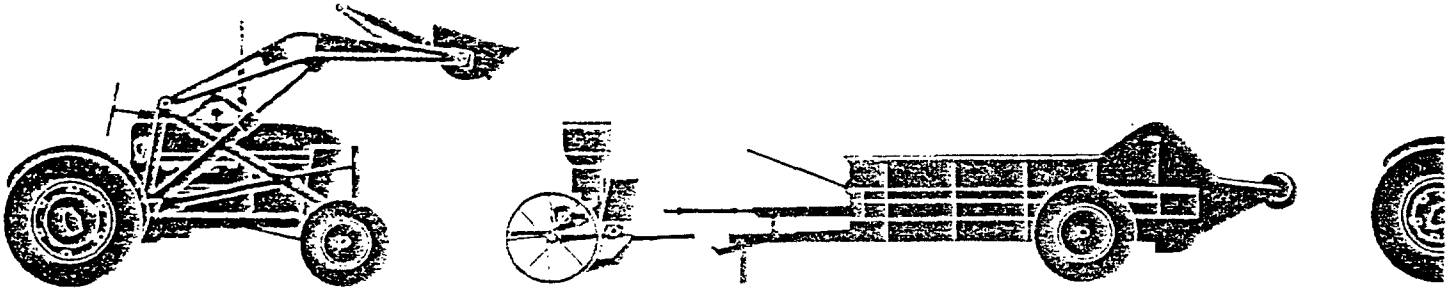
The trend on farms is toward larger, more specialized operations. As farms become more mechanized, equipment is larger and more expensive, making better storage space essential.

Current price trends indicate that machinery costs will likely continue to climb. The larger the investment in machinery, the more important to the farmer become storage and protection. Big, costly equipment will have to last longer for most farmers to be able economically to justify the investment.

PROTECT YOUR MACHINERY!

Better shelter for more costly equipment is essential for longer use and fewer repairs

By HERB HARTLEY • Doane Agricultural Service, Inc.



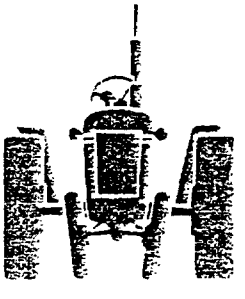
Storage stretches life 10%

Kansas State College tests indicate that the average life of machinery is increased 10% by storing. Annual repair bills are reduced about 10%. With expensive, complicated machines, this will add up to considerable savings over several years.

The chart on page 4 lists the space requirements for the majority of machines found on farms today. Add up the space needed for your equipment. Can you house it and still have room for a shop area?

Inadequate storage space does not allow you to get the maximum return possible on expensive equipment. On the other hand, a tremendous amount of wasted space creates expensive overhead that cuts into possible profit. An off-size shed reduces the efficiency of the farm. There is

(Continued)



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PROTECT YOUR MACHINERY *(Continued)*

seldom a farm with too much usable storage space—usually, where excess space is present, it is in old, obsolete sheds or horse barns that have low eaves or narrow doors.

Larger buildings ahead

With larger equipment to store, the logical trend is toward bigger buildings. Studies by the University of Illinois show that buildings have become larger in the last 10 years. Replacements are bigger than the ones that were demolished. Any building should be planned with this trend in mind.

Particular attention should be paid to height and width of the building. If a structure doesn't have clear-span roof construction, the supports should be placed so machinery can be easily maneuvered. Be sure to plan buildings with doorways large enough to allow big machinery to be moved in and out with ease.

Make them flexible

When planning for future storage needs, don't confine your thinking to machinery alone. Buildings that can serve more than one purpose are more profitable—construction costs can be spread over more enterprises. While a machine shed's main purpose is to house equipment, it should be constructed also to serve as a "utility" type building. Build a machine shed that can serve as hay storage, cattle shed, or temporary grain storage if necessary. Good buys on fertilizer, chemicals or other supplies are often possible when you have a place to store them for a few weeks.

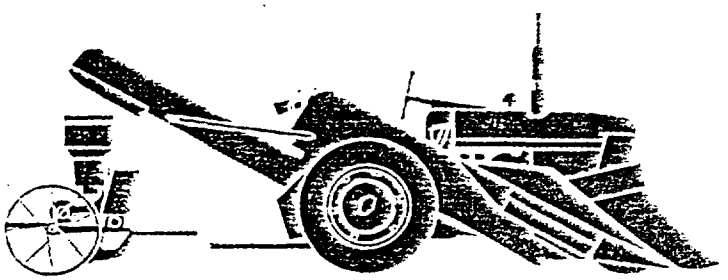
Foresight in building properly, and large enough, may eliminate the need for extensive remodeling or new buildings later.

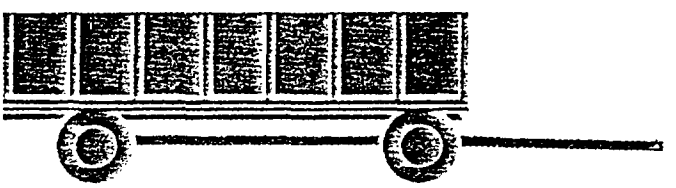
Shops keep down upkeep

A farmer needs a place to work on his machinery as well as to store it. Today's larger, more specialized equipment is often more complicated in design and therefore requires more attention than older models. The old haybuck, for example, required little care, while the modern baler with its intricate parts takes maintenance time to keep in good working order.

Missouri experiments show that farms with shops have lower maintenance costs on equipment. For example, tractors on farms with shops had repair costs of 5 cents per hour operated, against 6 cents per hour for those without shops.

Every machine in these tests had lower repair costs on farms with shops. Most of this difference resulted because farm repair service costs were much lower. So when you are building a new shed, allow plenty of space for a complete farm shop. This could be partitioned from the rest of the shed, if desired, so that it can be insulated and heated for winter comfort. Also, provide plenty of electrical outlets, including at least one for an electric welder.





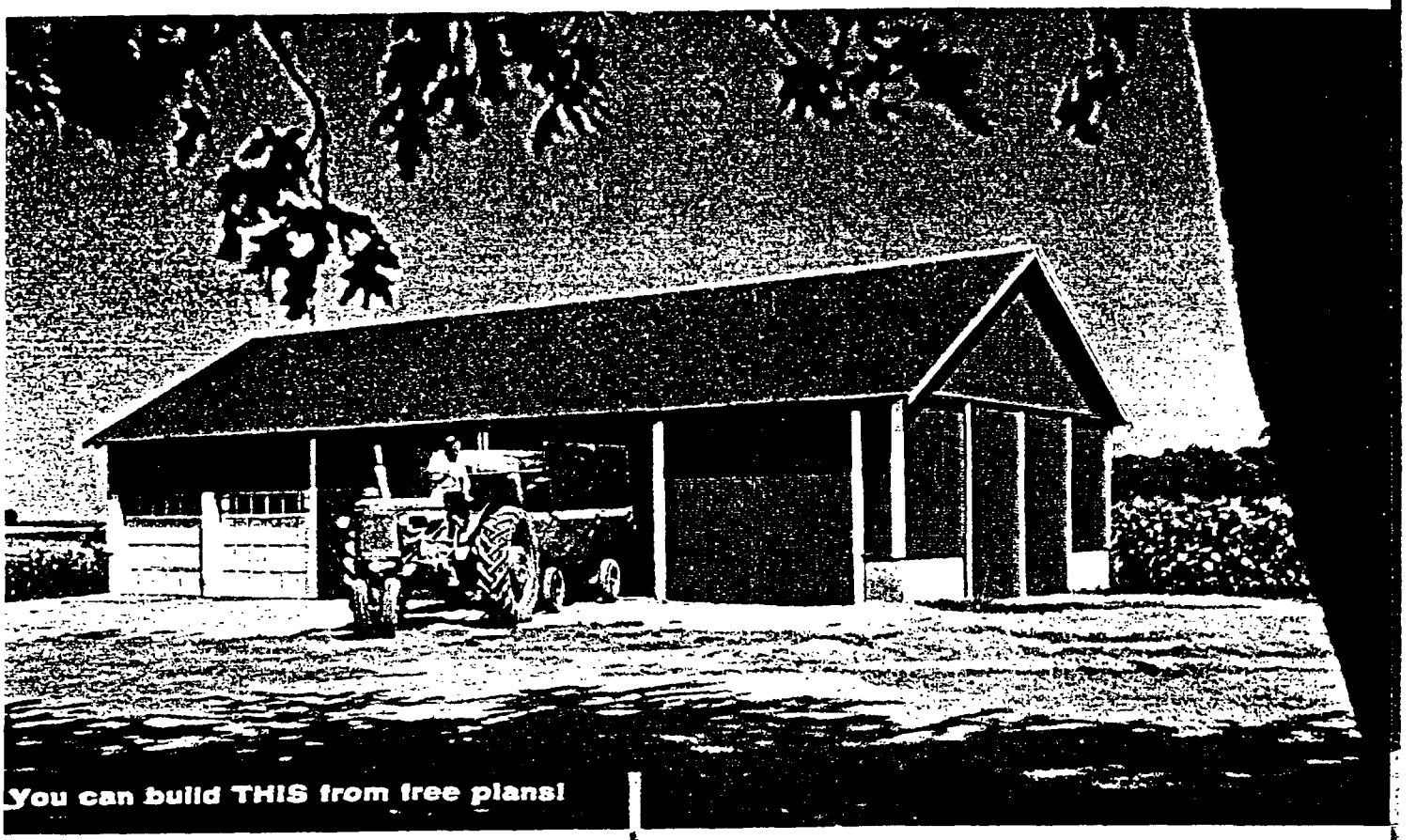
Space required for farm machines

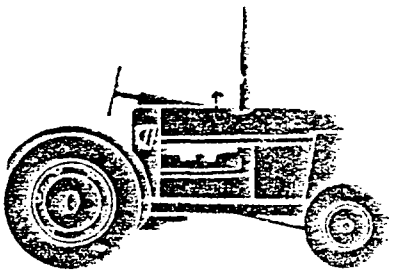
	SQUARE FEET
Tractor:	
General purpose	108
Plows:	
2-bottom	54
3-bottom	66
Harrows:	
Tandem disc—8-foot	105
Field cultivator—8-foot	95
Corn Planter:	
2-row	52
4-row	105
Cultivators:	
2-row—tractor	49
4-row—tractor	98

	SQUARE FEET
Grain Drills:	
7-foot	57
9-foot	69
Haying Machinery:	
Mower—tractor	25
Side delivery rake	130
Forage harvester	108
Forage crop blower	45
Field baler	190
Combines:	
Pull type—6-foot	242
Self-propelled—12-foot	299
Corn Picker:	
Pull type—1-row	104
Pull type—2-row	150
Mounted type—2-row	144

	SQUARE FEET
Potato Machinery:	
Planter—1-row	28
Digger—1-row	40
Manure Spreader	97
Manure Loader	84
Lime and Fertilizer Spreader:	
8-foot	42
Wagon:	
with box bed	72
Cotton Picker:	
Mounted 1-row	170
Pickup Truck	240

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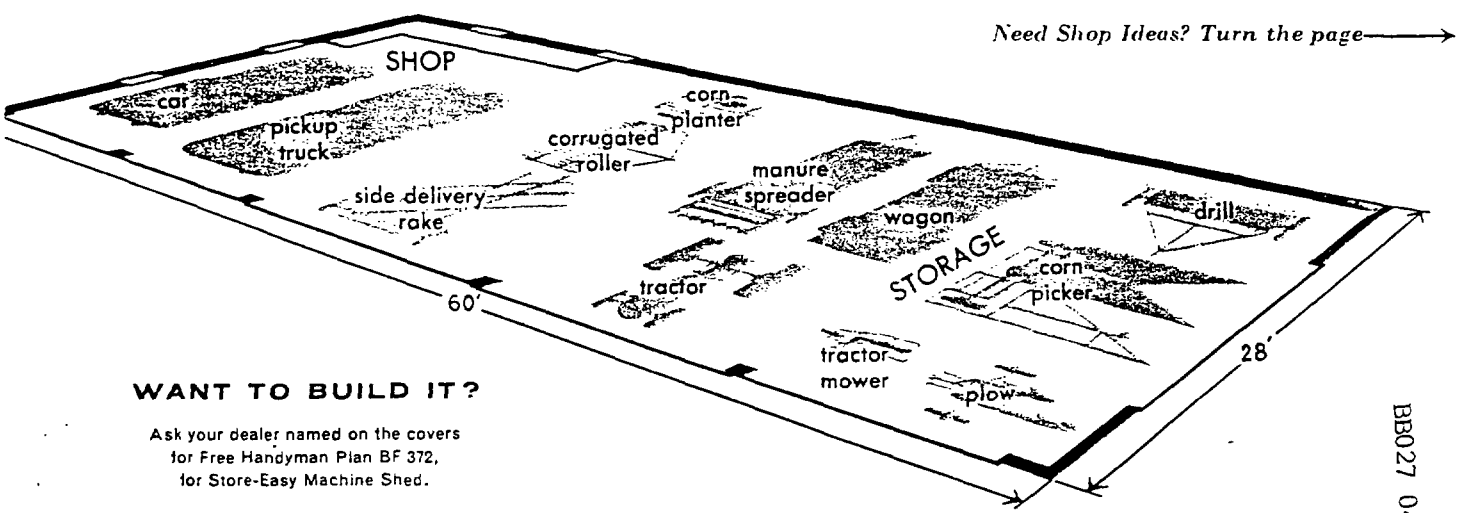




Store-Easy Machine Shed

One of the most practical machine sheds is the type shown above, which was built by Harvey L. Johnson to handle the usual line of equipment used on the average farm. This 28x60-ft. shed supports the roof with clear-span trusses, leaving the entire area free of obstructions for easy maneuverability of equipment in and out. Large end and side sliding doors make every foot of the shelter usable with a minimum of effort in "fitting" equipment into the building. Two overhead doors in the 20-ft. garage section provide either storage for pick-up truck and car, or permit easy access to repair work in farm shop section.

Need Shop Ideas? Turn the page ⟶



WANT TO BUILD IT?

Ask your dealer named on the covers for Free Handyman Plan BF 372, for Store-Easy Machine Shed.

BB027 0449

Build for Profits

PROTECT YOUR MACHINERY

(Continued)

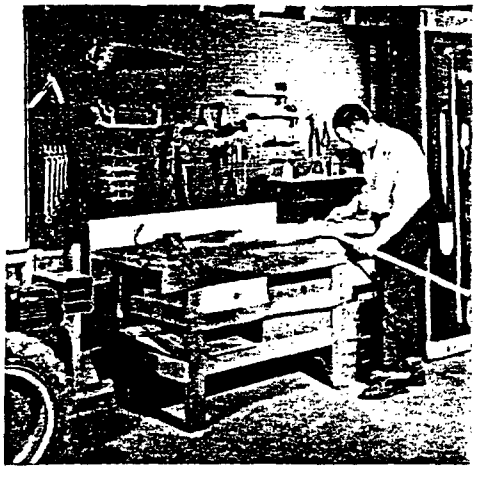
Good shop cuts repair costs



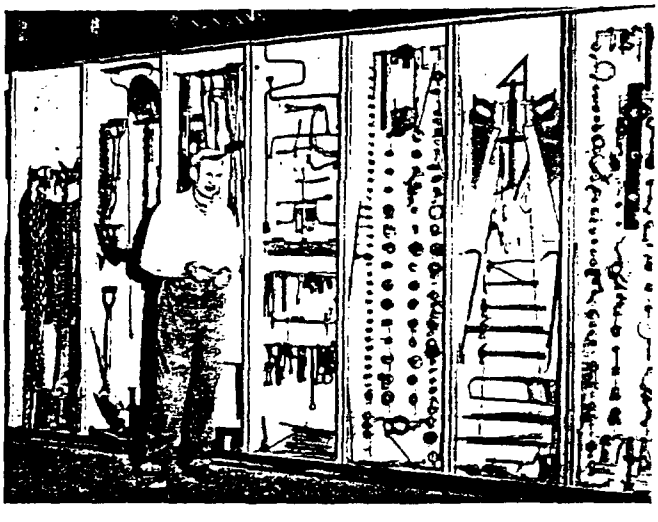
"Pigeonholes" in Roy E. Gundersen's farm shop hold pipe fittings, and spikes hold flanges, nipples and odd lengths of pipe used in the farmstead water system. Shelves are made of stock lumber available from your BUSINESS OF FARMING dealer. Gundersen can work on all four sides of bench (foreground) which is set out away from wall.



Everything within view saves time and money on repair jobs. Easily lost or mixed small items, such as nails, screws, nuts, bolts and washers, are kept in glass bottles and jars on shelves between studs. Fluorescent lights illuminate large workbench and adequate outlets permit using power tools anywhere.



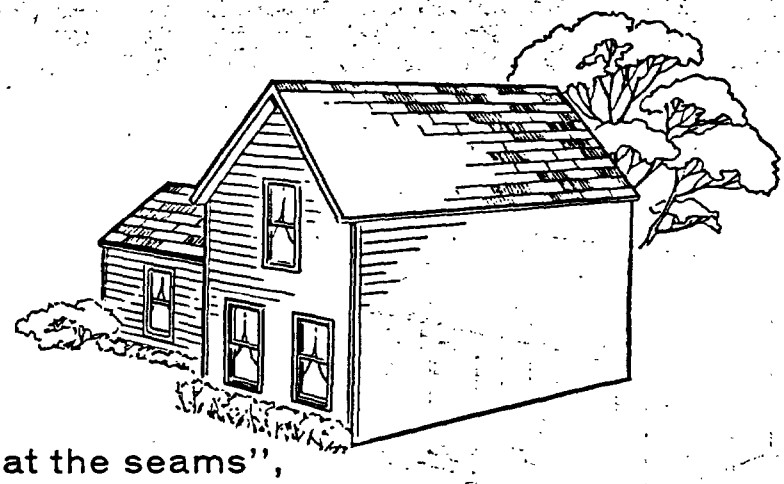
Small shop can be started economically and grow as needed. This one in the garage of Mel Reid, Oregon City, Ore., uses USG Perforated Hardboard nailed to studs over workbench and on backs of doors, with aid of Handy Hooks, to hold tools and supplies. Here Reid is shaping a new ax handle at his handy workbench.



Space between studs in Gundersen's shop holds tools and supplies, neatly grouped on white painted background for easy location when needed. Iron pipe, inserted in holes bored in studs, supports heavy chains. Metal strips and small screw bolts hold garden tools, wrenches, carpenter tools, and gaskets.

BB027 0450

How to add the space you need



If your farmhouse is "bursting at the seams", it's probably ripe for an addition.

Here's the why, where and how of adding to it

WHY ADD MORE ROOM?

Because you can put it where you wish to do the most good. Although it's usually cheaper to enclose a porch or garage where floor and roof are already in place, a new addition doesn't limit your planning to existing dimensions or a specific location.

Your house will look better if the addition is planned carefully to balance the rest of your home. For example, a tall, rectangular two-story, or typical "L" or "T", can be improved by a correctly-placed addition. The horizontal lines resulting from an addition, use of wide siding, and windows in groups will help make the house look lower.

Traffic can be improved. Adding a room in the right place may also allow space for a more convenient front or rear hall. A new workroom addition can help keep traffic and messy jobs out of the kitchen. A new living room can free the old one for a larger, more convenient kitchen or dining room. Perhaps a new kitchen is needed, nearer the driveway; then the old one can become a dining room, bath or bedroom.

WHERE ADD A ROOM?

An addition can be put anywhere, provided:

1. Roof lines will blend easily with your present house.
2. You don't reduce light in existing rooms.
3. It adds to the home's appearance and livability.

HOW ADD A ROOM?

Locate a floor plan of your present house if possible, or draw a plan using ¼-in. graph paper, and then sketch the addition. To see how it will look from the outside, lay tracing paper over an enlarged snapshot and draw in the addition.

For design help, an architect is worth his fee as a protection for your investment. And, a good contractor can give you the benefit of his experience with many home remodeling jobs. Your lumber dealer named on the covers of this issue can also help you to plan remodeling, select the right materials and estimate their cost. *(Continued)*

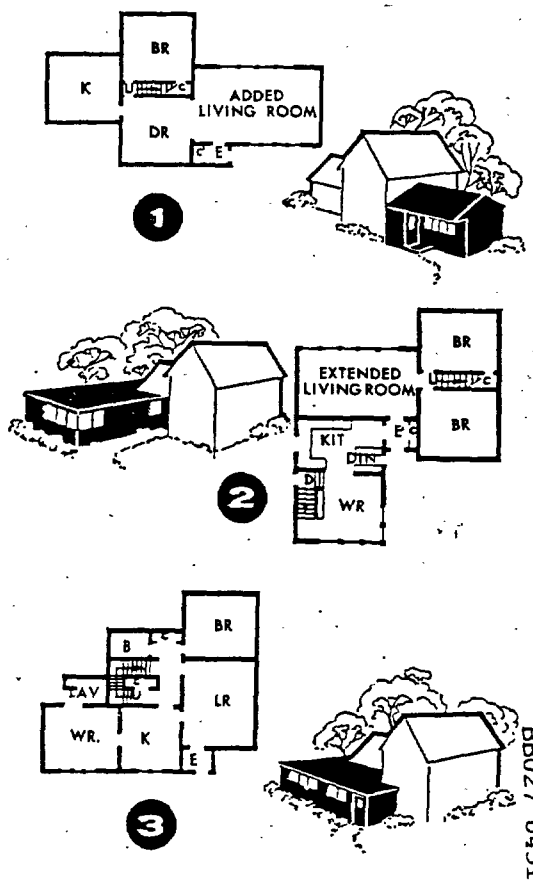
3 ways to add more space

to your model "T" or "L" farmhouse (below) are suggested by the Illinois College of Agriculture. Similar additions can be made to most farmhouses.

1 New living room and entrance also improve appearance.

2 Living room extended, new kitchen, workroom, entrances.

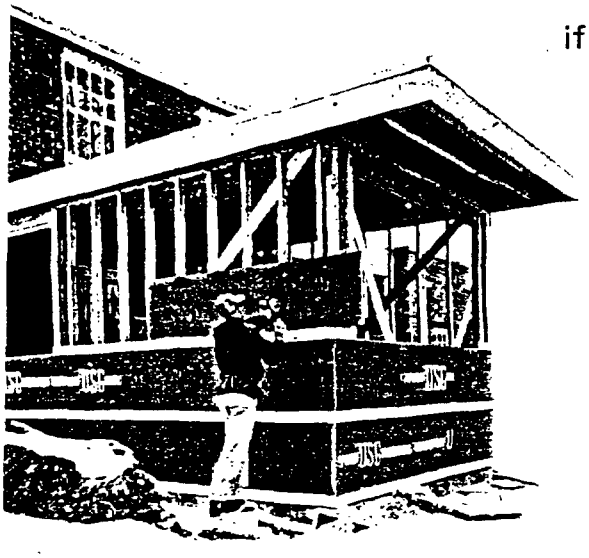
3 New workroom, kitchen, bath, lavatory, storage closets.



BB027 0451

NEED A "FAMILY ROOM"?

It's a way to add to your house, especially if your family has outgrown the living room



A RECENT addition to the farm home—television—may be reason enough to add an extra room especially for those who want to watch it, or as a quiet retreat for those who don't!

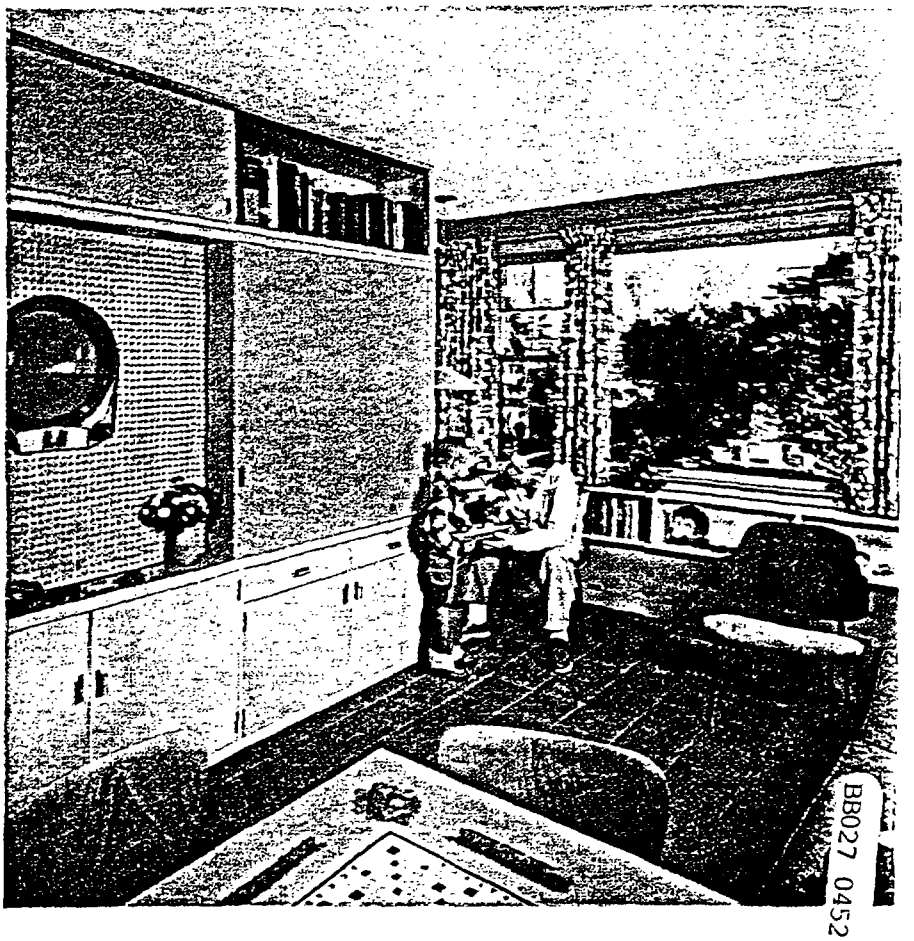
Mother may also need a special place to sew, or Dad a secluded spot to put his desk and file cabinets. Son and daughter may wish for a corner all their very own for study or play, or to exhibit their prize-winning ribbons.

Or, you may simply need a place to get all the family together—and the room should be made as comfortable and inviting as possible to suit the interests of everyone.

This family room built by the Ray McAndrews provides variety for the whole family—with plenty of work space for hobbies, storage cabinets for toys and games, shelves for books, a home music center, and a quiet corner in which to relax.

So, if your family is squeezed for space, hold a family conference. Then visit your lumber dealer named on the covers. He's ready to furnish—free—two publications from his counter-top library—a Handyman Plan (PUB 366) and an Idea File, both on Room Additions.





BB027 0452

***Sewing and study space** are welcome additions to any farm home. Sewing machine and typewriter (above) are mounted on pull-out shelves of ¾-in. plywood with removable legs. Panel holding sewing supplies is USG Perforated Hardboard, and DURON Hardboard is used for sliding cabinet door. Home entertainment center (right) takes up one wall, includes built-in TV and storage for toys, books and games.*



The "living" side of McAndrews' family room has a sofa, and table for games or snacks. Wall color, a soft, warm blue of TEXOLITE DURAVAL paint, is complementary background for gleaming brass lamp, paintings and draperies. Double folding door at right opens into living room.

Don't overlook good decorating in your own home modernization. A quality product such as TEXOLITE DURAVAL paint can probably improve the appearance of your home more than anything else of equal cost.

Materials for Modernizing...

They make the job quick and easy

OPERATION Better Your Living HOME IMPROVEMENT

WHETHER you build your own addition or hire the work done, there are numerous interior finishing jobs you can do yourself. Unless you are a good carpenter, it is usually best to let an experienced workman "close in" the structure. Then much or all of the finishing can be done by the home handyman with help from the rest of the family. Unlike the average remodeling job, which usually involves removing walls, finishing the interior of a new addition can easily be done as time permits without fuss or muss. Simple-to-do jobs include adding insulation, nailing on wallboard, and painting.

Quality materials from their local lumber dealer were used throughout by the McAndrews for their new addition—from the fireproof gypsum sheathing (upper left, opposite) to the paint on the walls.

More How-to-do-it Help on Next Page

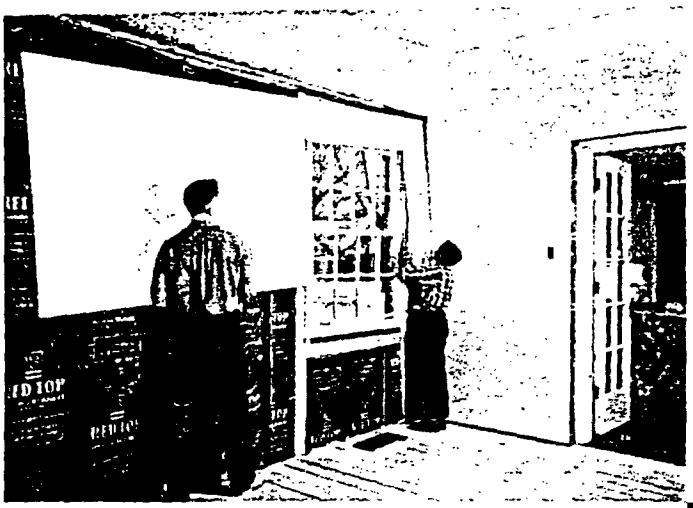


Materials for Modernizing

(Continued)

INTERIOR

Easy for home handyman to apply to finish walls and ceilings were RED TOP Insulating Wool and fireproof SHEETROCK gypsum wallboard.

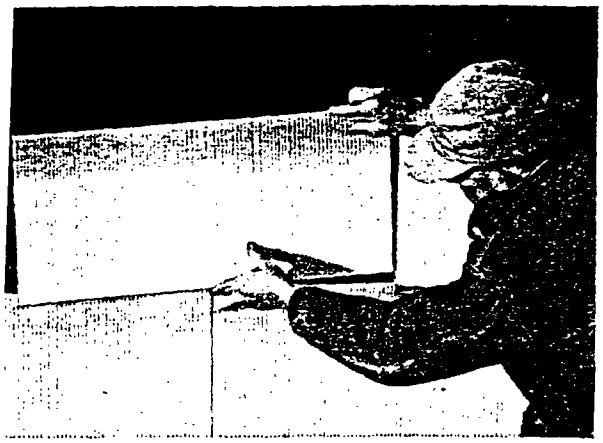




To control noise in the busy family room, the McAndrews selected QUIETONE acoustical tile, which was cemented to base layer of gypsum board on ceiling.

EXTERIOR

Exterior finish of Shadow Accent GLATEX siding, applied over fireproof USG gypsum sheathing, gives "continuous siding" appearance and never needs painting.

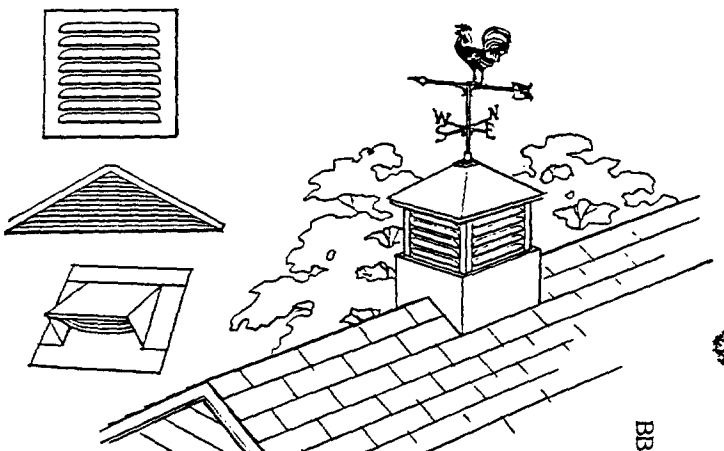




Underlayment of DURON Hardboard was put over wood subfloor by McAndrews before finish floor of cork tile was applied with adhesive. Underlayment is also easily applied over existing floors.

For low-pitched roofs, the new wind-resisting IMPERIAL-LOCK asphalt shingle is now available in eight colors.



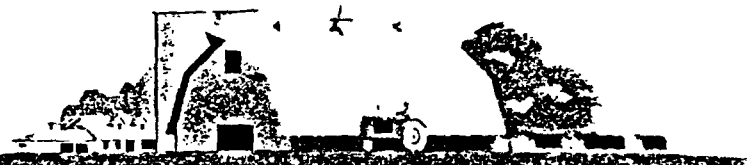


Air out the attic with USG Multi-Pitch triangular aluminum louvers, also rectangular types, for gables, or pitched type for sloping roofs. Add ventilation with a CU-PO-VENT cupola, now available in three different models for flat, hip and low-pitched roofs.

BB027 0454

Latest

FORECAST



UP-TO-DATE MANAGEMENT IDEAS TO HELP YOU FARM BETTER FOR MORE PROFITS

MOISTURE HOLDS THE KEY to 1957 farm incomes in a big part of the central United States. Contour farming, leaving mulch on the ground, harrowing ground soon after it is plowed, chiseling or subsoiling, shifting to drouth-resistant crops—these are all practices that help.

CASH IN ON HOGS while good prices last. The 1957 spring pig crop will be as large or larger than a year ago. Late spring farrowings will be increased because of the big December rise in hog prices. By late this year, marketings may be larger than this past season. Plentiful supplies of corn will still make hogs profitable through all of 1957.

GET CATTLE FOR GRASS as soon as you can locate them—even if you have to buy a little hay to carry them until grass grows. Spring demand is likely to be stronger than last year.

SUPPLY OF FAT CATTLE will continue heavy until early summer. A record number of cattle was in U.S. feed lots on January 1 and 55% of them were being aimed for market after April 1. By June the pressure on markets should be easing off, clearing the way for a summer price rise.

MORE BROILER PROFITS THAN LAST YEAR. More birds will be produced, but not necessarily sold at a lower price. Part of highest output will come in summer when consumers will accept heavy supplies the easiest. Feed costs will average lower, giving a better chance for profit.

BRIGHT OUTLOOK FOR 1957 WHEAT PRICES is partly due to nearly one-fifth of the nation's wheat allotment being placed under the Soil Bank program. The smallest acreage of winter wheat was seeded since 1913.

CORN PRICES are not likely to change much in the coming months. With the second biggest crop in history last year, farm stocks are also at a very high level.

1957 CORN PROGRAM probably will not be settled until near planting time. Prospects are somewhat lower average corn prices next fall. Supports are sure to be lower than the $1.50 figure for 1956.

LAYING FLOCKS ARE NOT PROFITABLE in most cases with present egg prices and costs. Purchases of laying chicks this spring are being cut back at least 5% from a year ago. Fall or late summer should see profits returning.

SOYBEAN CYST NEMATODE threatens a Midwest crop that has been fairly free of disease and insect worries. Lespedeza may also be in danger. Soil fumigants can give some protection to crops, but are too expensive for all except high income crops like tobacco.

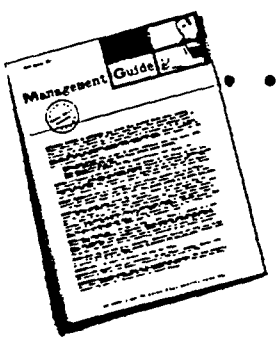
HYBRID SORGHUMS PROVED OUT in tests at the University of Illinois last year. The average yield for hybrids was 110 bushels per acre, while the standard varieties averaged only 92 bushels. These yields cannot be expected in dry areas without irrigation.

BUILD HOG SHADES NOW TO help insure best possible gains this summer. Plan to use a sprinkler to spray a fine mist of water under the sunshade on the hottest days—Purdue researchers got excellent results from this system last summer. Fattening hogs averaged over 2 pounds of gain per day from June 18 to August 20—usually about 1½ pounds per day is expected.

ADVANTAGES OF FARM GRAIN STORAGE are outlined by U.S.D.A. as follows: full benefits of price support programs; retain title to grain with no risk if price should drop; take advantage of seasonal rises in market prices; reduce labor requirements; and reduce cost of grain bought for feed by purchasing when price is at seasonal low. The cost of storing ear corn for 9 months was 8¢–12¢ per bushel, depending upon the size and type of the crib.

TOO BIG A DAIRY HERD? Purdue University found that one Indiana farmer with 30 milk cows could have cut his herd size by one-third and made $756 more net income in 1956. The upper third were high producers, but the lower one-third lacked $145 each of paying for their feed, labor and overhead. Milk production per man is more vital than the number of cows.

By Doane Agricultural Service, Inc.



NEW!

For Your Region

Ask your BUSINESS OF FARMING dealer for the Spring issue of the Management Guide. It's free. Includes the same profit-making ideas as in this forecast—but *localized* and *expanded* to help you plan more efficiently for your farm. A plus feature of each 4-page guide is an article on farm building improvements.

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(CU-PO-VENT is a registered trademark of Home Comfort Mfg. Co., Peoria, Ill.)

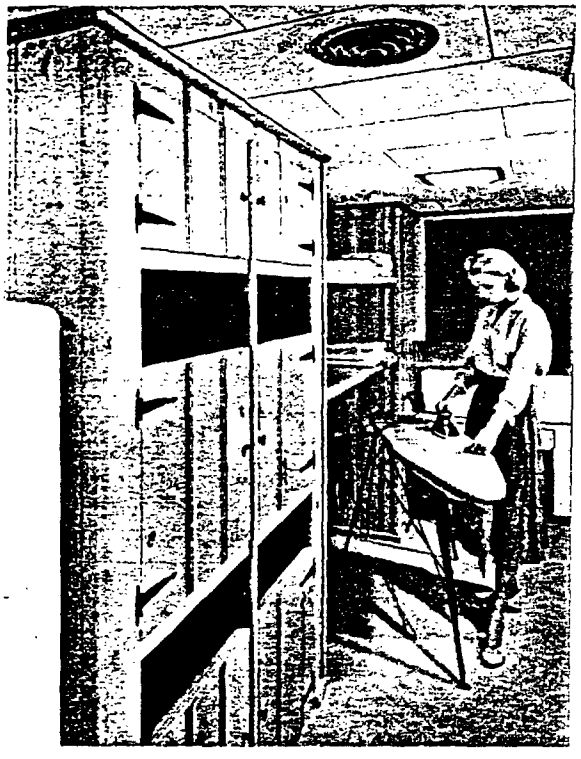
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Simple-to-build storage serves many purposes in this compact workroom built-in. Panels of framed USG Perforated Hardboard conceal, yet *ventilate*, clothing on shelves and in hamper. Pull-out lap board directly above the hamper is a convenient place to sort and fold laundry.



Handy hamper rolls out from under clothes chute, shown at left in photo above, and into position for filling washer, in home of Mr. and Mrs. Joseph Oros, of Bloomfield Hills, Mich. Clothes from drier can be replaced in portable hamper and wheeled to ironer or to sorting area. Hamper is easy to make of ¾-in. plywood. Additional conveniences in this well-planned workroom include *wall cabinets, sink and work counter.*



Sections for sorting clothing are time-savers in basement workroom of T. R. Gamble, St. Louis, Mo. Space above bins permits depositing clothes without opening doors. Ironing board fits under shelves. USG Insulating Twin-Tile on ceiling provides a bright, reflective surface.

Workroom Work-savers

You can't beat built-ins to make laundry chores easier

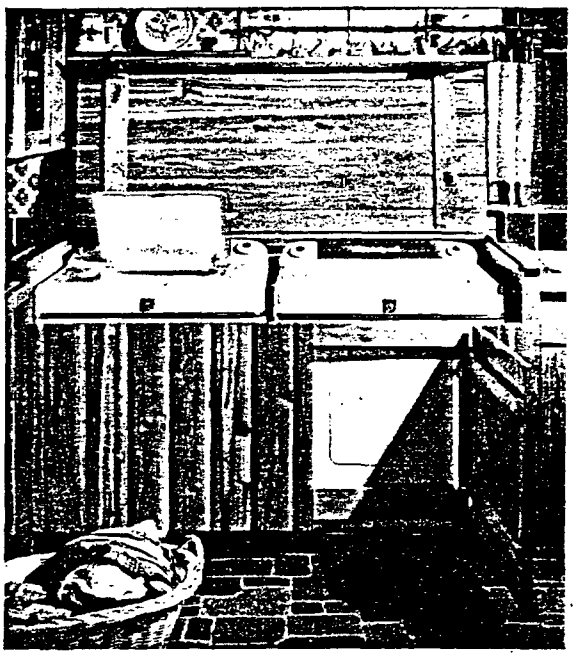
THE BUSY farm wife's workday is just as long—if not longer—than her husband's. Therefore, all who rise early and work late will welcome these easy-to-build features selected from laundry rooms in a number of homes. They help save steps, stoops, time and backaches!

Each can be built of stock materials available from your BUSINESS OF FARMING dealer. Ask him for help with all your home improvements—he can aid in planning kitchens as well as workrooms, recommend quality materials, and estimate costs.

BB027 0456



"Where is it?" *you could easily wonder in dining-kitchen-work-room of the Burt Dinnison family, Veradale, Wash. Built-in cabinet of cedar in photo above conceals laundry equipment shown below. Lift-up top adds counter space. The Dinnisons chose* SHEETROCK *wallboard for walls and ceilings.* Photography: Hedrich-Blessing



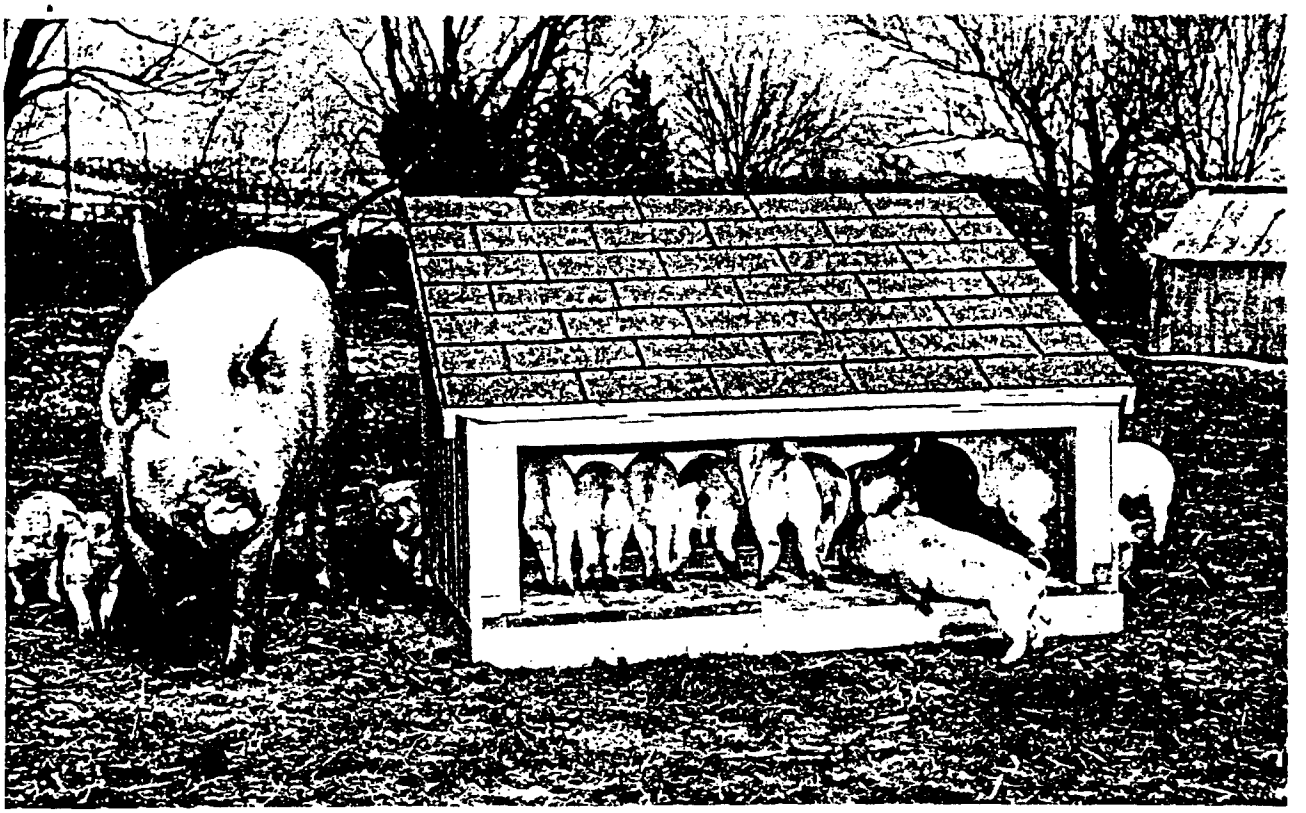
Sewing too is a feature in this all-purpose workroom, the pride of Mr. and Mrs. Clarence Baxter, of Grand Island, Nebr. Cutting table which folds down from storage section has adjustable shelves for piece goods and other supplies. Storage is both below and above work counter. Photography: Infinity Inc.



More Work-Saving Ideas!

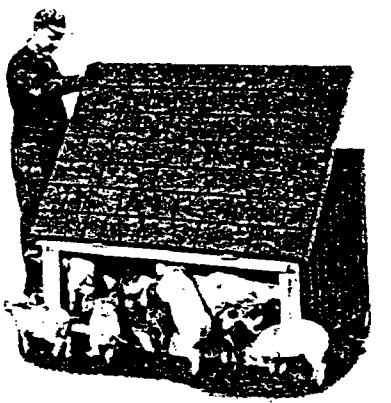
Ask your lumber dealer named on covers for the new Handyman Plan, PUB 372, Laundry Helpers. It's Free!

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Pigs gain faster with less feed cost when you

Self-feed with a creep



By DONALD K. O'BRIEN

VIRON GUSTAFSON found that his pigs were more profitable when fed with a creep feeder like the one shown here. He designed it to hold 300 pounds of pellets or ground feed, enough for 80 pigs.

The feeder is 36 in. deep, 58 in. wide, and 30 in. high at the front. The sows can't get at the feed, but the pigs can eat all they want. Mounted on skids, it's easy to move from one field or lot to another. The hinged roof provides an easy way to fill the feeder, yet protects pigs and feed from rain and snow.

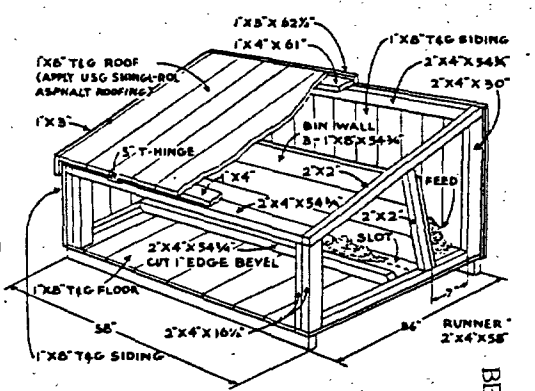
Further evidence of the value of this system is that 16 litters of pigs using creep feeders ate 100 pounds less feed for each 100 pounds gain and gained 22 percent faster than those not creep-fed, in Illinois College of Agriculture tests.

Other farmers who saw Gustafson's creep feeder liked it so well that he has built and sold a number of them to his neighbors. He says it can be built for around $40.

LIST OF MATERIALS

3-2x4-12'
2-2x2-10'
1-1x4-12'
1-1x3-12'
12-1x8-12'

1 roll USG SHINGL-ROL asphalt roofing
Hardware: Pr. 5" T-Hinges; Hasp; Nails; Roofing Cement



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