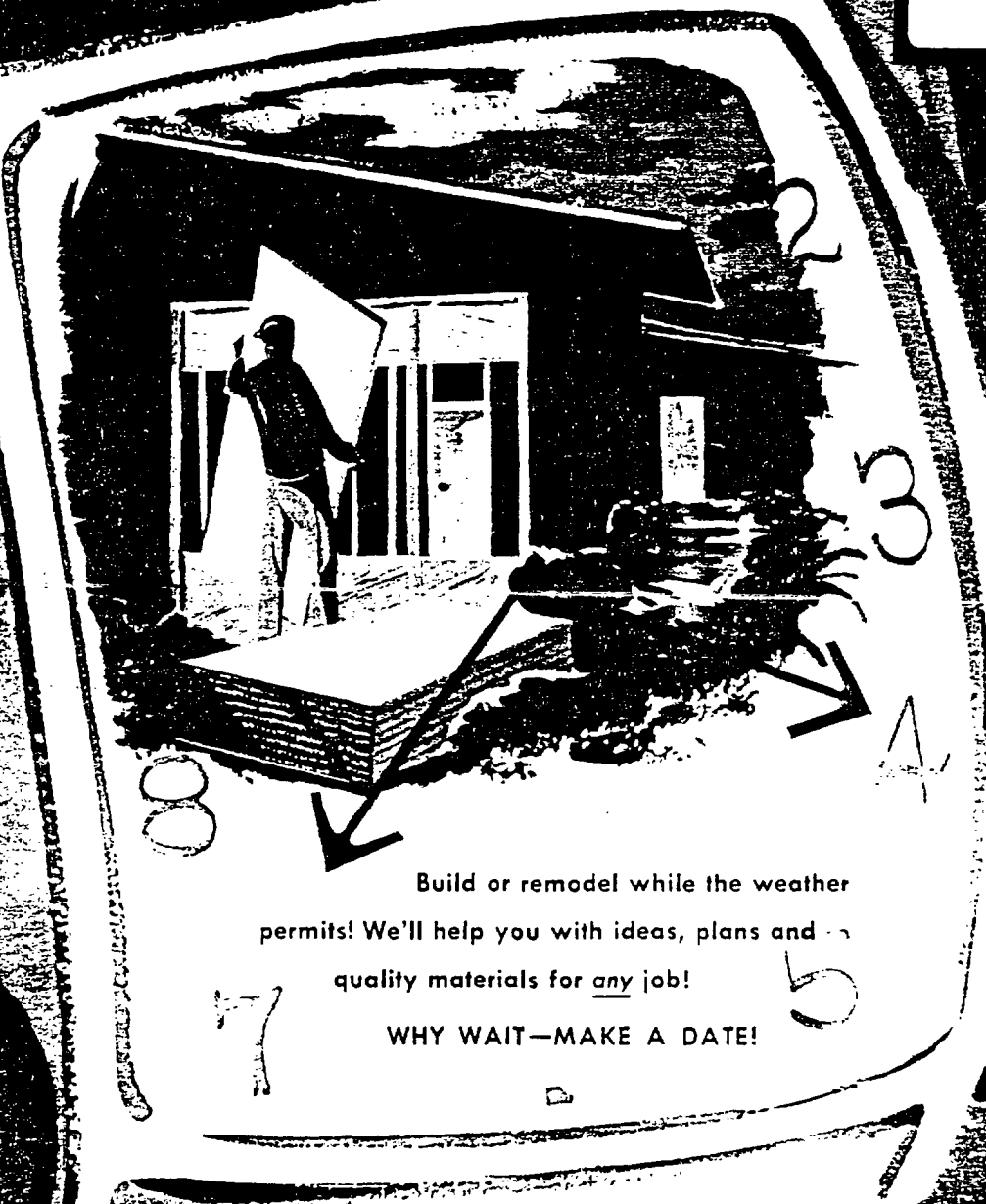


TIME TO GET GOING on your fixing-up for fall

PLAINTIFF'S EXHIBIT

USG-1044

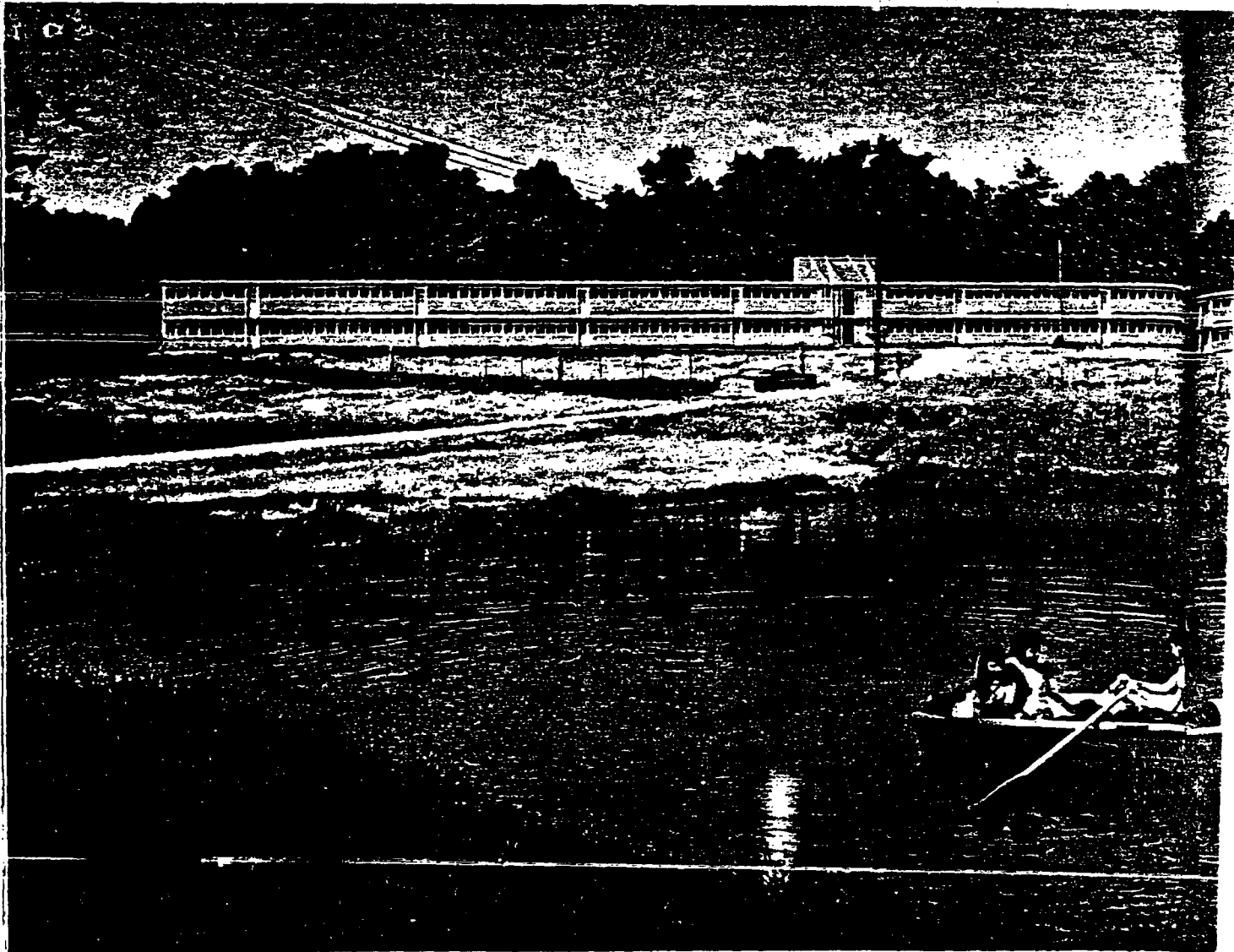


Build or remodel while the weather permits! We'll help you with ideas, plans and quality materials for any job!

WHY WAIT—MAKE A DATE!

LET US HELP! OUR NAME IS ON THE COVER





Fifty thousand broilers! This 36x340-ft. building is on 200-acre farm of Paul Mathieu, near Lebanon, Conn. Capacity is 50,000 broilers, and 200,000 are raised and marketed yearly at 9½ weeks by Mr. and Mrs. Mathieu, three children (Paula 8, Stella 12 and Robert 13), and one hired man. This design is easily adaptable to smaller flocks by using multiples of 36x36-ft. basic unit. Bulk feed rooms in center of building (below) simplify feed handling with aid of cart suspended from overhead track.

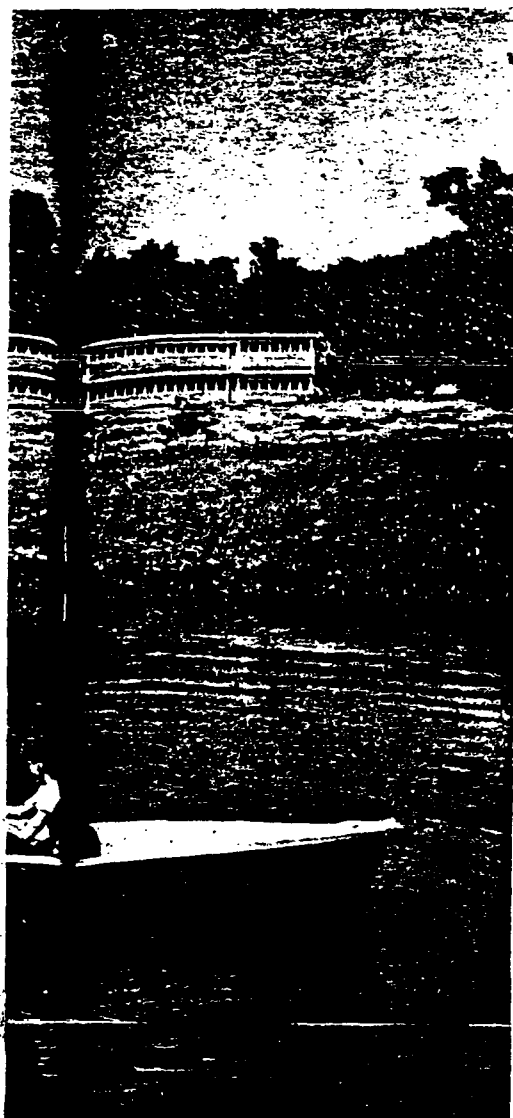


Floor plan of single basic 36x36-ft. unit provides space for such labor-saving features as automatic waterers and feeders. Result is larger flocks for volume production of eggs or broilers.

ALL-PUR

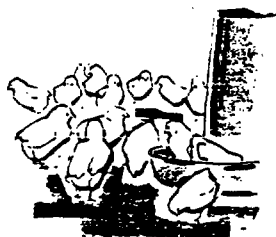
*Versatile structures for
broilers or layers can be built
in variety of styles and sizes*

by S. D. Coleman, Editor



PHOTOGRAPHY: JOSEPH W. MOLITOR

Flexible-design poultryhouse is easily adaptable to any purpose



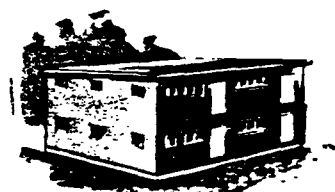
For broilers



For layers



One story—gable roof



Two stories—flat or shed roof



Single unit—two stories



Multiple units

PURPOSE POULTRYHOUSES

IF YOU'RE LOOKING for a poultryhouse that will fit any need, the new types described on these pages should fill the bill. They are designed on the simple principle of repeating a basic unit of 36x36 feet.

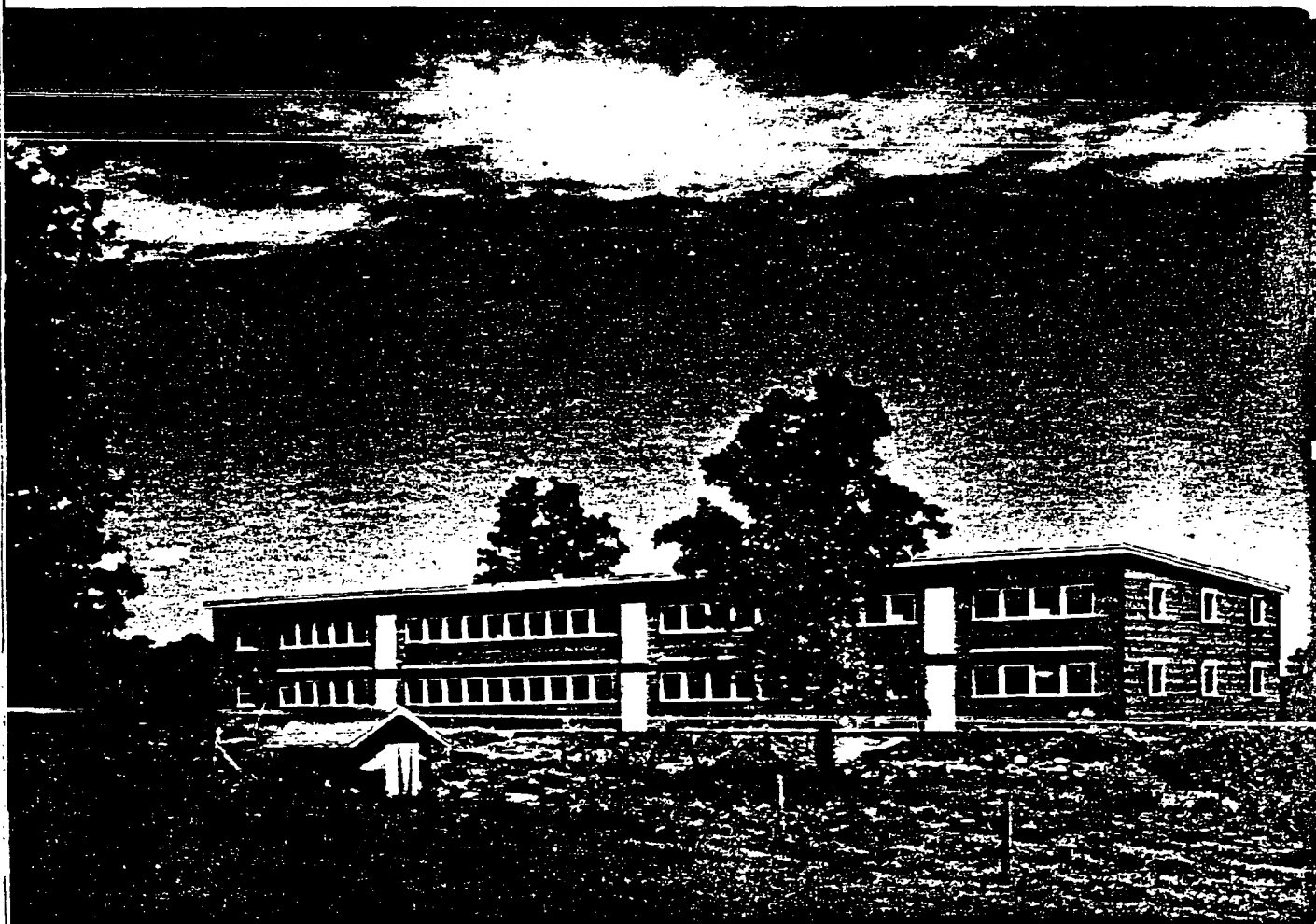
The design is equally good for broilers or layers. You can build and equip the house for broilers and if future egg prices offer more profit opportunity, it's a simple matter to convert to layers. It's also adaptable for layers in cages or on slatted floors or dropping pits. You can build it as one story, or two, or more if desired. More sections of the 36x36-ft. unit can be added as your business expands.

To see the best examples of this flexible poultryhouse, we contacted W. W. Irish, agricultural engineer, and William Aho, poultry specialist at the University of Connecticut. They referred us to the tall, amiable county agent of New London County, W. Stanley Hale, who efficiently guided us on a tour of big poultry operations in the vicinity of historic Lebanon. On the broad and beautiful green of this town, the Colonial Army drilled during the Revolutionary War.

We visited seven top-notch setups near Lebanon, and selected three which you'll see in this issue. Note at the end of this article how you can obtain free plans to build this poultryhouse to suit your requirements.



POULTRYHOUSES *continued*

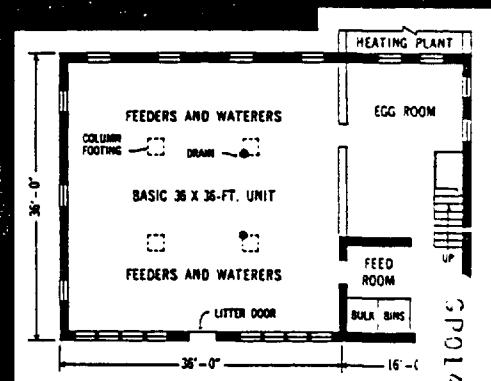


Three thousand layers are housed in this 36x110-ft. building on the Emil Rechlin farm. His feed room is located in end of building (left).

Clear your farm pond by spreading BEN FRANKLIN Agricultural Gypsum over surface. Apply 15 lbs. per 1,000 cu. ft. of water, or 20 bags of gypsum per acre of water. Agricultural gypsum also improves drainage, supplies neutral calcium and sulphur for crops, and conserves nitrogen in manure.



Floor plan of single basic 36x36-ft. unit provides space for such labor-saving features as automatic waterers and feeders. Result is larger flocks for volume production of eggs or broilers.



Two types of nests are used by Rechlin—single (left) and community-type. Either type may be purchased, or built from plywood or USG Hardboard nailed to simple framing.



Cooler chickens, faster growth and more profits resulted when J. D. Reinhardt of Vale, N. C., painted shingles on his modern broiler house with TEXOLITE Vinyl Exterior Paint. Use of a high light-reflective color resulted in an inside temperature 10 degrees cooler than outside in the shade. During previous summer, Reinhardt lost 500 broilers from heat prostration. Since application of the reflective paint, no birds have been lost from heat.

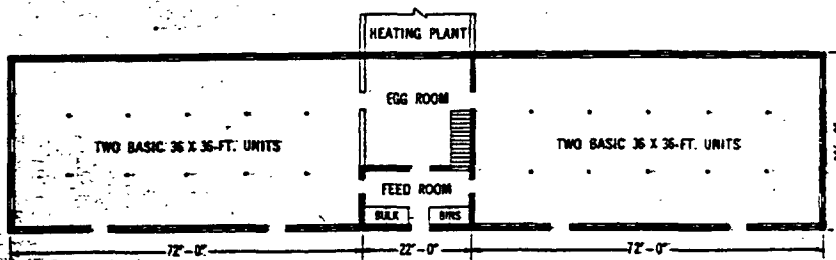
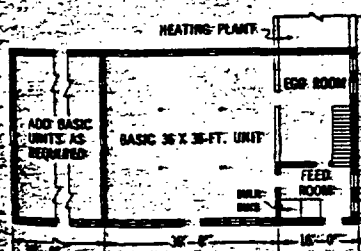


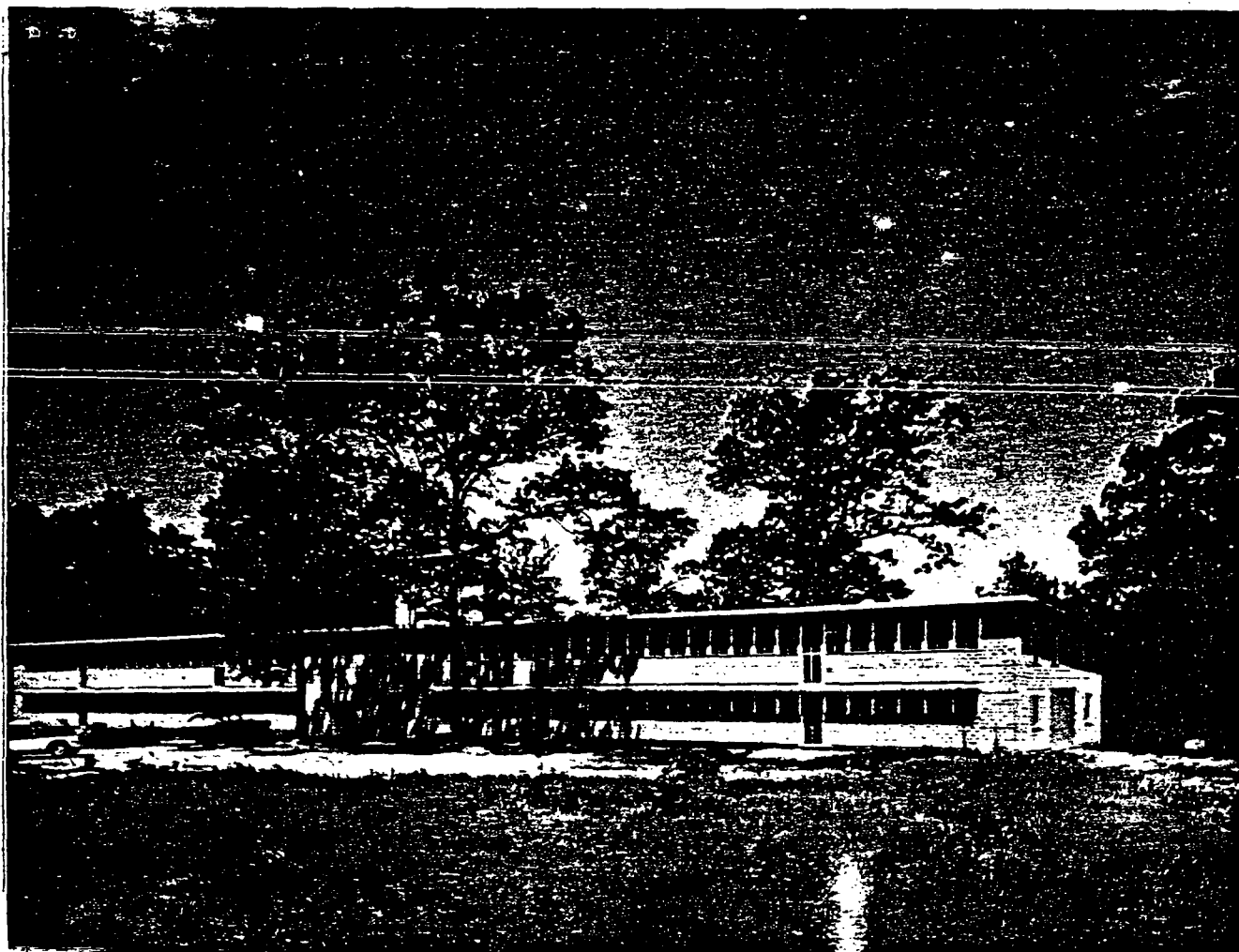
Sunlight pours in through windows on south side to help keep litter dry around feeders and waterers.



More on next page

Basic unit of 36x36 ft. may be used in many combinations, two of which are shown here





Fourteen thousand broilers are produced simultaneously by Isidore Wengloski in 36x200-ft. two-story house. Each of four large pens holds 3,500 birds. A 20x35-ft. feed room in center contains 5x10x15-ft. bin that holds 10 tons, plus storage space for equipment.

POULTRYHOUSES *continued*



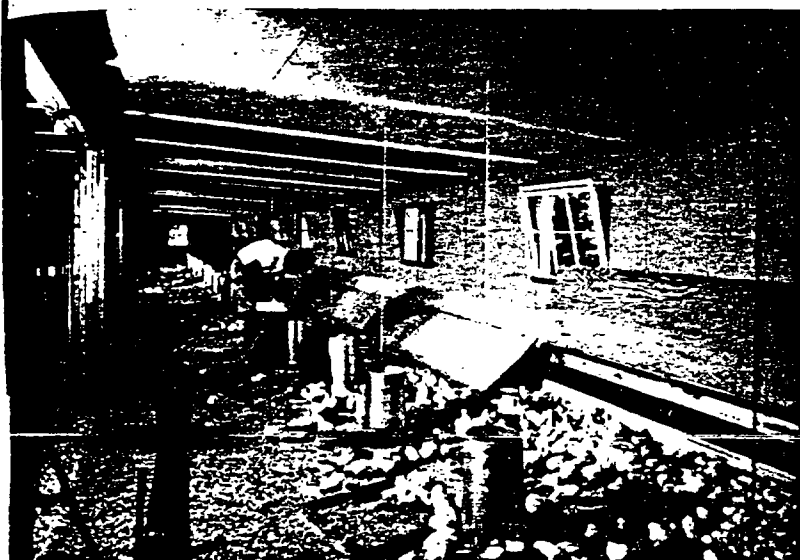
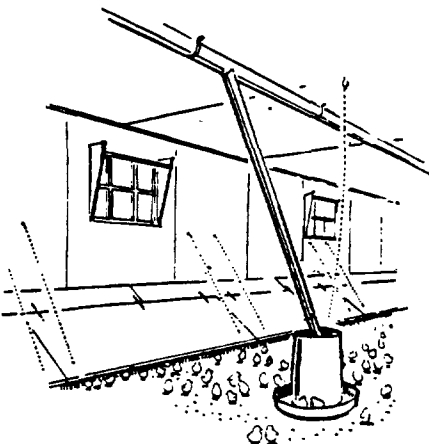
A family enterprise: Theresa Wengloski and the children—Joyce 6, Louise 7, and Paul 10—help with such chores as watering and feeding when chicks are small. Automation saves many hours daily as chickens grow.



CP014 1206

Hanging feeder is filled from overhead pipe which is fed automatically from central feed room by auger. Feed flows by gravity through vertical pipe to round feeders.

Day-old chicks are purchased, sold at nine weeks averaging around 4 lbs. House is empty four days for cleaning before next batch arrives.



Chicks are protected by hovers heated by hot water in fin pipe along north wall. Hinged plywood hovers are raised to suit height of chick growth. Feed for baby chicks is placed in small feeder lids.

Temperature control is easier when walls are insulated with RED TOP Insulating Wool batts, and walls and ceilings are finished with fireproof SHEETROCK gypsum wallboard.

Special design feature which helps assure comfort for chickens includes windows on south side to receive maximum winter sun, with overhang for summer shade. Screened vent at bottom and top of each floor (arrows) aids fresh air circulation. Asphalt shingles were used as siding by Wengloski to provide economical protection.



Build the ALL-PURPOSE POULTRYHOUSE



Ask your BUSINESS OF FARMING dealer for free Farm Building Plan No. BF 694, newest in his selection of construction aids. Below are listed this and other plans for structures to help you boost farm efficiency and profits.

Check the plans needed and take the list to your lumber dealer named on the cover.

- ☐ All-Purpose Poultryhouse, No. BF 694
- ☐ Post-Free Buildings, No. BF 692
- ☐ Store-Easy Machine Shed, No. BF 372
- ☐ Crib or Granary, No. BF 374
- ☐ Cost-Cutting Cattle Barn, No. BF 376
- ☐ Windowless Poultryhouse, No. BF 377
- ☐ Flexible Milking Parlor, No. BF 682
- ☐ 5 Low-Cost Shelters, No. BF 684
- ☐ 3 Hog Houses, No. BF 686

Reasons for remodeling: the Clemons' five children—Cathy 10, Pat 18, teaching two-year-old JoAnn to walk, Johnny 16, and Bobby, 9—at new front entrance.



Making over an entire house is practical solution to Florida family's needs

AS SO OFTEN HAPPENS to youthful farm families, the J. E. Clemons of near High Springs, Fla., realized that a rapidly growing family of seven would no longer fit in a house of only four rooms.

Although their poultry and egg farm was becoming more profitable, the Clemons needed financial help for major home improvements. They turned to Harlan R. Ellis, county supervisor of the Farmers Home Administration at Gainesville. He assisted in planning their remodeling, estimating costs, and in obtaining a home improvement loan. These are the structural improvements the Clemons made in their remarkable remodeling project: extended house by 3 ft. across front and enclosed porch for two new bedrooms; added bath and pantry in end of old kitchen; built an addition for a 14x20-ft. living room and 14x16-ft. enclosed porch; replaced front and rear entrances; removed fireplace and window of former living room and installed squared archway between new living and dining areas.

Well-planned remodeling is usually the most economical route to better farm living because it takes advantage of space and structure that already exist. The Clemons family found this to be true, and results like these are within your own reach. Ask your BUSINESS OF FARMING lumber dealer (named on cover of this issue) for help in planning your remodeling and for sources of credit.

BEFORE



Big changes in small house are evident in photographs and plan (right) of Clemons farmhouse. New windows, front and back entrances, living room and porch were added at left of original house. Two new bedrooms and spacious closets resulted from enclosing front porch. Gleaming white GLATEX asbestos cement siding covers exterior walls, and contrasts with Tropic Green color of TEXOLITE Vinyl Exterior Paint on concrete foundation.

AFTER

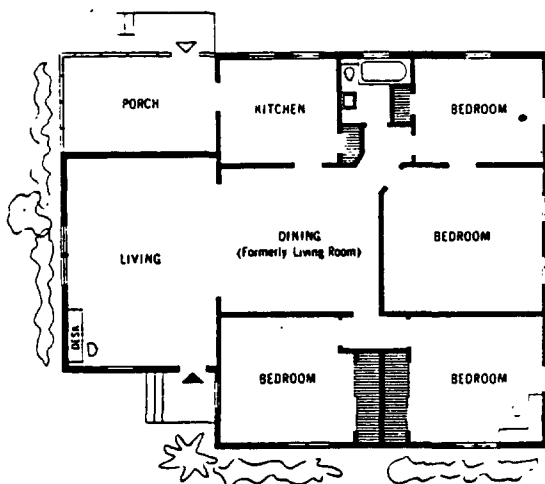


Most living space for

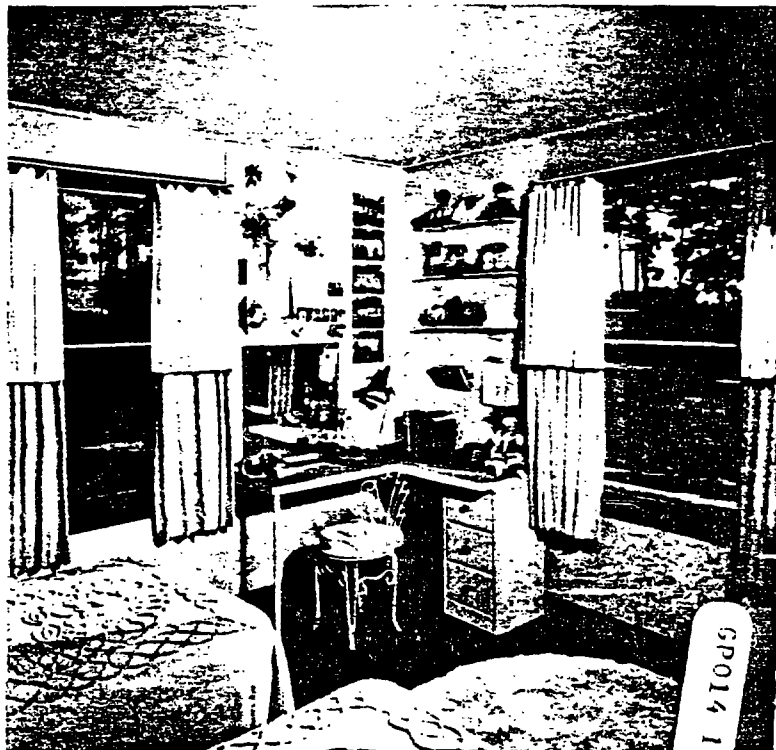


Sparkling living room is in expanded portion of house. Jalousied windows (left) overlook cropland and pasture. The Clemons did much of their own remodeling, applying SHEET-ROCK wallboard, PERF-A-TAPE joint reinforcement, and painting with TEXOLITE Sandrift on end wall (right), Fall Yellow color on other walls and ceiling.

for the least cost



Dreamy bedroom for two young ladies formerly was an open front porch. The "beauty corner" gets the full treatment. Date-age daughter, Pat, 18, uses it as dressing table (made of flush door, angle irons, dowel rod, and unfinished night stand), and Cathy, 10, likes to do homework here. Pin-up board is Insulation Board. USC Perforated Hardboard and Handy Hooks display dolls. Floor plan (above) shows original house in yellow.



More on next page

MOST LIVING SPACE *continued*



Farm office in corner of new living room is useful for both home and farm record work (above and left). Books are on 8-in. shelving supported by adjustable metal brackets. Desk of flush hollow-core door is supported by angle irons on wall, dowel rod, and file cabinet. USG Insulation Board edged with molding makes attractive pin-up board.

Clemons' low-cost poultryhouse is of-pole-type construction. Flock of 16,000 White Leghorns produces 365 crates of eggs a day in peak laying season. Johnny helps his dad year-round with farm chores, and both have a sense of pride and accomplishment.

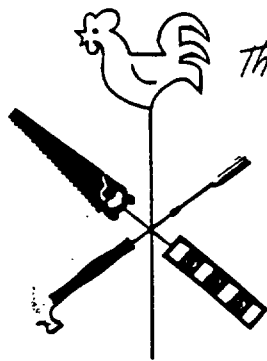


PLAN-A-WALL KIT
makes built-ins a breeze

This new planning kit lets you visualize your rooms before you build or remodel. Simply mark on scaled paper the width and height of rooms, and place cut-outs of doors, windows, shelves, cabinets and closets against the simulated "wall." You'll get a real preview picture of how your room will look after the real built-ins or other conveniences are added. It's fun, and the kit's free—simply by asking your BUSINESS OF FARMING dealer named on cover of this issue. His supply is limited. See him now!



DATA: HARLAN R. ELLIS, FARMERS HOME ADMINISTRATION
DECORATING: GAYE N. PATTERSON, JONES BROTHERS, JACKSONVILLE
PHOTOGRAPHY: LISANTI, INC.



The Farm Carpenter

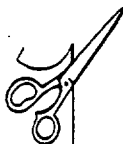
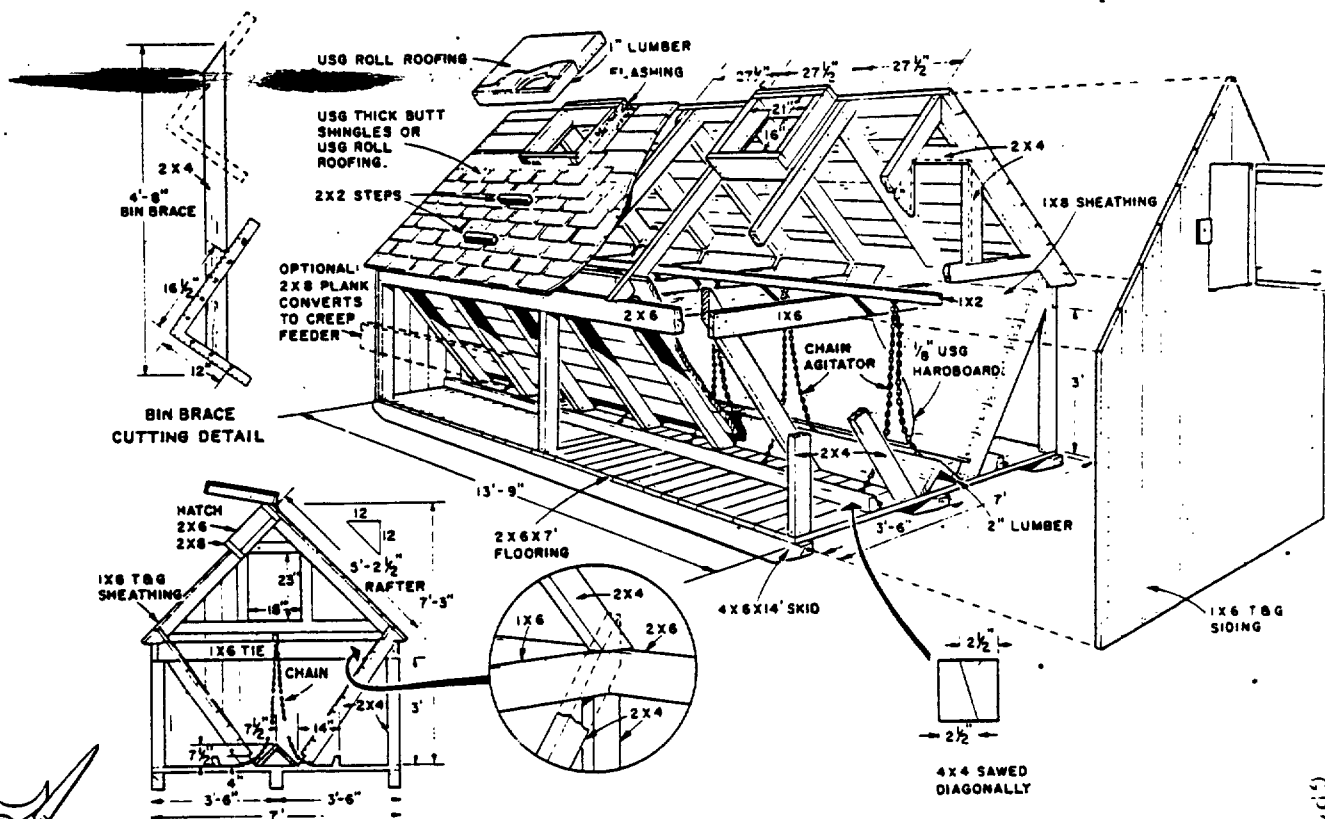
Movable hog feeder

Take this page to your
BUSINESS OF FARMING lumber dealer
for materials needed



You can save work and step up income by self-feeding hogs from a portable feeder like the one shown on this page. It is easily built from stock materials. Simply follow the plans shown here, or ask your lumber dealer to build one for you.

John Knickrehm, of Walcott, Ia., purchased this 165-bu. feeder from his BUSINESS OF FARMING lumber dealer, Schnecko Lumber Co. Knickrehm feeds 350 pigs for market each year. He likes this 7x14-ft. feeder because it is easily moved with a tractor near feed supplies, to pasture areas or feed lots where needed. Each of the feeders will serve 160 pigs. A 2x8 plank, as shown, converts it to a creep feeder.



YOUR CLIP-OUT PAGE

FIXIT FORUM CLIP FOR YOUR FILES

driveway repair

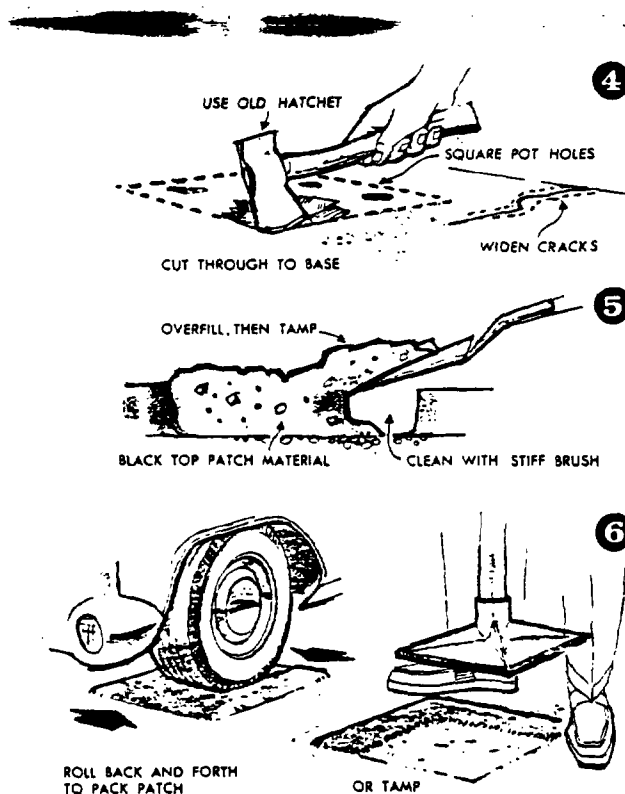
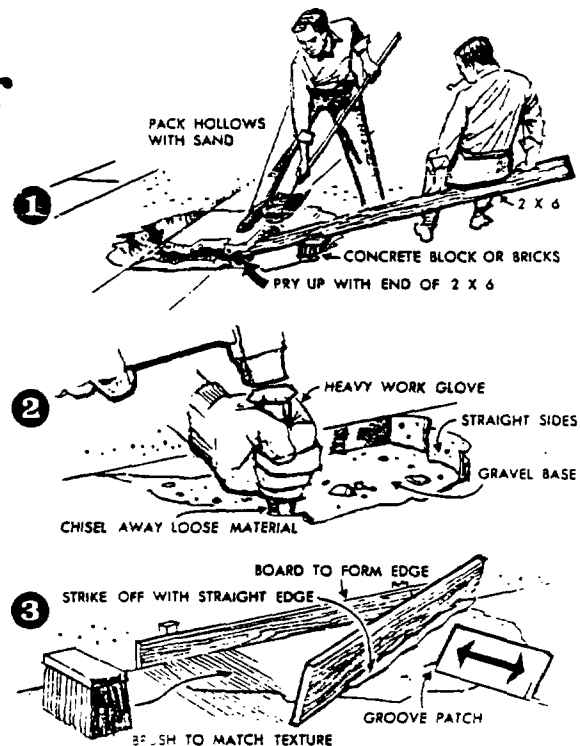
HOW TO REPAIR CONCRETE

SUNKEN sections of ribbon drives can be raised with a lever (Fig. 1). After raising, pack sand underneath. Heavier slabs that cannot be raised should be broken up. Remove larger pieces of rubble, then tamp remainder to form new base for new concrete. Your new slab should be four to six inches thick and poured level with existing slab.

When repairing pot holes in concrete (Fig. 2), chisel away sides of hole until they are perpendicular clear down to gravel base. Use cold chisel and heavy hammer. Wear heavy work gloves and goggles for protection.

Brush away rubble, then wet the hole. Pour new concrete while hole is still damp (be sure there is no standing water). Use a package mix and add only water; or start from scratch with one part cement to three parts sand and fine gravel mix.

Strike off surface with straight edge and regroove if necessary (Fig. 3). Brush lines with stiff broom or brush to match existing concrete.

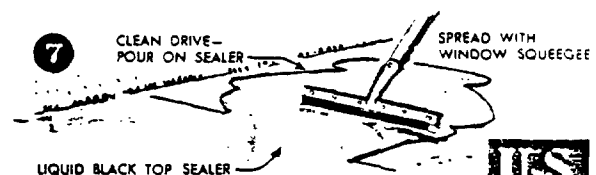


HOW TO PATCH ASPHALT

WHEN patching pot holes and large cracks in asphalt drives, cut loose material down to solid base (Fig. 4). Square sides of hole and cut walls vertically. Wash with clear water and stiff brush; allow to dry thoroughly. Fill hole and heap patching asphalt an inch or so above surface (Fig. 5); then tamp until level with driveway (Fig. 6).

Cracks should be widened to take patch material. Wash and dry cracks, then fill with patching asphalt and tamp until level. Temperatures should be about 50° for best results. If you keep patch material warm before using, it will be more workable in application.

First step in recoloring and resealing small cracks in blacktop drive is to clean thoroughly with water. Next scrub with stiff brush and scrape away bad spots. After drive is dry, pour on sealer and spread with large window squeegee (Fig. 7). Allow 8 hours for drying, and wait at least 48 hours before driving on it. For this work and all other maintenance needs of your home, consult your building supply dealer named on the cover.



NOTICE: The following trademarks are owned and/or registered by the United States Gypsum Company in the U. S. Patent Office and are used in this publication to distinguish the indicated products manufactured only by this company. **SKERTROCK** (gypsum wall-

board); **PERF-A-TAPE** (joint reinforcement); **ROCKLATH** (plaster base); **TEXOLITE** (paint); **USG** (roofing, hardboard, sheathing, louvers); **GLATOK** (siding); **RED TOP** (wool, plaster); **SUPER-TITE** (roofing cement); **BEN FRANKLIN** (agricultural gypsum).





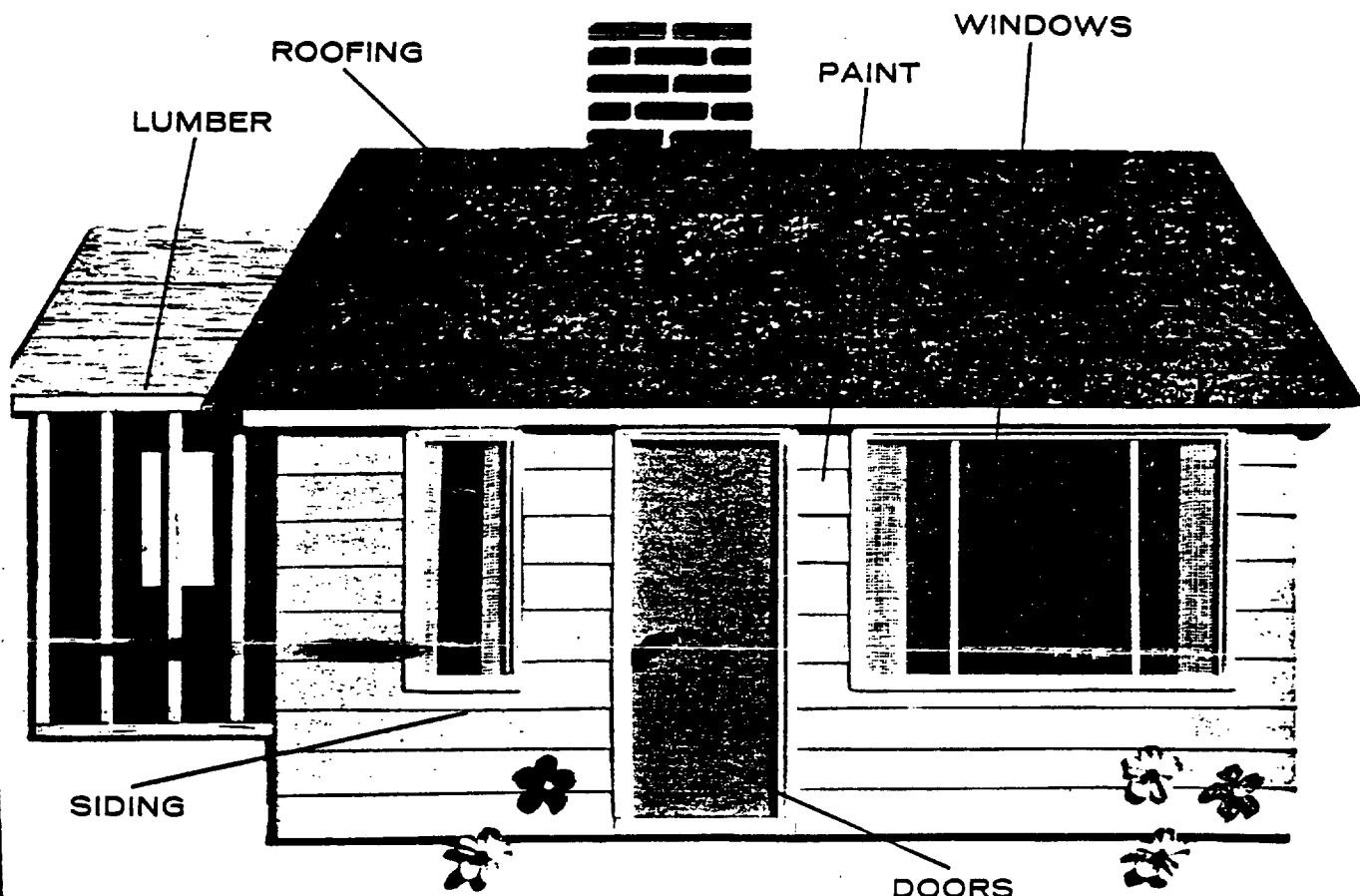
THERE'S ROOM
FOR YOU HERE
AND HELP FOR YOU NOW

HE CAN'T remove his roof, as the artist did in this busy scene, but your building supply dealer will go almost that far to be of genuine, helpful service to you. He believes in service to home-loving families, and he sells United States Gypsum building products to prove it. Extra service is built into every U.S.G. product—for improving interiors and exteriors of homes with beauty, fire protection and durability.

There's room for you on your dealer's busiest day—and new ideas, sound advice and true value for your home project. His name is on the cover, and his red, white and blue U.S.G. sign is his mark of quality. See him soon!

GP014 1213
UNITED STATES GYPSUM

UNITED STATES GYPSUM the greatest name in building



**TO ADD MORE VALUE
TO YOUR HOME...
start on the outside now!**

When you plan home improvements . . . plan them with our help. One good way to start is at the top: a new roof, then new siding. To increase home value you may need new doors and trim, a spacious room addition, a new porch or dormer. We have the materials you need . . . the plans and ideas to get you started right away, and financing suggestions, too. *Come in soon!*

Published by
UNITED STATES GYPSUM COMPANY
The Greatest Name in Building

United States Gypsum publishes Popular Home and The Business of Farming for distribution by building material dealers as a service to over 4,500,000 homes.

4P014 1214