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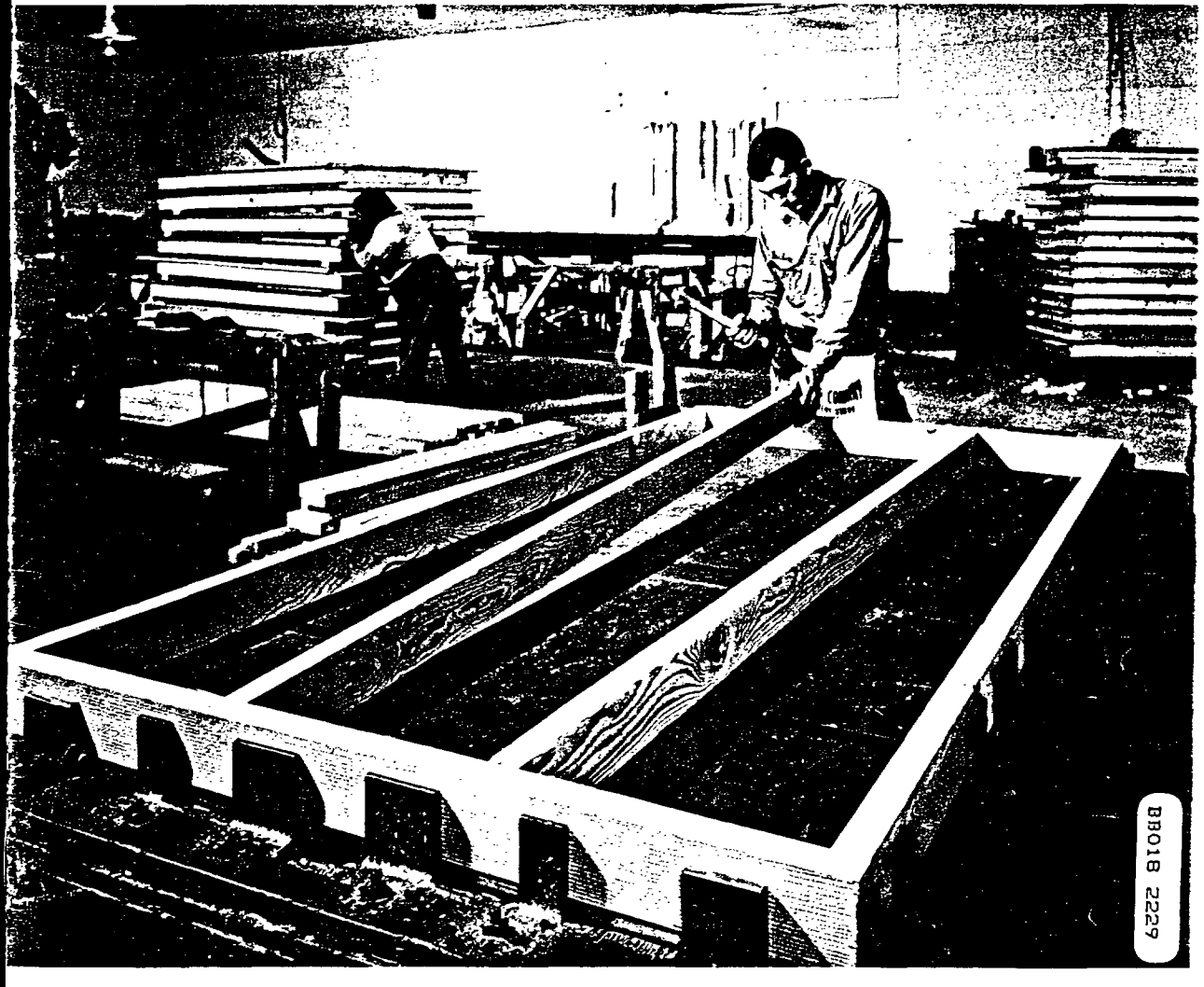
THE BUSINESS OF BUILDING

ISSUE 3 • 1959



BB018 2229

Competing with the House Factory page 2

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Shingles that last a housetime page 13

THE
BUSINESS OF
BUILDING
MAGAZINE

a UNITED STATES GYPSUM publication
serving the construction industry—
architect, builder, dealer, journeyman
300 W. Adams St., Chicago 6, Ill.

Elmer H. Johnson, Editor
Ross Schram, Jr., Associate Editor
F. W. Goessling, Art Director

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BUILDER ED MEADORS sells Estate Homes of 1053 square feet at less than $15,000 with full basement. He built and sold 25 houses over the winter months. He breaks down his labor as follows: building sub-floor, two men, one day; panel and truss erection, including closing in roof, three men, one day; soffit, two men, two days; inside partitions, two men, one day; laying hardwood floor, two men, one day; baseboard, window and other trim, two men, 1½ days.



CHARLES HIATT, another builder of Estate Homes, counts on 31 days to build a house from the beginning of excavation to the completion of painting. His houses are selling well in the $14,500 bracket.

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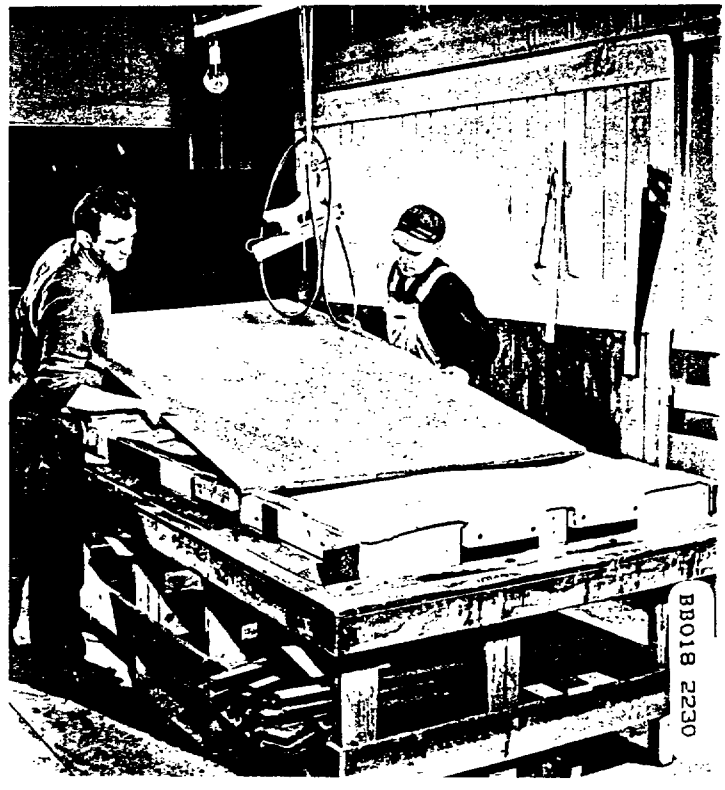
can lumber dealers compete with the



BB018 2230



SAM SMART, manager of Estate Homes division of Southport Lumber Co., with architect-draftsman Jerry Johansen in the adjoining room. Mr. Smart's business has shown spectacular growth and been responsible for a valuable portion of the lumber company business volume.

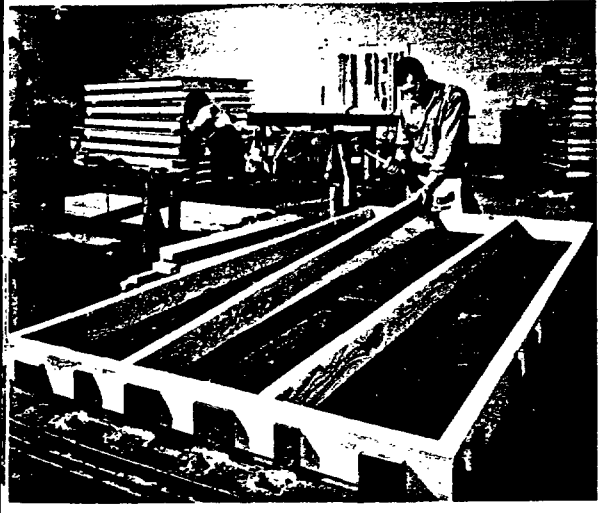
"house factory"?

THE CHALLENGE of changing patterns of merchandising faces the retail lumber and materials dealer as boldly as it faces department stores. The factory-built house is one such challenge. To the local lumber dealer it represents a bill of materials, delivered in his area, which neither he nor his fellow dealers were in a position to sell.

Lumber Dealers' Research Council supplied lumber dealers with one answer when they introduced the Lu-Re-Co system of house panel construction. Lu-Re-Co can make almost any lumber dealer competitive with imported prefab houses. In the few years it has been available, more than 1200 dealers have adopted the system. While the physical building method is relatively constant, the merchandising and sales methods devised to adapt the system to local market conditions are almost as varied as the number of dealers using it.

INSULATING SHEATHING and insulating wool blankets are installed before panel leaves jig at the New Richmond Construction Co. operation. Pneumatic stapler speeds attachment to studs.

MODEST QUARTERS with a simple jig is production headquarters for Estate Homes (also on Cover). As volume grew the company purchased a press to fabricate truss members with spike plate splices.



Dealer Thrives Amid Strong Competition

Southport Lumber Co., located just south of Indianapolis, once counted 22 prefabricated house manufacturers shipping their products into the Indianapolis area. Southport met this competition for local home building dollars by hiring enterprising Sam Smart to head a subsidiary that they named Estate Homes. They set up a $300 jig table to build their own wall panels, and a more costly rig to fabricate roof trusses. Estate chose to stay away from the general public with its panels and trusses, and sought builders as customers for this service. They won as customers former dealers for factory-built homes as well as conventional builders, because they could equal or better the prices of prefabrication companies while they offered the advantages of local, personalized service.

One builder satisfied himself of Lu-Re-Co system advantages by building the same house with the panelization method and by conventional methods. The Lu-Re-Co house saved 30 days of building time and $146 even though this builder was inexperienced with Lu-Re-Co construction.

Former "dealers" in shipped-in prefabricated homes have turned to Southport's Estate houses because of extra convenience and service. "Staged" deliveries bring parts of the package to the building site as needed, avoiding site storage and the hazard of damage or theft. Deliveries are made when the builder telephones for them. Unused material can be returned for credit. Trucks are unloaded by Estate drivers and helpers, saving the time of the builder's men.

Conventional builders become sold on the Estate house because of substantial time savings. When a single day of labor by four or five men starts with a sub-floor and finishes with a closed-in, weather-protected house, savings are almost inevitable.

Estate offers drafting services for developing new house designs or adapting any house to the Lu-Re-Co system. The charge to the builder is $150, an amount that is refunded when five houses of this design have been built. Estate files hold 17 basic houses for which there is no design charge, and panels for five such houses are always in stock. The company has blueprinting equipment and provides necessary prints for mortgage and construction purposes. The Estate division payroll includes three men who build trusses and panels, and this force is temporarily increased with Southport Lumber Co. personnel when demand for houses requires greater production.

Estate sends one of its men to the construction site to supervise erection of the first couple of houses when a new

(Continued)

BB018 2231

ESTATE HOMES

Business done with Lu-Re-Co House Contractors

JOB OR LOT #	CONTRACTOR	1. FRAMING	2. INSULATION BOARD	3. PLYSCORD OR DECK	4. ROOFING & FELT	5. EXTERIOR TRIM	6. WINDOWS & EXT. DOORS	7. SHEETROCK OR PLASTER	8. GARAGE DOORS	9. STORM DOORS	10. INSULATION	11. INTERIOR TRIM	12. INTERIOR DOORS	13. MEDICINE CABINETS	14. INTERIOR HARDWARE	15. CABINETS	16. CABINET TOPS	17. OAK FLOORING	18. FOUNDATION HARDWARE	19. MORTAR	20. PAINT	21. FLOOR & WALL TILE	22. SAND AND GRAVEL	23. CONCRETE	24. BLOCK	25. BRICK	% OF POTENTIAL	SQUARE FT. OF ENCLOSED AREA	TOTAL SALE	TOTAL SALE PER SQUARE FT.	TOTAL TICKETS	AVERAGE TICKET SALE	PACKAGE SALE—ASSUMED	PACKAGE SALE PER SQUARE FT.	PACKAGE LOADS	PACKAGE PAYLOAD	CREDIT MEMO PICKUPS BY TRUCK	ADJUSTED PACKAGE PAYLOAD
27	L-1	100	100	100	100	100	100	100	90	80	90	100	100	100	100	90	90	70	100	90	80		60	100	100	100	100	100	1367	6463.80	4.73	37	174.70	5610.04	4.10	15	374.00	3	311.67
4	L-2																											96	1465	9220.78	6.29	61	151.16	6308.99	4.31	14	450.69	3	371.12
309	L-3																											100	1907	10,147.28	5.32	87	116.64	8006.99	4.20	19	421.42	6	320.28
55	L-4																											100	1367	7627.89	5.58	42	181.62	6058.79	4.43	12	504.90	4	378.67
33	L-5																											100	1367	7279.95	5.33	40	182.00	5364.07	3.92	10	536.41	2	447.01
230	L-6																											96	1665	9062.58	5.44	58	156.25	6608.24	3.97	10	660.82	2	550.69
310	L-7								X	X	X						X				X	X						68	1854	9378.47	5.06	61	153.75	6631.91	3.58	10	663.19	2	552.66
4	L-8																											100	1367	6919.42	5.06	33	209.68	5594.00	4.09	12	466.17	2	399.57
9	L-9								O	X								X				X					96	1037	6437.55	6.21	45	143.06	4719.91	4.55	11	429.08	2	363.07
	L-10																											88	1367	5939.55	4.34	29	204.81	5116.22	3.74	11	465.11	3	365.44
	%	100	100	100	100	100	100	100	90	80	90	100	100	100	100	90	90	70	100	90	80		60	100	100	100	100	94.4	1476	7847.73	5.34	49.3	167.37	6001.92	4.09	12.4	497.17	2.9	406.02
	AVERAGE																																							

Business done with Conventional Contractors

JOB OR LOT #	CONTRACTOR	1. FRAMING	2. INSULATION BOARD	3. PLYSCORD OR DECK	4. ROOFING & FELT	5. EXTERIOR TRIM	6. WINDOWS & EXT. DOORS	7. SHEETROCK OR PLASTER	8. GARAGE DOORS	9. STORM DOORS	10. INSULATION	11. INTERIOR TRIM	12. INTERIOR DOORS	13. MEDICINE CABINETS	14. INTERIOR HARDWARE	15. CABINETS	16. CABINET TOPS	17. OAK FLOORING	18. FOUNDATION HARDWARE	19. MORTAR	20. PAINT	21. FLOOR & WALL TILE	22. SAND AND GRAVEL	23. CONCRETE	24. BLOCK	25. BRICK	% OF POTENTIAL	SQUARE FT. OF ENCLOSED AREA	TOTAL SALE	TOTAL SALE PER SQUARE FT.	TOTAL TICKETS	AVERAGE TICKET SALE	PACKAGE SALE—ASSUMED	PACKAGE SALE PER SQUARE FT.	PACKAGE LOADS	PACKAGE PAYLOAD	CREDIT MEMO PICKUPS BY TRUCK	ADJUSTED PACKAGE PAYLOAD
42	C-1	100	100	100	X	90	100	100	40	20	0	100	90	30	90	20	20	50	100	90	80		20	90	80	60		40	2694	4933.27	1.84	87	56.93	3658.91	1.36	25	146.36	11	101.64
31	C-2																											68	1092	4453.45	4.08	50	89.07	3216.15	2.95	18	178.68	5	139.83
23	C-3																											72	1296	7039.15	5.42	61	115.23	4619.16	3.56	28	164.97	2	153.97
3	C-4																											40	1248	3234.97	2.58	36	89.58	3181.84	2.55	19	167.47	4	138.34
36	C-5																											68	1524	7699.41	5.05	142	54.22	6682.45	4.38	30	222.75	6	183.62
8	C-6																											88	1037	6067.53	5.85	65	93.35	4320.42	4.36	22	205.47	2	188.35
31	C-7																											64	1471	4879.37	3.32	64	76.24	4036.45	2.74	18	224.25	7	161.46
ACTON	C-8																											64	1944	6555.53	3.37	62	105.73	5123.70	2.64	28	182.99	7	146.39
7	C-9																											80	1336	6079.05	4.55	87	69.87	4095.23	3.07	25	163.81	2	151.68
68-A	C-10																											76	1248	4587.71	3.67	59	77.76	3218.87	2.58	25	128.75	2	119.22
	%	100	100	100	80	100	90	100	40	20	0	100	90	30	90	20	20	50	100	90	80		20	90	80	60		66	1482	5332.94	3.97	71.3	82.80	4235.32	3.02	23.8	178.55	4.8	148.65
	AVERAGE																																							

X—NO SALE
O—NO GARAGE

ORIGINAL PACKAGE

OTHER ITEMS FROM STOCK

OTHER ITEMS ORDERED FOR CONTRACTOR

CONVENTIONAL CONTRACTOR MADE 81 STOPS IN YARD TO PICK UP ITEMS HE FORGOT. THESE STOPS TOTALED A WEEK OF HIS TIME. ALL OF THESE ITEMS ARE INCLUDED IN THE ORIGINAL PACKAGE ON LU-RE-CO HOUSES.

BD018 2232

the house factory *continued*

builder-customer starts using the system. After that the diagrams shipped with the panels are a sufficient key to erection. Estate pre-builds only the exterior wall panels and trusses. The balance of the material for interior partition framing, is merely pre-cut, ready for erection.

The fundamental measure of success for Estate Homes is the company's effect on the business of the parent organization, Southport Lumber Co. Charts prepared by Mr. Smart to illustrate this influence (opposite page) indicate that of the materials for housebuilding available in the Southport yard, the company sold an average of 94.4 percent for the houses built by their Lu-Re-Co contractor-customers versus only 66 percent of materials they could supply to conventional contractors. They sold an average of $5.34 worth of material per square foot on Lu-Re-Co houses they supplied, versus $3.97 per square foot on conventionally built houses. For example, Estate Houses account for 36 percent of the lumber yard's floor and wall tile sales.

The chart also reveals that conventional contractors wasted more time returning to the yard to pick up items previously forgotten—all of them items that are automatically included in an Estate Home package. The conventional contractor also returned more merchandise for credit. These differences are not only those of increased business volume, but include the advantages of reduced billing and delivery costs for orders involving Lu-Re-Co customers.

In addition to figures shown on the charts, it was determined that the average homeowner-purchaser of a $15,000 Lu-Re-Co house visited Southport Lumber Co. on the recommendation of his builder, and bought $2300 worth of appliances and other extras.

The pattern for profit and the key to retaining business which might otherwise be lost favors the lumber and materials dealer who puts some of his materials together in panels and trusses before he sells them.

Builder Panelizes Commercial Buildings

As basic as the three R's to 160 first and second-graders in New Richmond, Wis. is their new two-story schoolhouse, built to accommodate five classes which formerly met in church basements. The school was the idea of Sam Slaughter, Jr., youthful and energetic president of New Richmond Construction Co., and a director of the Lumber Dealers Research Council.

Having built more than one hundred houses in the New Richmond area using the Lu-Re-Co component construction system, Mr. Slaughter recognized the logic of applying the same panel method to the classroom shortage problem. With scarcely more than a month before opening of the fall school term, he offered to provide the needed elementary classrooms in a new building leased to the school board for the "period of need" at a cost no greater than previous rentals. When no longer required for classrooms, it will be converted to apartments, which are always in short supply.

Panelizes Houses for Sale

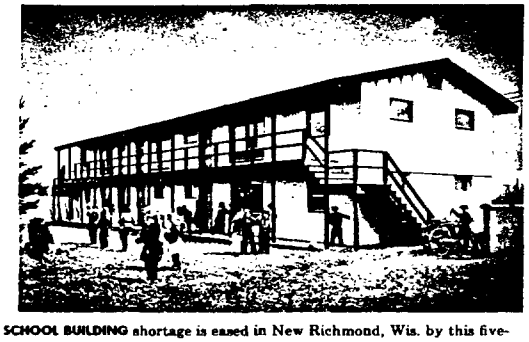
New Richmond Construction Co. has adapted the jig-fabricated wall panel and roof truss to a variety of other commercial and private structures. Near the school is a similar building containing six attractive apartments. Also completed or in planning stages are motel units, a church and an office building. Home building continues to increase.

Building within a radius of 100 miles of New Richmond, Mr. Slaughter places supervisory responsibility with two foremen; one operating within 25 miles of New Richmond, the other beyond. A five-man crew is used on each house the first day, but reduced to two men thereafter for subsequent work. It is advantageous to have several houses underway concurrently, to fully utilize construction manpower. Slaughter builds three speculative houses at all times.

Plain panels are jig-constructed in the shop by a permanent two-man crew one day, with door and window panels fabricated and painted the following day. Studs are predrilled 12 in. from the bottom to facilitate threading of electrical conduit. Numbered panels and trusses are trucked to the building site and placed on the subfloor. An accompanying key drawing locates each unit's position in the house.

Slaughter is convinced that winter-time building lag is too expensive for the building trades to be tolerated. Lu-Re-Co, he found, made house building during winter months as practical and economical as in summer months, based principally on the ability to get the building completely enclosed in one day or less. The major increase in cost is incurred by heating the interior during finishing work.

There is no doubt of Sam Slaughter's success and satisfaction with the panel system as he has applied it to his own building activities. He feels it applies the principle of mass production without major capital investment by the lumber dealer. Lu-Re-Co jigs are inexpensive, efficient, simple to use, and assure precision workmanship. Slaughter's opinion of Lu-Re-Co: "It's the practical solution for the local lumber dealer, to the problem of competition from prefabricators."



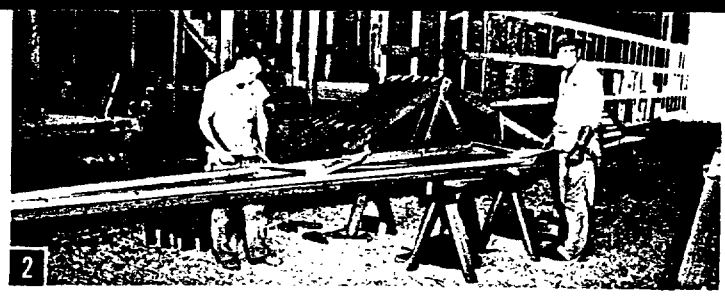
SCHOOL BUILDING shortage is eased in New Richmond, Wis. by this five-classroom structure. Three rooms, 25x29 ft., are on upper floor and two on lower. Ground floor also houses wash rooms, storage and heating rooms. Overall size of building is 25x89 ft. It can be converted to apartments when no longer needed for school purposes.



CUSTOMERS' HOUSING PREFERENCES are met by the New Richmond dealer with variations of several basic plans using 4-ft. modular panels. He has also successfully served the custom house market, exceeding the 4-ft. module where necessary to achieve special architectural effects, such as the long window wall in this $30,000 home.

BB018 2233


1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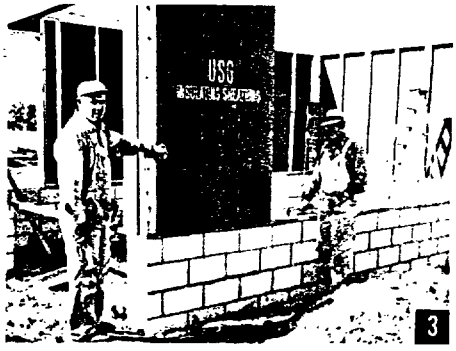

3

Builder's town or country house


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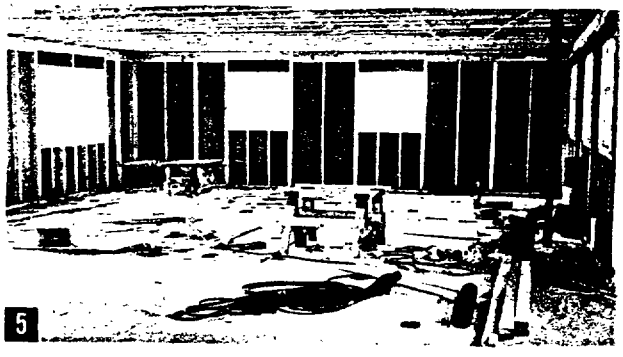
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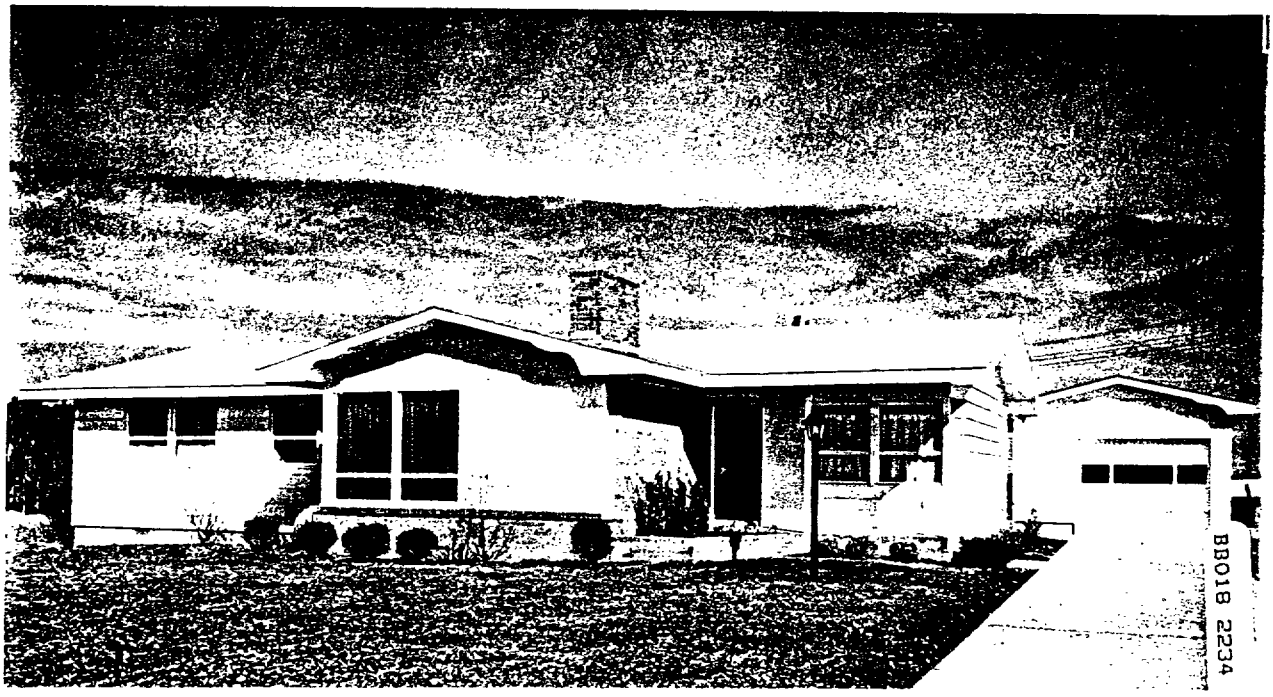

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TEAMED TOGETHER for demonstration project are builder Herman Olson, lumber dealer Pete Guthrie, U.S.G. salesman Jack Adams, and builder Frank Mulvaney. Here they discuss finishing materials to be used in Lu-Re-Co house at Monett, Mo.

can be built with panels, or conventionally

1 **PANELS** for model house are built at lumber yard in a jig. USG Insulating Sheathing is applied to framing before panel is removed from jig. Note 24-in. stud spacing.

2 **ROOF TRUSSES** are also built in a jig insuring uniformity. Construction of panels and trusses in lumber yard keeps crews busy during slack season.

3 **A 4X4 FILLS CORNERS** and provides added support for the roof. The continuous header eliminates individual lintels over windows and doors, and permits complete interchange of all panel types

4 **PANEL ERECTION IS STARTED** four inches from any corner of house. Panels are tipped up in sequence, butted together, and nailed edge to edge and to the sub-floor or sill

5 **A 4X4-IN. FRAMING MEMBER** is created where wall panels abut, and provides necessary roof truss support. Non-load-bearing interior walls are positioned after gypsum wallboard ceiling and wood flooring are finished.

6 **ATTRACTIVE AND CONVENTIONAL**, this new home was built with shop-fabricated panels. SEALED Birch White Asphalt Shingles are used on roof to harmonize with rest of house

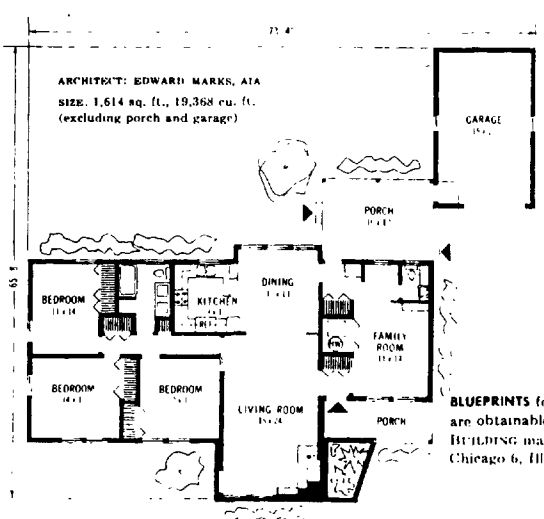
THIS is almost an all-purpose house. Builders can offer it for construction either on a farm or in the city. It will serve well either place, because both farm and urban building experts helped shape its design to meet either use. It can be built by the Lu-Re-Co system or conventionally. POPULAR HOME and BUSINESS OF FARMING magazines will feature the house in their September-October issues in articles explaining panelized construction to their customers.

In Monett, Mo., the building of the model house from this plan became a splendid example of dealer-builder teamwork. Panels and trusses were fabricated according to Lu-Re-Co specifications in the shop of Wilks Lumber Co., and the house was erected by builders Herman Olson and Frank Mulvaney. Exterior wall panels were erected, roof trusses placed, and roof, ceilings and floor completed before interior partitions were started. Complete freedom of partition placement is the result, and the house gains a desirable open look.

Construction economies resulted from fewer deliveries to the site, speed of erection, quick turnover of borrowed capital, and speedy enclosure which made all succeeding work independent of weather.

The plan permits the bedroom wing to be closed off from living areas. Kitchen and dining room are adjacent to the rear entrance.

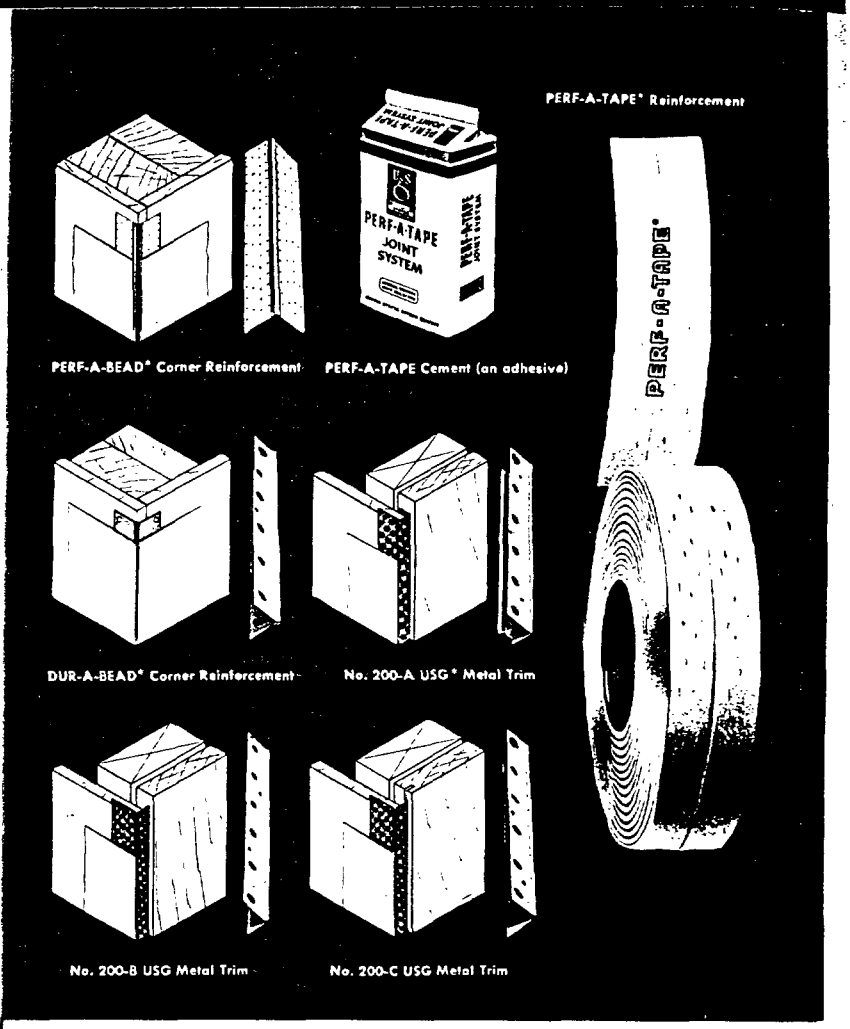
The magazine house provides fundamental proof of the adaptability of the Lu-Re-Co system to houses of many styles, thus bringing the economies of the system to the great majority of home building problems.



BLUEPRINTS for building this house are obtainable. Write BUSINESS OF BUILDING magazine, 300 W. Adams St., Chicago 6, Ill., for information.

nnoia 2235

Make U.S.G. your one source for every gypsum drywall need



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◀ SHEETROCK* Wallboard

UNITED STATES GYPSUM

the greatest name in building

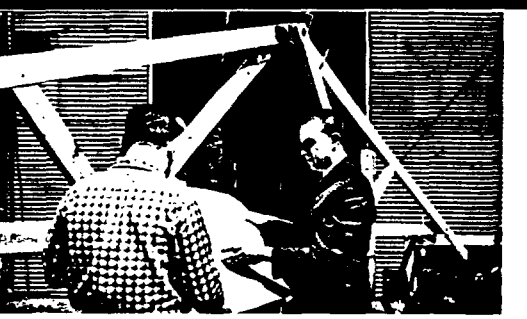
UNITED STATES GYPSUM

*T M Reg U.S. Pat. Off.

EB018 2236

trusses... quick as a wink

by A. E. Day



EVERETT GROSSMAN (right) with a background of an assembled truss being loaded for shipment to a job.

AUTOMATION serving the home-building industry, can be seen any working day at Grossman's lumber yard in Quincy, Mass. A trussed rafter fabricating machine, recently developed by Ruvo Engineering Co., cuts, notches and grooves all members used in the Teco trussed rafter system.

Grossman's Ruvo machine is a complex of four saws and four drills actuated by air pressure, all operating automatically when a series of micro-switches is tripped by a cam device. The unit turns out any member in the trussed rafter system in 35 seconds, and approximately 60 trusses an hour. Two men, one clamping saw lumber into the machine, and one receiving finished members, can turn out trusses faster, more efficiently and with greater accuracy than ever before.

The Ruvo fabricating machine is a great step forward for builders using Teco trussed rafters. "But," says Everett Grossman, "one must keep in mind that this is only a tool". The machine can only handle the first part of the process. Men are still needed to assemble and bolt the trusses after the machine has prepared the members. The Ruvo machine is efficient only when running smoothly; money-saving only when there is a continuing market for trusses.

Serves All Types of Structures

Grossman's has successfully used the machine to fabricate trusses for every conceivable type of building: . . . small homes, large commercial structures, a home for the aged, stores, warehouses, . . . "everything from prisons to churches". The machine is not in use continually, although Grossman's likes to keep in stock about 300 of the more commonly used trusses (22, 24, and 26-ft. span), pre-packaged and awaiting immediate shipment. Jobs requiring a large number of trusses of unusual length can then be handled as orders come in. The machine is easily adjusted to cut and groove members to individual specifications. The machine itself is only 33 ft. long, but requires plant space of at least 78x16 ft.

Although approximately 30 assembled trusses can be loaded on one trailer truck for shipment to projects near at hand, Grossman's feels that it is more efficient to strap finished members of a truss into a package only 7x7 in. A box containing bolts, nails, nuts, washers, Teco rings and other metal parts needed to assemble the rafter fits into the center of the package. Grossman's also includes instructions and diagrams to speed assembly at the building site.

Everett Grossman describes the machine as "a kind of Rube Goldberg thing" and attributes the smooth running of the process to skilled handling of the complex machinery by a good mechanic. Such a man is Reo Albonetti, Grossman's efficient nursemaid, doctor and guiding hand to the Ruvo machine. Albonetti has even devised a method of by-passing certain processes of the machine to do two different cutting and grooving jobs at the same time. In slack periods, he and two other men handle the department, but during summer months he has eight additional men assembling members. He feels that the complete accuracy of the work turned out by his machine is as important as its speed.

Mechanization of the Teco rafter process has cut the cost, cut the time, and produced a truss guaranteed to fit accurately and strongly. Grossman's advertise their use of the Ruvo machine in trade and architectural publications emphasizing accuracy of work done by the machine.

As a further development of the process, Grossman's makes gable ends which, with the trusses, are used in *Grossman's Homes*, complete, pre-cut homes to be assembled by the builder at the site. Everett Grossman is also developing panelized summer cottages to be sold pre-packaged for erection by the homeowner in a matter of hours.

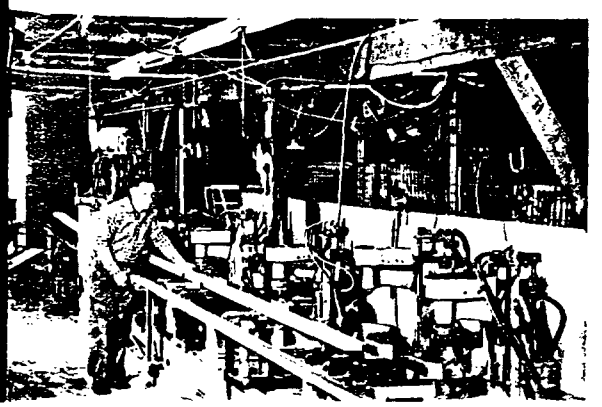
Second Machine in Alabama

After eight or nine months of experience with a similar Ruvo machine, G. E. Stricklin, general manager of S-M Timber Structures, Inc., Huntsville, Ala., is equally convinced of its merit for an operation which has a substantial volume of truss business. The S-M company justifies their machine with volume from builders of military and public housing.

Mr. Stricklin pronounces it to be a good machine, in spite of the aggravation of mechanical bugs which had to be worked out in the early months of operation. It is served by four men, and fabricates 90 to 100 members per hour. Speed is its greatest asset, according to Mr. Stricklin, with accuracy being about the same as that of man-made parts.

The Ruvo machine seems to bring the housing industry a step closer to the manufactured efficiency of other phases of American business, and to do so with promised benefit for everyone concerned.

For further information address D. R. Norcross, Timber Engineering Company, 1319 Eighteenth St., N.W., Washington, D.C.



RUVO MACHINE for semi-automatically fabricating framing members for trusses assembled with TECO ring connectors. Reo Albonetti is Grossman's superintendent in charge of the machine.

BB018 2237



by L. J. Lorejon

How one firm parlayed trademark into major sales lure

Hooting Owl



WISE OLD OWL TRADEMARK dominates storefront of Rock River Roofing's office and warehouse located in downtown Sterling, Ill. Large sidewalk window merchandise displays are changed regularly to capture interest of passersby.

VISUAL IMPACT of "before and after" three-dimensional color slides helps clinch re-siding sales. Variety of slides enables salesmen to tailor sales pitch to each prospect's architectural and color tastes.

OWNER ART WEIR TAPE RECORDS satisfied customers' testimonials for broadcast over local radio station. The sincerity and enthusiasm of these amateur commercials result in unusually high listener interest and response.



BB018 2238



AN AMBITIOUS young man and a wise old owl are celebrating a decade of roofing and re-siding sales success this year. This unique partnership has made Rock River Roofing Company the byword for top quality application in the twin cities of Sterling and Rock Falls, Ill. and a dozen surrounding farm communities. In one such town of only 3,000 population, 200 homes have been re-sided by this company.

Art Weir, the ambitious young man, is the owner and driving force behind the firm's success. Admittedly more interested in sales promotion than the business management side, Weir has developed an advertising and promotional program that would do credit to professional hucksters.

Central theme of this advertising and sales promotion campaign is the other half of the partnership—the wise old Rock River Owl. Originally conceived by Jack Dawn, Weir's business manager, the Owl and its motto, "Be Wise—Re-side," are featured on Rock River Roofing's four trucks, job site signs, material samples, radio and newspaper advertising and stationery.

"We use the Owl trademark wherever possible," Weir says. "It is easier to remember than our name, and unites all our services under a single symbol."

Ever since relocation of the main office in downtown Sterling, its storefront has also been dominated by the Owl. The move was widely publicized with the slogan, "The Owl has moved his perch around the corner."

Weir considers the downtown office as one of the company's chief assets. "The location makes us appear more businesslike," he points out, "and our window displays receive more attention than is possible at a highway site where everyone passes at 50 miles an hour."

Rock River Roofing's radio and newspaper advertising also relies heavily upon the Owl theme. Radio spots opening with an attention-getting "Hoo . . . Hoo . . . Who can afford not to take advantage of Rock River Roofing's 10th Anniversary Year bargains?" have proven effective.

Radio owl draws customers

The popularity of the Owl in these advertisements was illustrated last month by an elderly farm woman. On one of her infrequent visits to Sterling, the woman inquired at the bank about the location of "the roofing company with the Owl that broadcasts over the radio." Her visit to Rock River Roofing's downtown office later that day resulted in a $3,000 roofing and re-siding contract for farm buildings.

Other radio spots combine the Owl theme with Weir's belief that "a satisfied customer is our best advertisement." He personally tape records testimonials for broadcast, right in the customer's homes. One example is a recent, double-barreled endorsement by a farm couple for GLATEX asbestos cement siding. With an enthusiasm and sincerity which could never be matched by a professional announcer, the wife extolled the beauty of her home's new green siding while her husband praised the practicality of the barn's new white GLATEX shingle covering.

Weir, who has used GLATEX exclusively since he began in 1949, is also enthusiastic about this siding which forms the bulk of his business. "It's easy to do a good selling job when I'm so sold on the product myself," he says. "The maintenance-free finish, wide color range and lifetime effectiveness of GLATEX make these shingles the only logical siding choice for both the homeowner and applicator."

Completed jobs are also worked into newspaper advertising with before-and-after photos highlighting improved appearance after application. Addresses of current contracts are included in the ads to help readers heed the suggestion to "look for the sign of the Owl in your neighborhood."

Despite its effectiveness, Weir does not rely solely upon advertising to bring in direct sales. The majority of business is obtained through personal contacts by three salesmen and himself.

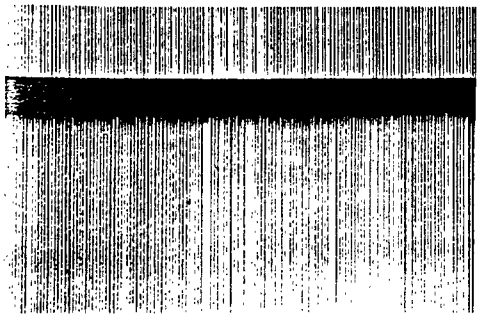
"The value of advertising lies in its ability to pave the way for our salesmen," Weir explains. "Thanks to the

(Continued)

...kes siding sales

...RKMAN SEALS CORNER joint with custom metal strip. ...ching colors on corner strip blend perfectly with Shadow ...nt GLATEX and provide a uniform, weatherproof application.





SHADOW ACCENT GLATEX asbestos cement siding shingles are available in seven new colors that have been extensively tested for customer-appeal. GLATEX has the unique china-like surface from which dirt or soot are easily wiped away. The new colors are: Dark Grey, Light Blue, Warm Grey, Green, Yellow, Red and Accent White.

BB013 72139



BUSINESS MANAGER Jack Dawn visits jobs regularly in his vigil over costs. Job signs establish Wise Old Owl trademark at job sites while work is in progress. Radio and newspaper advertising encourages homeowners to visit jobs in progress with the slogan, "Look for the sign of the Owl in your neighborhood."



THREE OUT OF FOUR houses in a single block re-sided by Rock River Roofing Co. is not unusual in Sterling or Rock River, Ill. Discussing the one hold-out (second from left), Art Weir worries audibly, "That fellow can certainly see the quality and durability of our work. We ought to be able to get that job when he's ready."

Hooting Owl *(continued)*

public's acceptance of the Owl, we can greet prospects representing a familiar, local firm; not as strangers."

Weir and each salesman is responsible for a quarter of Rock River Roofing's sales area, which radiates 35 miles around Sterling. Sales leads are developed by the individual salesman's survey of homes in need of re-siding, roofing and other exterior repairs within his area. This canvassing is carried out during the day. Upon locating a good prospect, the salesman makes an appointment to deliver his sales pitch in the evening when both husband and wife are at home, and obtains the measurements for a job estimate.

Sells with personal contact

"All our sales are developed through canvassing or walk-ins," Weir says. "We avoid using direct mail because we don't want to lose our local identity and fall into the same category as the out-of-town firms that broadcast direct mailings."

Weir and his salesmen call on an average of 90 prospects a week. "We operate on a monthly quota system," he emphasizes. "Shooting at a target keeps us on our toes and out of a rut."

In addition to sample kits and other sales material, each salesman carries a three-dimensional viewer and more than 200 color slides showing completed jobs. Before-and-after views, application techniques, a variety of color combinations and examples of the most popular house designs and sizes are illustrated on the slides.

Weir, who takes the slides with his own camera, calls the viewer the best sales tool he has ever used. "The visual impact of three-dimensional before-and-after photos is more effective than the best salesman's pitch," he says. "The slides prove that we do the finest job possible and show the prospect how many of his neighbors have already improved their property with our applications."

Another invaluable sales aid, according to Weir, is his working agreement with two local carpenters. "Our arrangement with these two skilled craftsmen enables us to include major remodeling jobs or room additions in the contract," he explains. "The homeowner likes to combine all his remodeling in a single package and avoid the time-consuming task of dealing with several contractors."

Contracts are based upon estimates prepared by the salesmen, and cover the cost of the major remodeling plus a labor and materials charge for extra repairs to rotted walls, window frames or other portions of the house. No payment is accepted on any contract until the job is completed and the homeowner has expressed his complete satisfaction. While more than half of his customers pay cash, Weir helps arrange three- and five-year loans for those who desire them.

As soon as the contract is signed, a job card is initiated. All materials and labor required for the job are listed on the card and charged against the salesman's estimate. The final costs are subtracted from the estimate to arrive at the net profit from the job.

The responsibility for transforming contracts into finished, high-quality applications is the task of Rock River Roofing's eight-man work force. In keeping with Weir's conviction that "a job is only as good as the man who applies it," these top-notch craftsmen are skilled in applying roofing, siding, awnings, windows, doors and rain gutters.

In order to maintain this high-quality work crew and avoid the labor problems of contractors who hire seasonally, Weir employs only on a year-round basis. Applicators are paid on a piece-work basis while the carpenters receive an hourly wage. The success of this system is proven by the four-year employment record of his crew.

Distributes work load

Careful job scheduling is required to insure an even work load during the entire 12 months. "We try to keep half-a-dozen application jobs going all the time," Weir explains. "This sometimes results in installing a set of window awnings in the midst of snow flurries."

The single gap in Rock River Roofing's year-round schedule occurs during the traditionally slack Christmas season. During this period each employee receives a bonus and the office closes down for a two-week vacation period.

If current sales are any indication, however, there may be no time for a vacation this year. Sparked by the slogan, "Let us make your home shine in '59," 10th anniversary year sales promise to top last year's 30% increase in GLATEX sales and strengthen Rock River Roofing's already strong reputation for success.

This success and the public acceptance achieved by Rock River Roofing in a short 10 years are a credit to tne partnership of the young man and the old Owl. More important, they are outstanding proof that craftsmanship, high quality products and a vigorous, coordinated promotional campaign are an unbeatable sales combination which can spell success for building firms anywhere in the nation.

BB018 2240

Asbestos shingle siding

helps sell new houses because...

One coat lasts a housetime

THE big and growing market for asbestos cement siding shingles is the new house market. An increasing number of builders are discovering the public appeal of the asbestos cement sided house. This is especially true for houses in the lower cost brackets where freedom from future maintenance costs and good appearance throughout the life of the house are significant to the prospective buyer. Fire resistance makes less public impression, but it is a definite and usable sales point that also helps to sell a house.

For new house work, many select the economical SIL-O-ETT line of shingles which offers an interesting and customer-tested range of colors.

In Charleston, S. C. the New Sherwood Forest subdivision being developed by Jahnz Company, builders, includes more than 100 houses sided with SIL-O-ETT asbestos cement shingles applied over USG gypsum sheathing. C. P. Burn, sales manager, says that the home buying public he meets "likes this siding very much." The Jahnz Company has found the material easy and economical to install.

On the fringes of Louisville, Ky., Robert Friedman and his associates sold 100 of their All-State Homes in the first 10 days following a well publicized grand opening. Three model houses, furnished and landscaped, provided the pat-

(*Continued*)



AN ALUMINUM STRIP holds the top of each course of shingles in place and provides a lip or cup to receive the bottom edge of the next course. Thus, nails penetrate only the metal strip and secure it through the gypsum sheathing to studs.



NEW SHERWOOD FOREST, a development of Jahnz Co., Charleston, S. C., is an ever-growing community of homes sided with SIL-O-ETT asbestos cement shingles. This house is being enhanced with Shadow Accent shingles, the dark band on each shingle emphasizing the horizontal dimension of the house and providing the illusion of a thick, shake-type shingle.

BB018 2241

One coat lasts a housetime *continued*

tern from which the sales were made. These, and the houses being built for purchasers, were sided with SIL-O-ETT asbestos cement siding, in a variety of interesting colors. The siding is well accepted by the customers, according to Mr. Friedman, though it does not often become a major topic of conversation during the sales interview. Siding shingles are being applied by Harry Quinco's Domestic Construction Company. Mr. Quinco is also national president of NERSICA.

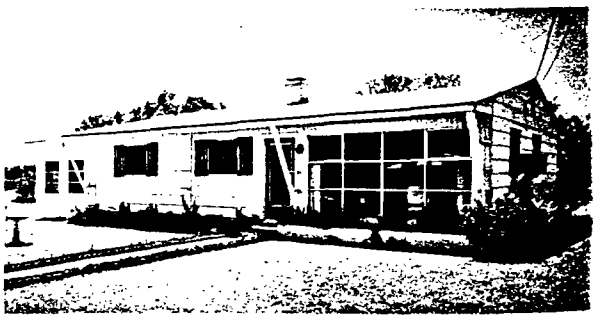
Several South Carolina builders in the area of Ocean Drive Beach, Crescent Beach, and Cherry Grove Beach have been using SIL-O-ETT shingles supplied by Ocean Drive Builders Supply Co. for their houses built on stilts above the tide. The asbestos cement shingles promise unusual, maintenance-free durability in this area of salt-laden air, and have found ready acceptance by home buyers.

A shadow accent type shingle is available in both the SIL-O-ETT and the slightly more costly, but harder-finished GLATEX line of shingles. A deeper tone of the basic shingle color is applied as a stripe so that it falls just below the butt of the shingle above, heightening the illusion of thickness of the shingle butt.

New houses are no less a market for this long-lasting, color-rich siding material than are older houses (see page 10). In fact, the house designed from the outset for asbestos shingle siding can use the horizontal emphasis of this material as a major visual asset.

IN 11 MONTHS 160 houses were built and sold by Beck Construction Co. in their Odessa, Tex. subdivision, Sparks Terrace. SIL-O-ETT siding shingles are on all houses. These houses sell in the $8200 to $8800 price range.





THREE MODEL HOUSES sided with SIL-O-ETT asbestos cement shingles attracted sales for 100 houses in a 10-day open house period for All-State Homes, Louisville, Ky. Robert Friedman of All-State, cites the ease and economy with which these shingles are applied as another advantage to builders.



BB018 2242

Builders of Ocean Front houses:



JOHN H. NYE
Cherry Grove Beach, S. C.



EDWARD JERDON
Hill Beach, S. C.



H. C. PLATT
Drive Beach, S. C.

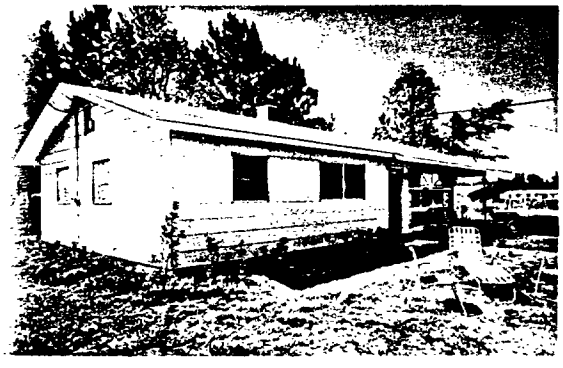


PHILIP PUMINTY
Grove Beach, S. C.



OCEANFRONT BUILDING SITE near Ocean Drive Beach, S. C. shows series of houses (above and below) by local builders (left). They are adapted to the conditions of the area not only by their elevated position on stilts, but by SIL-O-ETT asbestos cement siding shingles, which are resistant to salt air and exceptional weather conditions. Those sided with Shadow Accent shingles are visually lowered and broadened by horizontal banding.

ARLIER HOUSES in Sherwood Forest, Charleston, S. C., ...t and below) are also sided with asbestos cement ...ngles, but without the Shadow Accent band.









RHOIB 2243

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BB018 2244