

THE BUSINESS OF BUILDING

ISSUE 4 • 1960

PLAINTIFF'S EXHIBIT

USG-1780

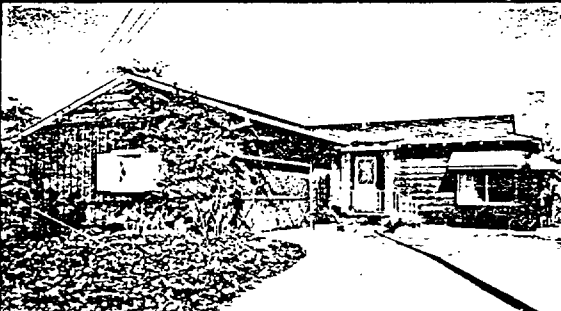


This \$12,400 house was traded on

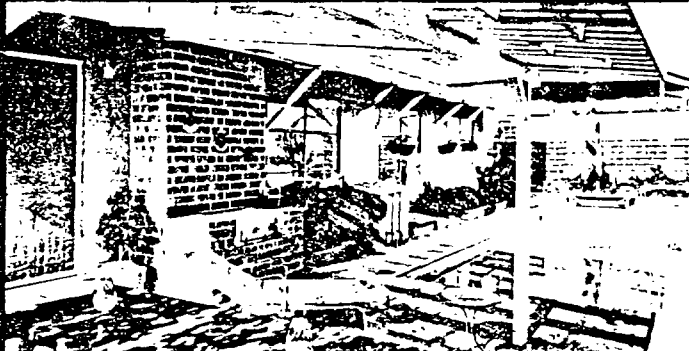


Bond
swaps homes
to strengthen
sagging market

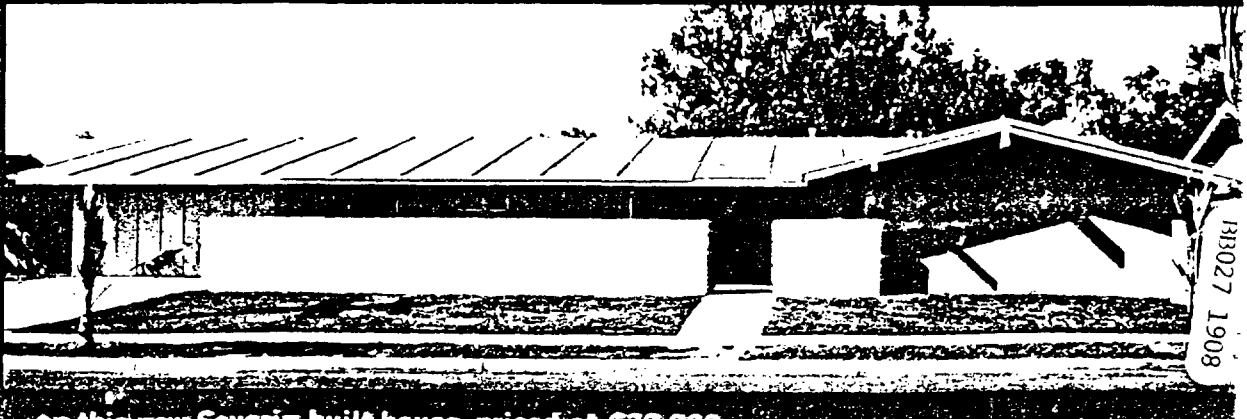
PAGE 2



...this \$21,000 house which was traded



...for this \$24,000 house, used as part payment



...on this new Savaris-built house priced at \$25,000

13027 1908

**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
L. J. Lovejoy, ASSOCIATE EDITOR
J. C. Miller, ART DIRECTOR

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SHEETROCK (gypsum wallboard), TEXOLITE
(paints), RED TOP (plaster), PERP-A-TAPE
(joint treatment).

PHOTOGRAPHS in this issue by Julius Shulman,
Los Angeles; Hedrich-Blessing Studio, Chicago;
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FULL INFORMATION about the many products
for construction manufactured by United States
Gypsum Company is available from the nearest
of the following district offices or from your
local United States Gypsum sales representative.

ALABAMA	Birmingham, TR 1-0301
ARIZONA	Phoenix, CR 4-6272
CALIFORNIA	Los Angeles, NO 5-5721 Oakland, LO 9-3020 Sacramento, GI 3-1989 San Diego, BE 3-6663 San Francisco, LO 4-3680
COLORADO	Denver, FL 5-7387
CONNECTICUT	Hamden, AT 8-1607
FLORIDA	Jacksonville, FL 9-1628 Miami, PL 4-4553
GEORGIA	Atlanta, TR 5-4701
ILLINOIS	Chicago, ST 2-6100 Peoria, PE 2-5478
INDIANA	Indianapolis, CL 1-2208
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NORTH CAROLINA	Charlotte, ED 2-5023 Raleigh, VA 8-5441
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VIRGINIA	Arlington, JA 5-3300 Richmond, EL 9-4008
WASHINGTON	Seattle, ME 3-0745
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1

GRAND OPENING OF SEVERIN'S PERSONAL PROJECT ...

The Homes for Elegant Living

FOUR MAGNIFICENT HOMES SUMPTUOUSLY DECORATED AND BEAUTIFULLY LANDSCAPED



PRICED FROM \$22,750 - DOWN PAYMENT AS LOW AS \$1,500 TO FAMILIES WITH INCOME OF \$12,000 OR MORE

SEVERIN GROSSMONT HILLS

2

*The Homes for
Elegant Living*

SEVERIN GROSSMONT HILLS

SALES OFFICE TWO BLOCKS
THEN TURN RIGHT

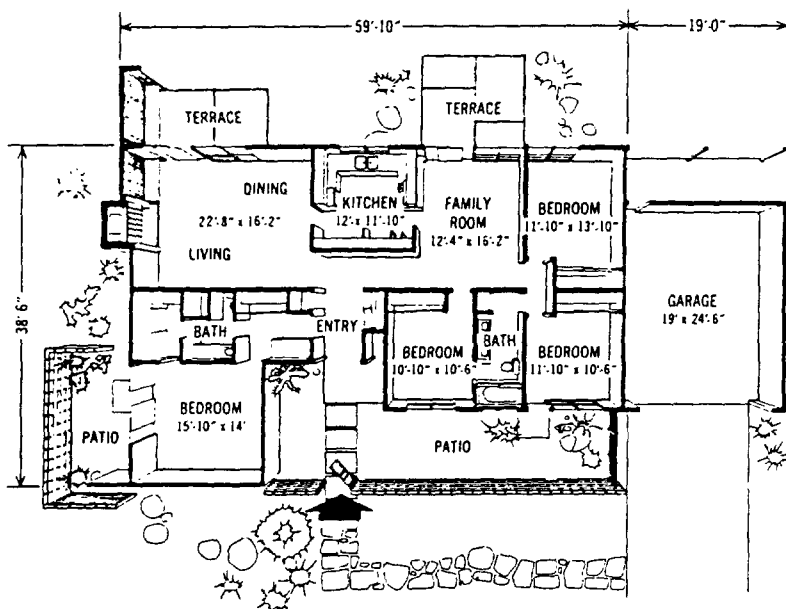
The Homes for Elegant Living



**SEVERIN
GROSSMONT HILLS**

BB027 1909

The bait that makes them buy *continued*



AWARD-WINNING FLOOR PLAN was developed by Edward H. Fickett, architect, for a Grossmont Hills model.

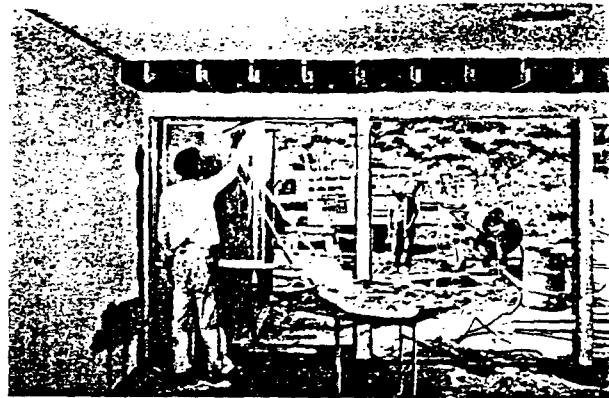
by a slump in part of Convair Aircraft production at the local plant. To meet this, Severin advertising has turned to the theme, "Your present house is as good as cash in buying a Severin home." Thus they are encouraging trade-in buying, a practice Severin has employed previously, but never stimulated by advertising.

Good design and elaborate display models are two tenets of the Severin sales policy. Severin's architectural costs average about \$250 a unit, and the company is convinced that they are among the best-spent dollars in their entire budget. The good planning resulting from professional architectural talent is immediately apparent even to the most untrained prospect, according to Severin sales people, and tips the scales of preference to their houses the minute the prospect enters the furnished models.

This good first impression is an important sales asset in so sharply competitive a market. The fundamentally good-working plan makes people like their house after they move in, and, through the years of living with it, they spread the word of their satisfaction in a manner that is most advantageous to new house sales.

Price range for Grossmont Hills houses by Severin is \$29,500 to \$35,500, and the company's average purchaser is in an income bracket of \$975 to \$1100 per month. San Diego imports many skilled people whose incomes match their skills, and it is this group that is a major market for Grossmont homes.

To reach these prospects as they move to town, Grady maintains close contact with personnel managers. They are invited to Severin receptions and openings, often are visited



GROSSMONT HILLS HOMES ARE PLASTERED by Subcontractor A. B. Kear. Severin sales people recognize sales advantage in a plastered house.

EXTERIORS ARE LANDSCAPED in California-Oriental manner with extensive use of gravel.



in their offices and supplied with Grossmont Hills literature which is sometimes passed on to a new employee who is seeking housing. Severin likes to have six or eight completed houses on hand as an incentive for people requiring immediate occupancy. This is accomplished by building on every lot in a block as that street is being developed, whether or not all of the houses have been sold.

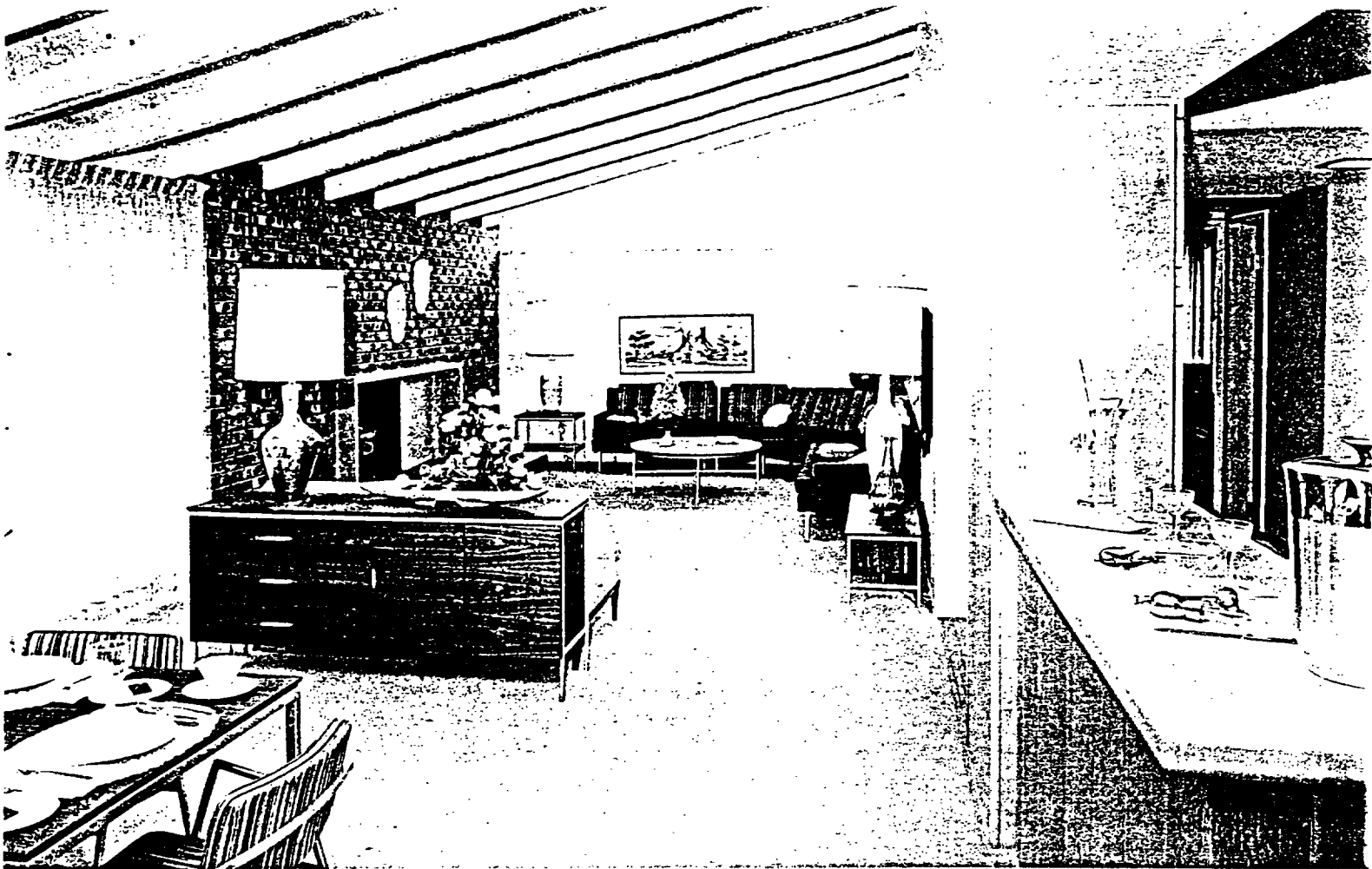
Build public confidence

Grady's public speaking schedule is also advantageous to the company. He addresses clubs and service groups on variations of a basic theme: "Research in Housing." Severin can trace a number of sales to the confidence Grady creates for a company which has obviously researched the housing business so thoroughly.

The Severin organization reaches outside of its own payroll for special services. In addition to developing the four basic house plans and variations for Grossmont homes, Architect Fickett does the siting and exterior color styling for these houses. The company's advertising program (see examples) is professionally prepared by Phillips-Ramsey, a San Diego advertising agency. Subcontractors do all of the construction functions on Severin houses except carpentry.

The company maintains its own sales staff, provides help with financing, and negotiates its own trade-in housing business. Savings and loan companies finance up to 80 percent of Severin house sales. On about 30 percent Severin takes a second mortgage of up to 10 percent of the sale value, and on another 30 percent they accept a trade-in house.

While the trade-in business complements the new house



HOME MODELS are completely and elaborately furnished. Notice that furnishing is not overdone, nor does room have "loaded" or heavy look. Ill-planned model house furnishing can be sales detriment to an entire subdivision.

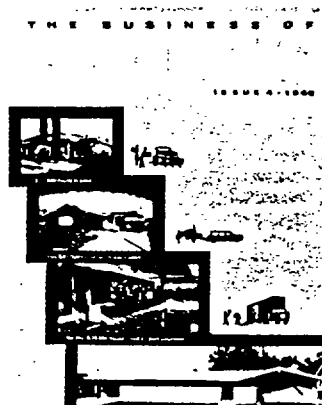
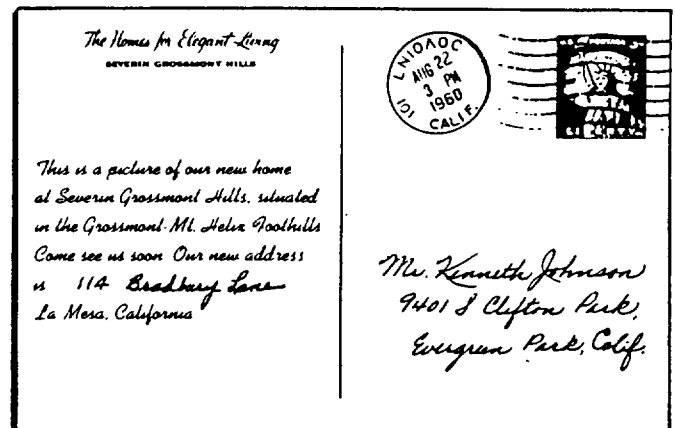
SEVERIN SUPPLIES house purchaser with quantity of postcards on which their new house is pictured. The address side contains invitation to friends to come visit buyers in new home.

business, it has many ramifications all its own. It meshes nicely when the sales people meet prospects at the new house site who are not financially able to pay the new house price. They are then referred to the trade-in house sales division, an entirely separate sales organization.

All houses received as trade-ins are repainted throughout the interior whether or not they are badly in need of repainting. "We realize that the used house is competing with newer houses, some in the same price bracket," says Mr. Grady. "Thus the older house must look as clean and smell as clean as a new house."

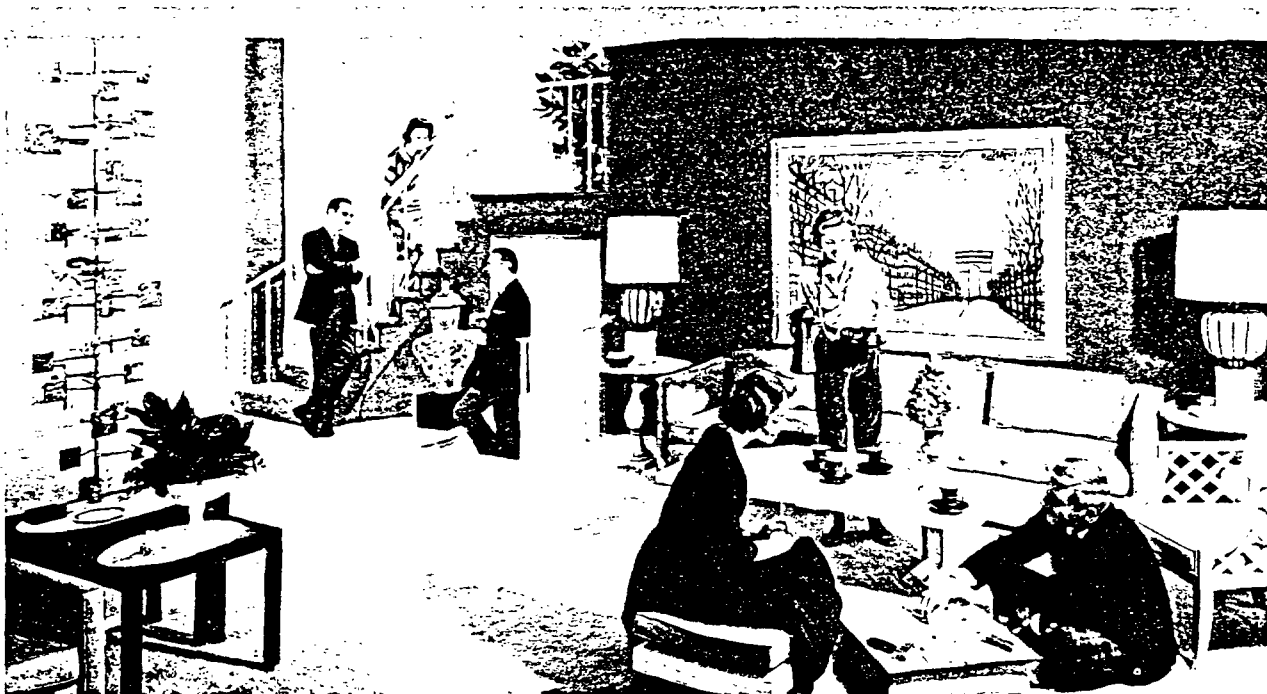
The Severin organization has taken in trade and resold as many as three used houses in a chain reaction resulting from the sale of a new house in Grossmont Hills subdivision. They even accepted a house in Des Moines, Iowa, in trade on one of their new ones, but this is not general practice and occurred only because a tie with a Des Moines real estate outlet made resale easy. The trade-in house sale is promoted on the basis of an established yard and neighborhood, a predetermined tax structure, time-tested schools, churches, streets, shopping areas and other facilities, including experienced residents as neighbors.

Thus the Severin organization shifts sales emphasis to meet changing needs, but is not diverted from its basic principle of offering a professionally designed, well-constructed house aimed at a single predetermined market. It is a policy which has not only won awards (best California house of the year), but has built a business of enviable proportion and reputation. Severin and San Diego are both the better for it.



COVER: TRADE-IN HOUSE POLICY has been responsible for numerous sales. One instance developed a chain of four sales and trade-ins, including the new house sale. All four homes are pictured on cover.

U.S.G. ads kindle demand for new homes



with your builders
advanced techniques and
modern materials by U.S.G.

living's great in homes today!

When you move into a brand-new home today, you move into a brand new kind of living. For everything you do or would like to do, from entertaining to relaxed family living — it all seems so wonderfully satisfying in a new home of your own. There are parties of good reasons why so many living is so popular today. Everywhere you look in magazines and model homes you see ideas, innovations in design, trends in decoration, work-saving conveniences, advances in building materials and methods. No wonder it's so easy — and so much fun — to plan or find the perfect home for you. This year is the time to get moving. Ask your builder or dealer about U.S.G.'s full line of modern building materials. Or write United States Gypsum Dept. HB-01, 300 West Adams Street, Chicago 6, Illinois.



LIVING

HOUSE & GARDEN

SUNSET

HOUSE BEAUTIFUL

AMERICAN HOME

NEW HOMES move to first place on America's list of status symbols in the "Living's Great in Homes Today" advertising series sponsored by United States Gypsum.

Reaching millions of readers through advertisements in House & Garden, Living for Young Homemakers, House Beautiful, Sunset and American Home, the campaign supports NAHB's recent call to stimulate public interest in new homes. Central theme for each two-page ad is a full-color photograph illustrating a single phase of modern living enjoyment. Copy highlights the many advantages offered only by the new designs, building techniques and living convenience found in today's homes.

As a general endorsement of new home construction without a specific product tie-in, these U.S.G. consumer ads serve everyone in the industry—builders, subcontractors, architects, dealers, realtors and lenders. They also enhance locally sponsored sales promotion efforts with the prestige support of a national advertising campaign.

BB027 1913

*Teamwork of Dealer,
Savings & Loan
builds sales with*

One-stop home improvement package

"WE STOCK building materials—but we sell service."

This is the way John J. Gartland, vice president of Franklin Park Lumber & Fuel Company, Franklin Park, Ill., sums up a new merchandising policy that is reaping record sales results for his yard.

Initiated to increase retail sales, Franklin Park Lumber's customer service program includes a merchandising tie-in with a savings and loan association, on-the-spot financing service, and free estimates by a reputable contractor.

"The majority of our business has always been with contractors," Gartland explains. "But about a year ago we decided to go after our share of the growing do-it-yourself and home remodeling market."

To avoid the headaches that come from competing on price only, Franklin Park Lumber decided to attract retail customers by emphasizing quality and service. "We feel that selling materials is a thing of the past," Gartland points out. "Today's customer has a remodeling dream in mind and only a vague idea of the material and construction needs and costs. Furthermore, he works at least five days a week and doesn't want to spend his precious weekends running from lumberyard to contractor to lending institution. A one-stop, complete package service is what he is looking for."

Provide Financing Service

First step in setting up the new service program was to arrange an easy financing plan. "Think of a major home remodeling and you think of credit," Gartland says. "We felt a workable financing plan was vital to our service program."

At the same time that Franklin Park Lumber went looking for a lending institution, Lincoln Federal Savings &

continued

PRIME LOCATION near main entrance receptionist indicates important role assigned to Home Planning Center by Lincoln Federal Savings & Loan Assn.





SHEETROCK DISPLAY on swinging panels, enables homeowners to select pre-decorated gypsum wallboard finish for remodeling projects without special trip to lumberyard.

COMPLETE BANKING FACILITIES across lobby offer immediate financing for home improvement projects worked out in planning center.

One-stop home improvement *continued*

Loan, located in nearby Berwyn, set out to find a building materials dealer. Lincoln Federal president Frank J. Kinst needed the cooperation of a lumberyard to fulfill his long-held desire to provide a Home Planning Center service for customers in the Association's new building.

Although located more than 10 miles apart, the two firms learned of each other's interest and worked out a reciprocal agreement. Under the arrangement, Lincoln Federal depositors can plan home improvements without visiting a lumber yard and Franklin Park customers are able to obtain credit without entering a lending institution.

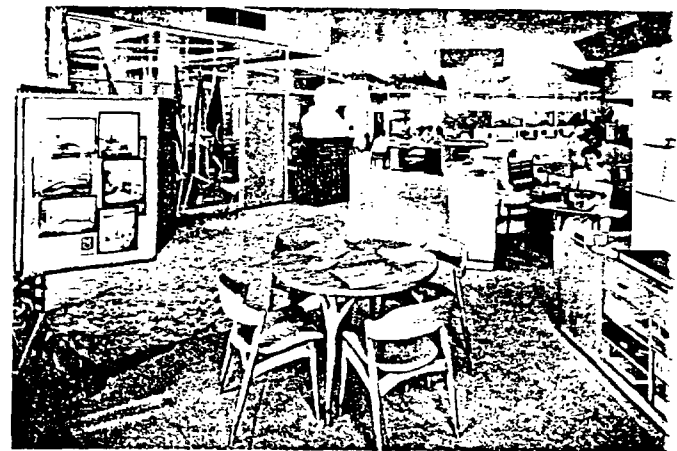
Key to the agreement is the Home Planning Center. Located near the Association's main entrance information desk, the center includes a library of home decorating and remodeling books and a table and chairs for customers who want to plan home improvements. Working through Franklin Park Lumber, United States Gypsum Company provided a special display of SHEETROCK gypsum wallboard showing the different types of finishes available, samples of TEXOLITE paints, and GLATEX siding for prospective remodelers to examine and compare. National Plan Service agreed to offer low-cost blueprints of new homes to Lincoln Federal customers, and a local interior decorator furnished miniature model rooms.

Copies of POPULAR HOME magazine, published by United States Gypsum Company, are also provided as a source of remodeling ideas for homeowners planning improvements. Joint sponsorship of the POPULAR HOME magazine program by lumber dealer and lending institution is becoming increasingly popular. This arrangement enables sponsors to double their circulation without increasing budget, and a special ad series is included to insure identification of both sponsors.

Once the homeowner has decided on his remodeling plans, Franklin Park Lumber provides a free estimate of material and labor costs for the proposed project.

"While we don't suggest that customers purchase their materials from Franklin Park Lumber, we do endorse the yard," says Lincoln Federal's John Burchardt. "The fact that they provide so much help in the planning stage is usually more than enough to clinch the sale."

After working out their needs in the Home Planning



Center, homeowners can walk a dozen steps to the Home Loan Department and apply for a loan to meet the cost estimates provided by Franklin Park Lumber. "In this way the prospective remodeler can make all the necessary arrangements under our roof and avoid tramping around several lumberyards in search of the materials he wants," says Burchardt.

This single-stop service is also available to customers at Franklin Park Lumber. After selecting the material required for a project, homeowners may discuss financing with the yard's credit manager. Credit applications for large amounts are forwarded to Lincoln Federal three times a week. On small projects a telephone call to the Association is frequently sufficient to obtain loan approval. When major remodeling work is involved, Lincoln Federal sends an appraiser to look over the job before acting on the application. In either case the customer gets one-stop service—plans, material selection, cost estimate and financing.

"Best indication of the popularity of this complete package service is the fact that 75% of our major purchases are financed through Lincoln Federal," reports Gartland. "In fact, it is so convenient that many of our biggest contractor-customers have also switched their financing."

Comparing his first year of "selling service" with previous years, Gartland says "Our sales are the highest in 15 years, our credit problems have practically been eliminated, and we've wiped out the time-consuming quibbling that inevitably results from relying on price alone."

FITS TOUGH PLACES EASILY

with new
reverse-
flange
insulating
blankets

Vapor barrier side in—
breather side out. There
is no other way to install
insulating batts or blan-
kets satisfactorily.

In special situations
this has been difficult
until United States Gyp-
sum recently introduced
its USG Reverse-Flange
Insulating Blanket. Now,
this product makes it
easy to apply batt blan-
kets to floor joists over
crawl spaces, or in ceil-
ings by working from the
attic floor above, or be-
tween studs in an exterior
wall section being pre-
assembled on a jig table.
The USG Insulation Blan-
ket with Reverse Flange
can be stapled to the
studs directly beneath
the sheathing.

The improvement is en-
tirely one of convenience.
The USG Reverse Flange
Blankets contain the
same highly resilient min-
eral wool that has made
the regular USG Batts of
all thicknesses a pre-
ferred insulating mate-
rial. See your U.S.G. sales-
man. He can make the
tough places easy for you!

over ceiling ↓



in tilt-up wall construction ↓

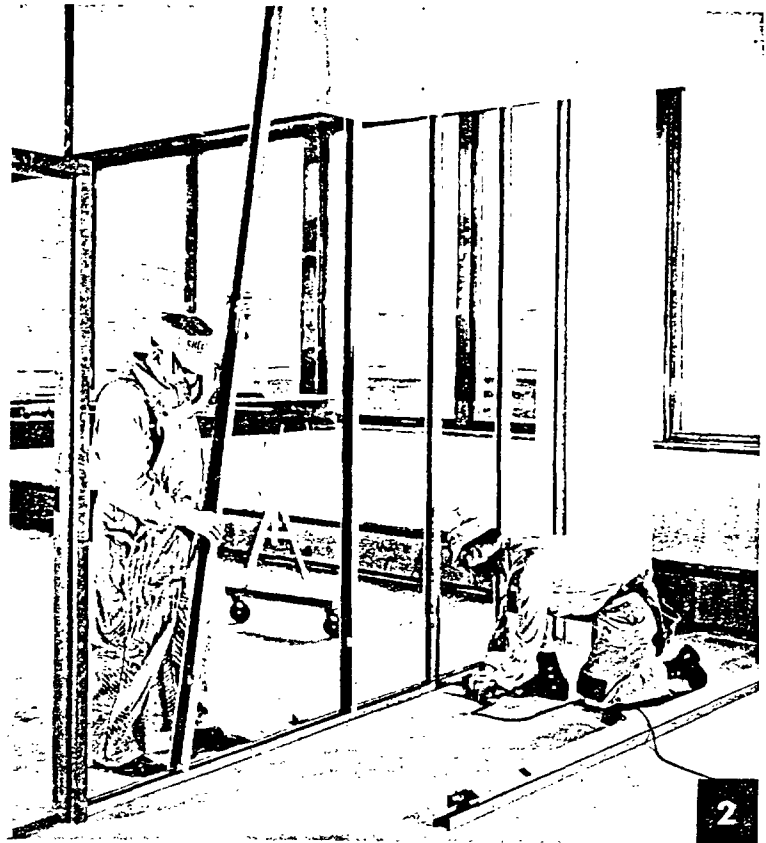


in crawl spaces ↓



UNITED STATES GYPSUM the greatest name in building

U.S.
G.
BB027 1916



2 hrs./46 db. with drywall

New U.S.G. system screws gypsum board to metal studs

NAIL POPS will soon be as rare as wood lath as a result of a new screw-on gypsum drywall partition system perfected and released by United States Gypsum Company.

Tailored for commercial, institutional and industrial new construction, the revolutionary USG Metal Stud Partition System also adapts easily to remodeling existing buildings. Keys to the partition's outstanding performance are the new self-tapping USG Drywall Screw and roll-formed metal studs.

The 1-in. Phillips head steel screw is driven with a Black & Decker SCRUGUN. An unique depth control accessory for the drill drives the screw to a pre-set dimple depth without harming the surface of the SHEETROCK gypsum wallboard. Tests reveal job speed is equal to or faster than conventional nailing methods.

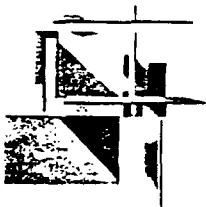
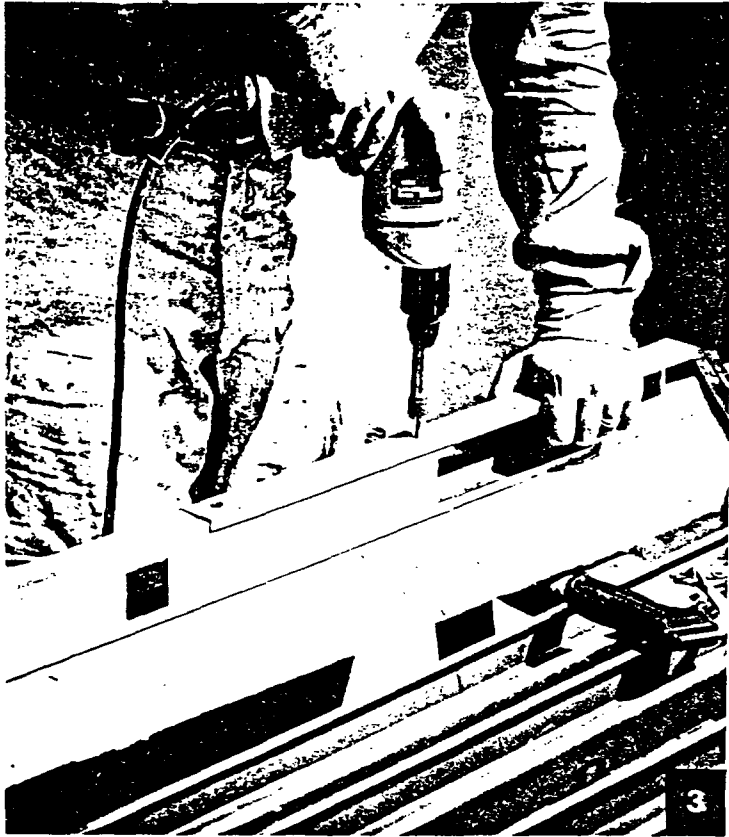
The system's versatility permits both horizontal and vertical gypsum drywall application. In cases where increased strength, greater fire resistance and sound transmission loss are desired, a double-layer application of laminated SHEETROCK may be used. The new USG Metal

Stud Partition provides as much as two-hour fire rating and 46 decibel sound transmission loss depending upon the application method.

Custom-designed metal channel studs used with the non-load bearing partition are available in 1 $\frac{3}{8}$ -in., 2 $\frac{1}{2}$ -in., and 3 $\frac{3}{8}$ -in. widths and in lengths up to 16 feet. They will accommodate $\frac{3}{8}$ -in., $\frac{1}{2}$ -in. or $\frac{5}{8}$ -in. single layer SHEETROCK.

Low material cost, speedy erection and versatility make the USG Metal Stud Partition especially attractive to contractors. Architects find the system's low weight factor, as compared with other commonly used partitions of the same thickness, a source of substantial savings in structural design.

Considered alone, the USG Metal Stud Partition represents a valuable new method of interior drywall construction. Taken with United States Gypsum's other four new gypsum drywall systems, it gives architects and contractors every reason for using gypsum wallboard in all types of commercial construction. Further information available from BUSINESS OF BUILDING, 300 W. Adams St., Chicago 6, Ill.



NEW PERSPECTIVES

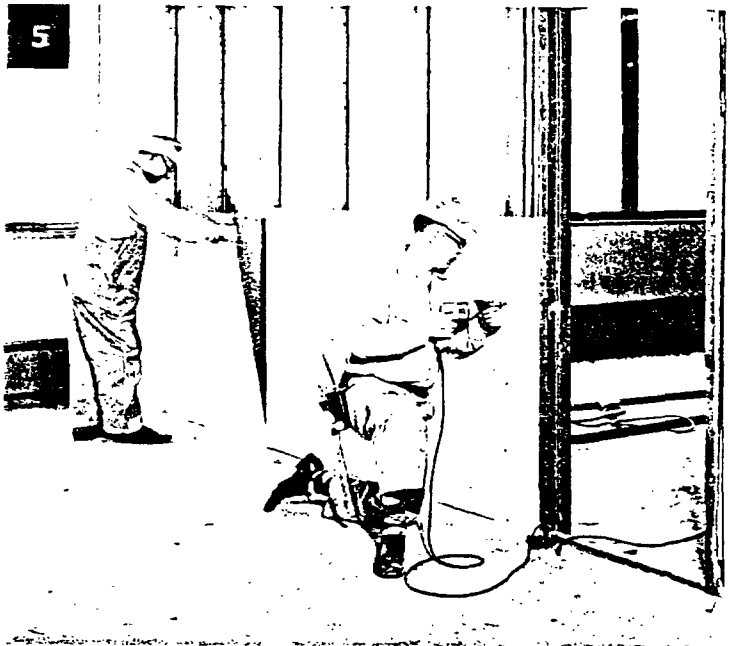
1 RUNNERS AT FLOOR AND CEILING must be aligned accurately before being anchored with fasteners spaced not more than 24 in.

2 METAL STUDS are slipped into runners and twisted into position. Depending upon the application, studs should be placed no further apart than 16 in. or 24 in.

3 SELF-NESTING STUDS are easily spliced with a securely screwed 8-in. minimum lap.

4,5 VERSATILITY of USG Metal Stud Partition System permits either vertical or horizontal SHEETROCK application with equally satisfactory results. In cases where fire rating is required, vertical application is used with screws at maximum 12-in. spacing in field of board and 8 in. apart staggered along abutting edges. Maximum screw spacing is 12 in. throughout for horizontal or vertical non-fire rated application.

6 SELF-DRILLING SCREWS firmly attach SHEETROCK gypsum wallboard to stud joining door frame header and ceiling runner. USG Drywall Screws can be driven to exact pre-set depth below drywall surface with Black & Decker SCRUGUN.



Old hotels need you!

Contractor tells 'em and sells 'em siding

RE-SIDING with United States Gypsum siding made substantial improvement in Gabel Hotel, Barnesville, Minn. and has helped this long-established inn compete with newer motels and hotels.

BEFORE



AFTER

FOR those in the siding business there is worthwhile potential in making older hotels and restaurants look newer than they are. These establishments make sales or lose them in the split second that a speeding motorist glances at the exterior and judges their fitness for his patronage. The one that looks the newest usually has the advantage.

A case history shows how alert contractors meet the opportunity. The Gabel Hotel, Barnesville, Minn., was obviously not new. Its wood siding needed frequent coats of white paint to preserve its spic and span appearance. Even then, its frankly frame exterior might raise a question of fire safety at a quick glance from a passing prospect.

Barnesville's location, its natural and business attractions offer good potential for inn-keeping. But when Dan Kershner of Kershner Construction started soliciting Gabel Hotel for a new siding job, he could conscientiously promote it as a life or death matter for this hotel business. First he sent his woman sales representative to call on Mrs. Eunice Gabel, the proprietor. The second call was made by Kershner himself, equipped not only with siding samples, but with facts to show her how he could help her maintain her full share of the hotel and dining room business available, by making Gabel Hotel look better, more modern and more safe.

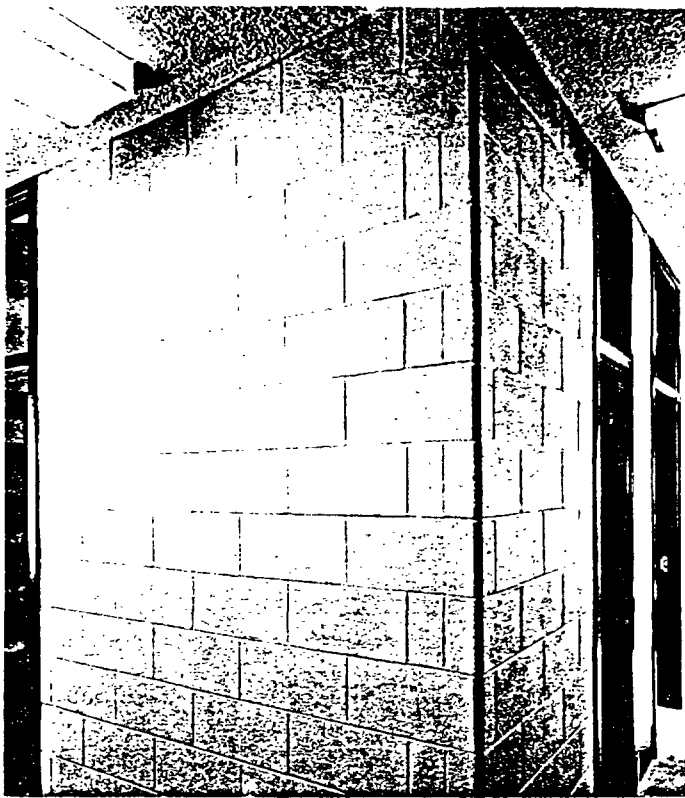
Of course, Kershner included the long-range economy story of eliminating forever the need for repeated and costly paint jobs. He showed her samples of United States Gypsum Company's incombustible siding shingles, the extensive color choice available, and explained the exclusive dense, hard, china-like surface that resists dirt and also washes like a china dish.

The U.S.G. siding was accented with a stone facing at the foundation and an entry. It gave the building a more up-to-date appearance, and the siding and stone are both visibly incombustible.

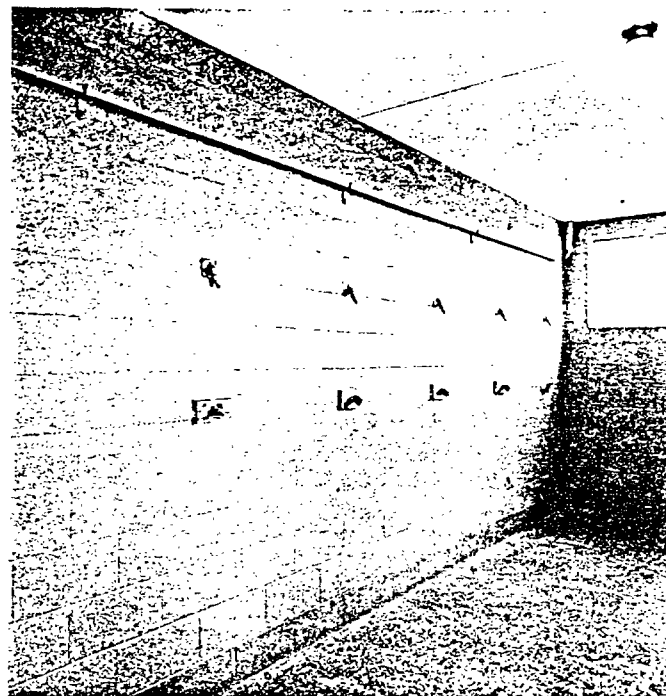
Creative selling developed this job from something that had not entered the mind of the owner before the salesman put it there. The aging hotel and restaurant market is ready for creative building materials salesmanship everywhere.

NEAT JOB AT CORNERS and around windows is hallmark of good re-siding work. Notice simplified and improved appearance of window and door trim, and how it accommodates thickness of new shingles.





WITH AND WITHOUT: Smooth, sand finish of TEXOLITE Block Filler contrasts sharply with painted surface on right side of corner partition. Area treated with block filler required single finish coat. Untreated portion retains rough surface after three coats of latex paint.



SHOWER ROOM walls were treated with TEXOLITE Block Filler and polyester to create smooth, water-resistant finish similar to ceramic tile at fraction of the cost.

'Skin deep beauty' conceals block partition drawbacks

THE SQUEEZE between increasing enrollments and rising construction costs has made economy a major element in nearly all school construction projects. Christian High School in Kalamazoo, Mich., is among those school jobs which sought economy by specifying exposed masonry block partitions.

Thanks to newly developed TEXOLITE Block Filler, an even, non-porous wall surface that blends attractively with acoustical plaster ceilings and brick wainscots has been the result. Designed to conceal voids, fill pores and smooth out dangerous abrasive surfaces of unfinished or painted block, TEXOLITE Block Filler also improved sound transmission in areas where it was applied to both sides of the wall.

Corridor and shower room walls received a spray coating of clear polyester over the TEXOLITE Block Filler to create a tough, glossy washable finish. A single coat of latex paint was used in administrative offices and other areas where a hard finish was not required.

"This new ready-mixed paste product slips on easily and sets up on the wall," says Independent Paint Co. foreman, Victor Hurst.

"TEXOLITE's uniform consistency eliminates the time-consuming quality problems and variations of job mixing which sometimes cause powdered block fillers to be hard working and set up too fast."

In addition to providing an attractive, durable finish for corridor walls, TEXOLITE Block Filler offers long term cleaning and maintenance savings and reduces cover coat paint requirements to a single coat. An even greater cost reduction was found in shower and locker rooms where a block filler, polyester finish was used in place of more expensive ceramic tile.

Now providing its first students with up-to-date educational facilities, Christian High School provides other budget-minded school districts with proof that "beauty can be skin deep" and consistent with low-budget construction.

Kalamazoo lumber dealer finds

Quality, Brand and Color sell paint

PAINTS TO MATCH salesman's dial selection are automatically dispersed in quarts, gallons and fives by TEXOLITE paint machine. Electrically-operated model occupies only 28x30 in. of floor space.



MERCHANDISING is a word with almost as many definitions as there are lumber dealers. To some it means newspaper and radio advertising. To others it connotes attractive point-of-purchase showroom displays. To a few it is simply a synonym for selling.

All of these interpretations, plus a dash of local flavor, are combined in a paint merchandising program that is setting sales records for Miller Lumber Co., Kalamazoo, Mich.

"First step in any successful merchandising effort is to select a top-quality brand and carry the entire line," says John Terpstra, yard manager. "In this way, advertising can concentrate on convincing the public that every product bearing this trademark will provide uniform top quality."

This policy of establishing a top-quality brand identity is evident in the yard's attractive showroom. The TEXOLITE Paint display is ringed with related products, such as SHEET-ROCK Sealer, RED TOP Patching Plaster and PERF-A-TAPE Cement. Related identity for this entire family of products is provided through the United States Gypsum trademark on each can and package.

Newspaper advertising further strengthens the "quality brand" theme. Every U.S.G. paint and surface preparation product appearing in a Miller advertisement is clearly labeled as "A TEXOLITE Paint Product."

Miller Lumber's paint promotion received a shot-in-the-arm recently with the arrival of a new TEXOLITE paint machine. Designed to color-mix either latex, alkyd flat oil, semi-gloss and gloss enamel or exterior house paints, the automatic machine is aimed at the do-it-yourself trade. Color selection charts and a color scheme booklet provided with the machine enable customers to visually mix and match paint colors with drapery and furniture patterns.

"Women particularly seem to enjoy using these home decoration aids," says paint salesman Roger Haan. "We keep them near the front door to greet every customer entering the showroom. The machine is located at the rear of the store."

Although it is too early to evaluate the new machine's effect on Miller's 70 percent retail, 30 percent wholesale paint volume, Terpstra says this: "The increase in color choice from the previous 133-tube colorant system to the 1200-color machine method undoubtedly creates a wider appeal for amateur and professional alike. I'm sure the new machine will strengthen our merchandising of TEXOLITE as our top-quality paint brand."



U.S.G. TRADEMARK unites variety of brand names displayed together in TEXOLITE Surface Preparations rack (left) and on adjoining islands (below). Entire line of paints and preparations is identified as "TEXOLITE Paint Products" in Miller's promotions and advertising.



CHOICE OF 1200 READY-MIXED HUES makes it easy to match TEXOLITE machine-mixed paints with draperies or other furnishings. Color harmony and chip books are loaned to customers who prefer to make final decision at home.



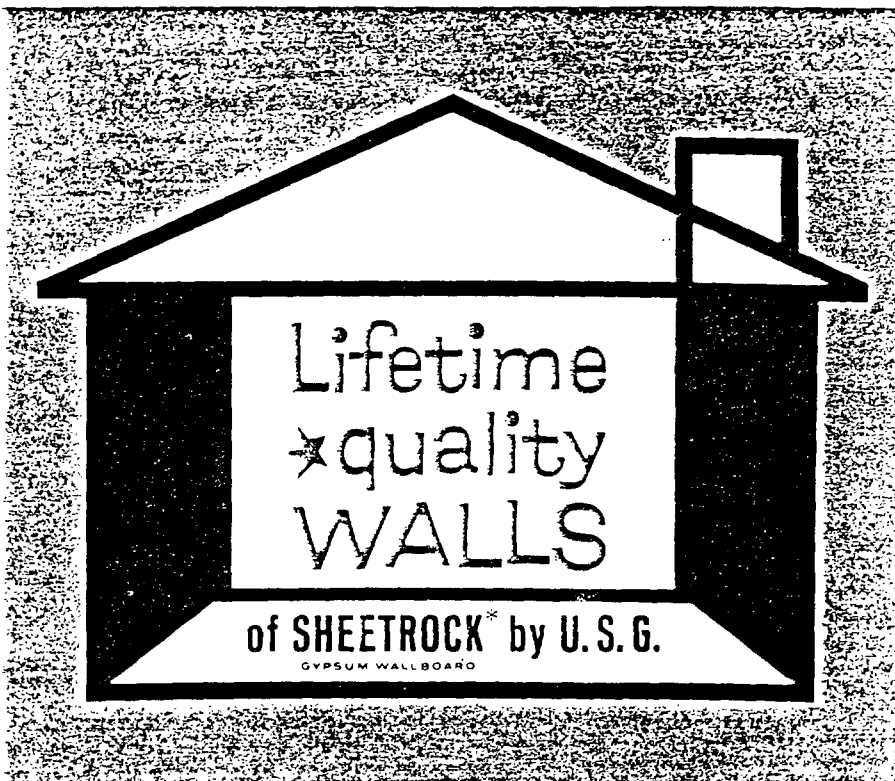
INVENTORY REVIEW is never-ending chore of Miller Lumber's "U.S.G. room." Stacked to rafters one day, this warehouse may be emptied next day by special advertising campaign or showroom sale.

DO NOT FORWARD
RETURN POSTAGE GUARANTEED
UNITED STATES GYPSUM COMPANY
300 W. ADAMS ST.
CHICAGO 6, ILL.

HISTORICAL FILE
Trade-Mark Protection
Received 11-16-60
DO NOT DESTROY

BB-04

Let
your
walls
do
the
talking!



**These items FREE . . .
for your
"Lifetime Quality"
Promotion**

- Repeater Tape Recording custom made for your subdivision by a professional announcer.
- 3-D "Talking Walls" Display hangs on wall like a picture. Lets visitors know the walls are doing the talking!
- "Lifetime Quality" Outdoor Sign
- "Lifetime Quality" Newspaper Ad Mats
- "Lifetime Quality" Radio Scripts, TV Spots
- Double-Wall Promotion Plaque



THEY REALLY SPEAK for you. *Talking Walls sell the outstanding features of your model home to today's quality-conscious buyers. U.S.G. helps you sell the extra value of your DOUBLE WALL, $\frac{5}{8}$ or $\frac{1}{2}$ -in. SHEETROCK "Lifetime Quality" walls by equipping your model house to "talk" to its visitors about these and other features of your homes. This unique promotion, aimed at selling quality, can do a powerful job of selling houses for you. Here's a promotion that sells the "Lifetime Quality" of your homes and its walls and ceilings.

For complete details on Talking Walls, contact your U.S.G. sales representative or write BUSINESS OF BUILDING, 300 W. Adams St., Chicago 6, Ill.

***Here's how it works**

A repeater tape recording plays a sales message through speakers hidden in cold-air returns or heating ducts of model home. Works automatically . . . just set it and forget it!

by **UNITED STATES GYPSUM** the greatest name in building



BB027 1923