THE BUSINESS OF BUILDING

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NEW STRUCTICORE PANEL PARES ERECTION TIME

PAGE 8

BUSINESS OF BUILDING

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

GEORGE [illegible] HARPER, Editor
[illegible] PRUKE[illegible], Associate
[illegible] PANAMA[illegible], Art Director

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Remodel or build? Decision put

MONEY IN THE BANK

The logical place to build a new motel would seem to be alongside a new highway leading into town. But Tom Herring studied all possibilities before making a decision and achieved his goals by remodeling in the heart of town.

Herring, a general contractor and building material dealer as well as president of Pan Tex Hotel Corporation, knew that much of the tourist traffic to Laredo, Tex., is interested in history. When the opportunity arose to buy an old schoolhouse in the center of the 205-year-old city, he moved swiftly. Built in 1916, the structure sat just a block from the new International Bridge into Mexico. It met all requirements for income-producing property.

The project is of interest to all architects and contractors since it points out a way to build at lower cost, when suitable commercial property can be located and remodeled instead of building anew. Taking advantage of special features—historical interest in this case—and building up business in an existing neighborhood are other benefits of remodeling.

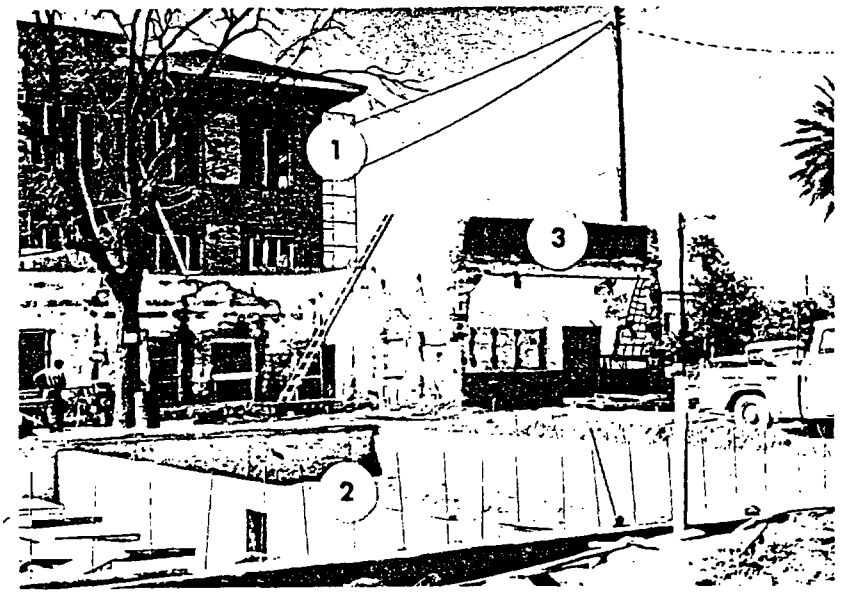
REMODELING SAVES $100,000

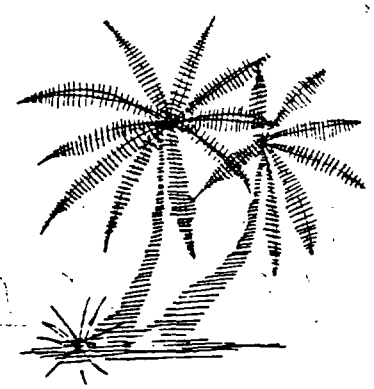
The nucleus for the million-dollar, 108-room La Posada Motor Hotel is the original school. Remodeling it was less expensive than building new. Architect Wallace B. Thomas and general contractor Herring found they could build new for $330,000, but remodel for only $230,000.

To modify the exterior into Spanish Colonial architecture that matched the flavor of the downtown area, ORIENTAL stucco was specified and used in great quantity. The interior was completely remodeled in the same motif with both RED TOP plaster and SHEETROCK gypsum wallboard. Interiors were painted with TEXOLITE GRAND PRIZE paint with accents of SUPER NEO-FLECK multicolored paint.

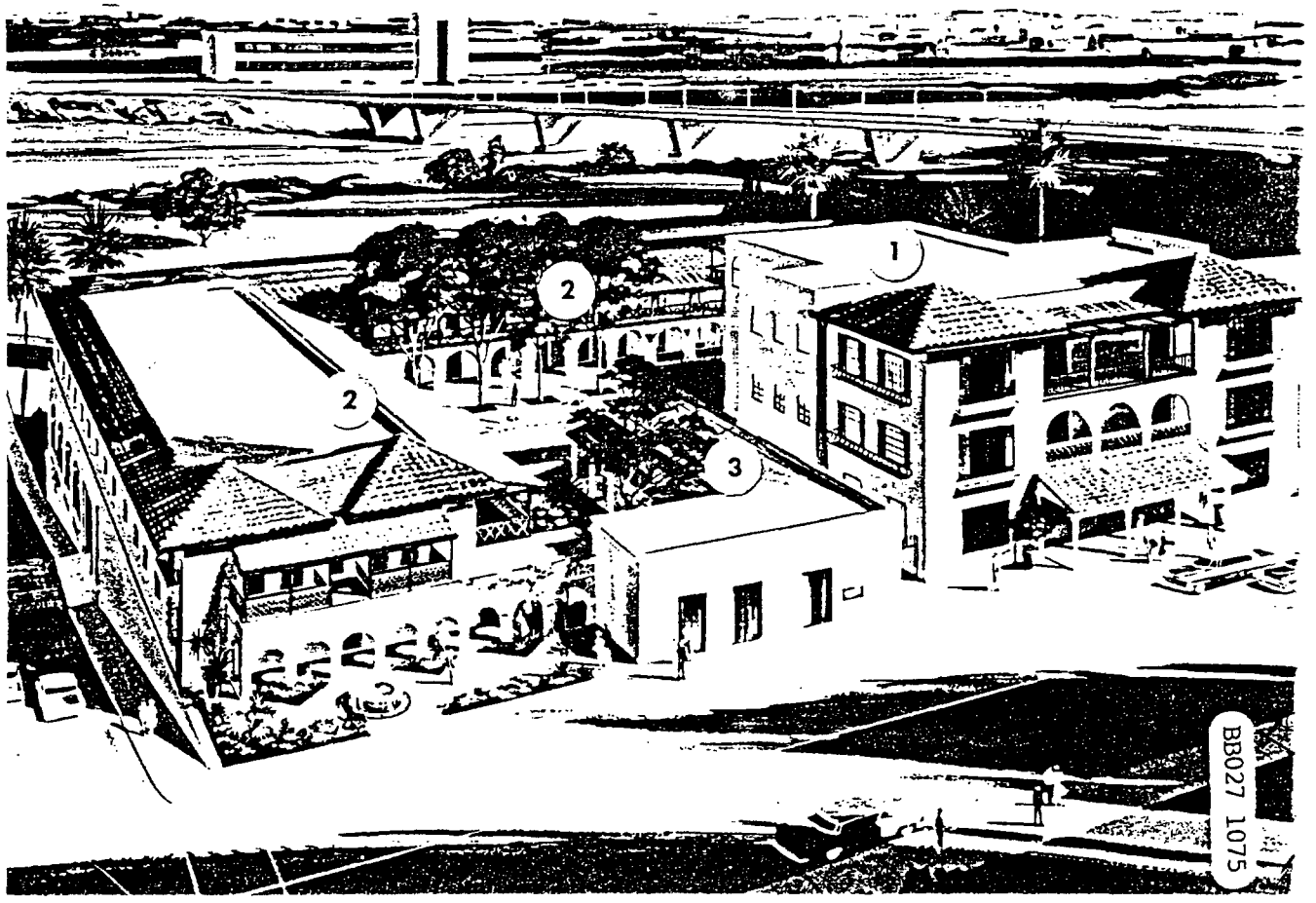
Two new wings were added to the original three-story school building. These added over eighty rooms, half of them with balconies on the Rio Grande River side. The atmosphere and

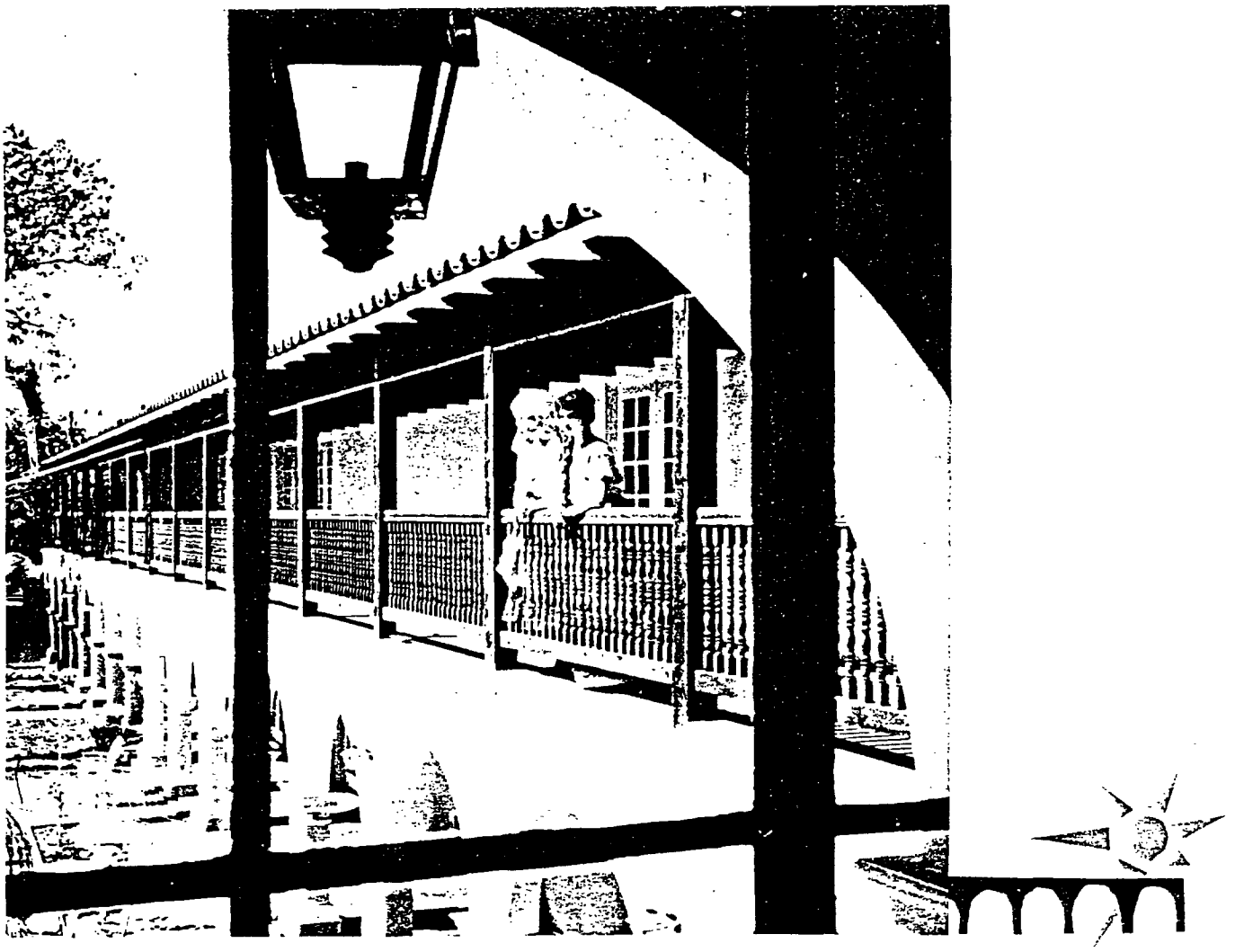
continued





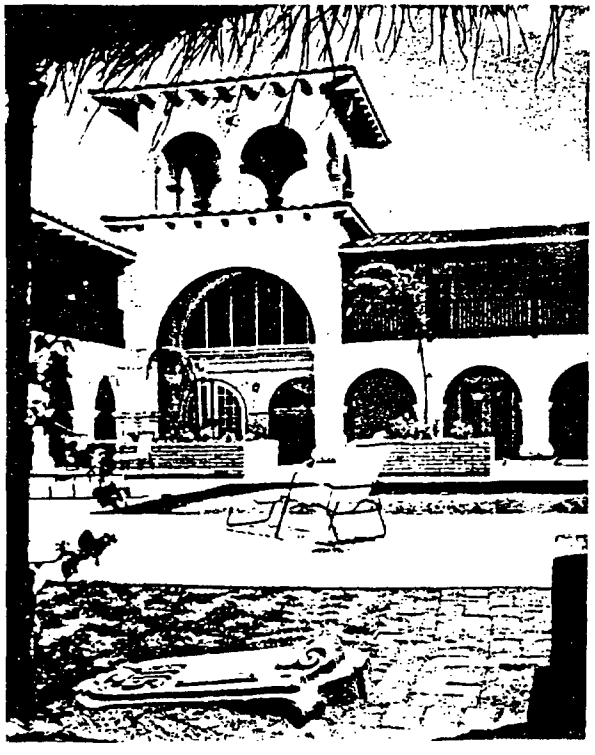
THE OLD REMODELED, the new a-building are shown above and below. Original three-story schoolhouse (1) was completely remodeled but maintains 18th century flavor of surrounding area. Two new wings (2), connected to other buildings by arcades, form a courtyard with swimming pool. First capitol of Republic of Rio Grande (3) was restored as a museum. Terrain permits underground parking, reached from side street (far left of drawing). Mexico lies across Rio Grande River in background.





COVERED PASSAGEWAY serves as outdoor hallway to all rooms. Exterior color scheme of red roofs and white stucco walls is carried inside in red furnishings and white RED TOP plaster walls.

OLD-WORLD FLAVOR and Spanish architecture are carried out by red tile roofs and contrasting walls of White ORIENTAL stucco. Tower at juncture of the two new wings was added after sketch (page 3).



MONEY IN THE BANK *continued*

flavor of Spanish Colonial architecture in the old school building was duplicated in the new additions. Wherever possible, high ceilings, winding staircases, exposed rough-hewn beams, casement windows and Spanish tile on floors were added. Although old in styling, the motel has the most modern facilities.

CASHING IN ON HISTORY

History added another plus to this property. Inside the property line was a small building, once the capitol of the short-lived (1839-1841) Republic of Rio Grande. Now in the center of the motel, this building was restored as a museum to add historical color and to remind tourists that Laredo has lived under seven flags (the rest of Texas under only six).

In return for his public relations efforts for Laredo, the city has granted Tom Herring the right to re-landscape and maintain a plaza across the street adjacent to the original San Augustine Church. He plans to develop a tropical garden with the flavor of 1755, Laredo's date of birth.

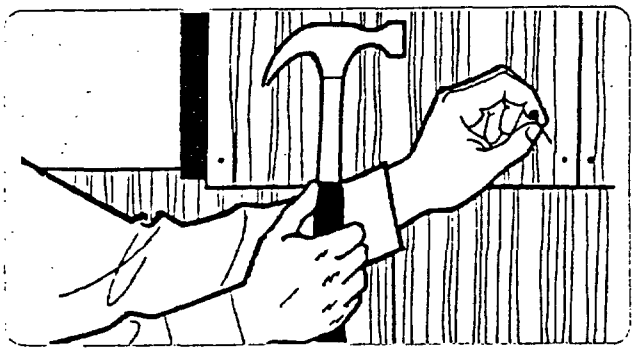
"Springboard for our entire project," states Herring, "was information in a U.S.G. publication we received at Herring-Price Lumber Co. From the ideas and suggestions in it, I was able to visualize remodeling the old school into a first-class motel." Herring's $100,000 savings proved remodeling pays.

Homeowners don't buy houses finished with GLATEX siding to show movies outdoors. But they could.

The qualities that have proved GLATEX excellent for houses—it is durable, easily washed, fireproof, never needs resurfacing—make it most suitable for outdoor movie screens. The Ballantyne Company, Omaha, Neb., insists on GLATEX for outdoor screens. The firm, well-known consultants and manufacturers of drive-in movie equipment, accepts no substitutes on screen specifications.

While low maintenance cost was the feature that led Ballantyne to test Satin White GLATEX more than eight years ago, its excellent reflective qualities have kept them specifying it ever since. Says E. J. Nelson, engineer for the consulting firm: "The Academy Research Council of the Society of Motion Picture & Television Engineers tested GLATEX for light reflection and general durability. They found it produced the finest reflecting surface that could be used."

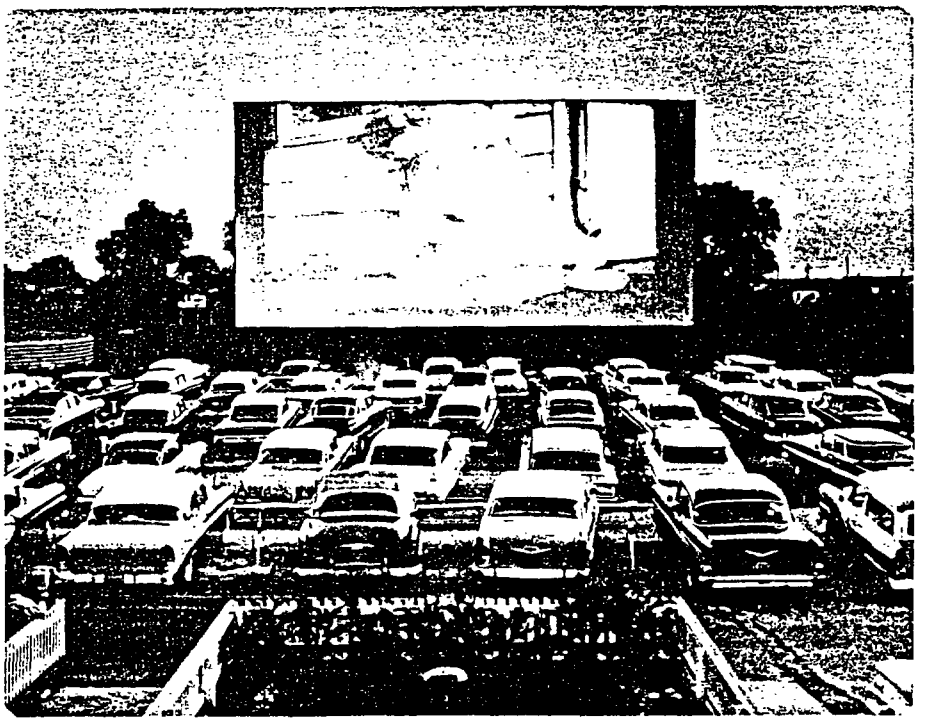
Application of the siding, about 27 squares for the average screen, is done in the same manner as on houses, using asphalt joint strips and a standard one-inch headlap.



GLATEX

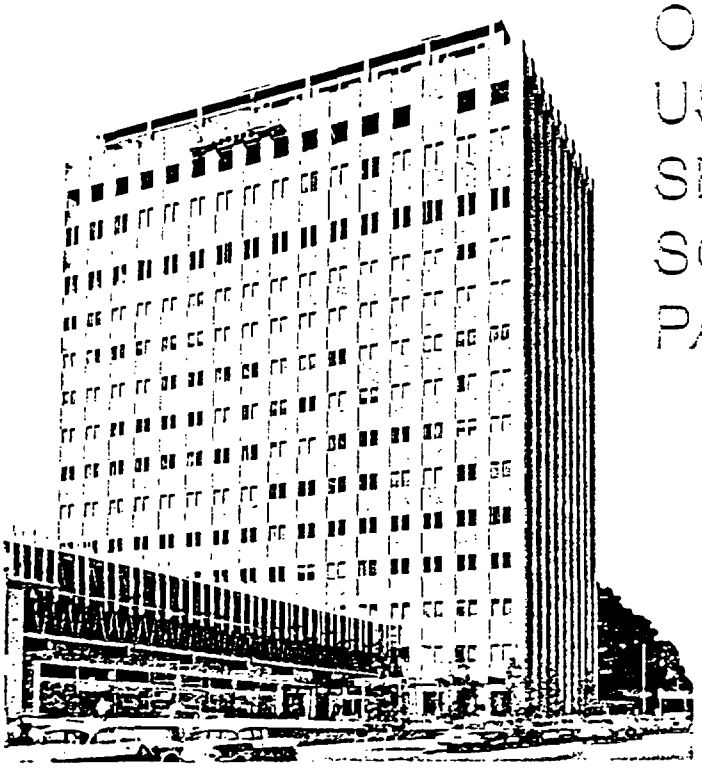
GOES TO THE

MOVIES!



A CLEAR PICTURE is assured for drive-in moviegoers when the film is projected on a screen of GLATEX siding. Satin White, used on screen on the right, is one of ten house-brightening colors available for residential application.

Nation's busiest general contractor installs... 13 FLOORS OF USG SEMI-SOLID PARTITIONS



If you want a sure guide to quality in building materials and systems, ask a general contractor known for quality construction what he had used in his own building. Ask Peter Kiewit what he used in Kiewit Plaza and he'll tell you "USG semi-solid partitions." In 1960 Peter Kiewit Sons' Company was the nation's top general contractor in dollar volume. Kiewit Plaza is the company's main office in Omaha, Neb., and also Peter Kiewit's personal residence. He occupies one of the four elite apartments in the building.

The firm is known for its quality work and progressive attitude toward the building industry. Using USG semi-solid drywall partitions on 13 floors of Kiewit Plaza is an example of this attitude and a testimonial to the system's practicability. At the same time, details of the actual installation show how a clever contractor and sub-contractor can adapt a good system to fit their needs, save mon-

1. **KIEWIT PLAZA,** Omaha, is home office of one of the country's largest general contractors. Henningson, Durham & Richardson were consulting engineers and architects.

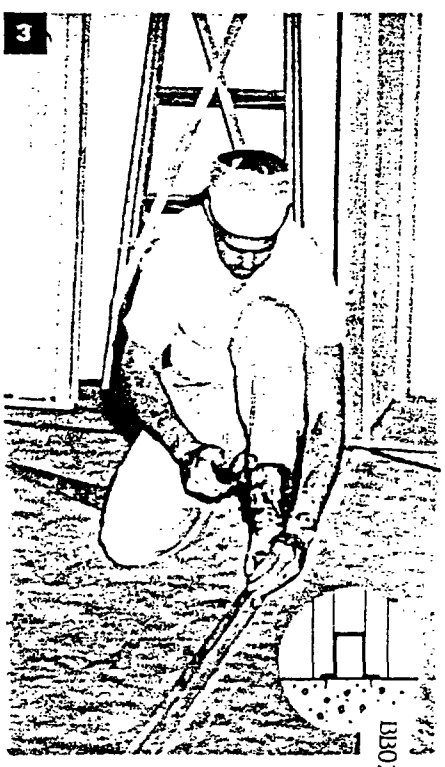
2. **USG METAL RUNNER** is fastened directly to "T" bars of suspended ceiling with special hexagon screw.

3. **FLOOR RUNNER** is a hat-shaped channel (inset), locally fabricated, which provides base for face layers of SHEETROCK gypsum wallboard and gypsum coreboard strips.

4. **DOORS AND FRAMES** were installed by general contractor before hanging board, frames anchored with "hat" channel at floor, temporarily braced at top. Electrical runs are from ceiling down—metal conduit above ceiling, cable between partitions.

5. **SHEETROCK COREBOARD** strips are placed on back side of first layer and around door openings. Each strip rests on hat channel.

6. **TO SAVE TIME,** pneumatic stapling gun aligns and secures gypsum wallboard while PERF-A-TAPE compound dried. Manual method is to angle nail through scrap gypsum block into joint.



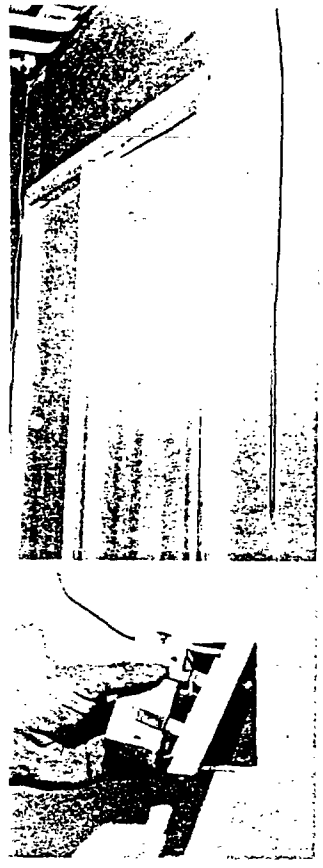
y and speed erection all in one operation.

EW RUNNERS DEVELOPED

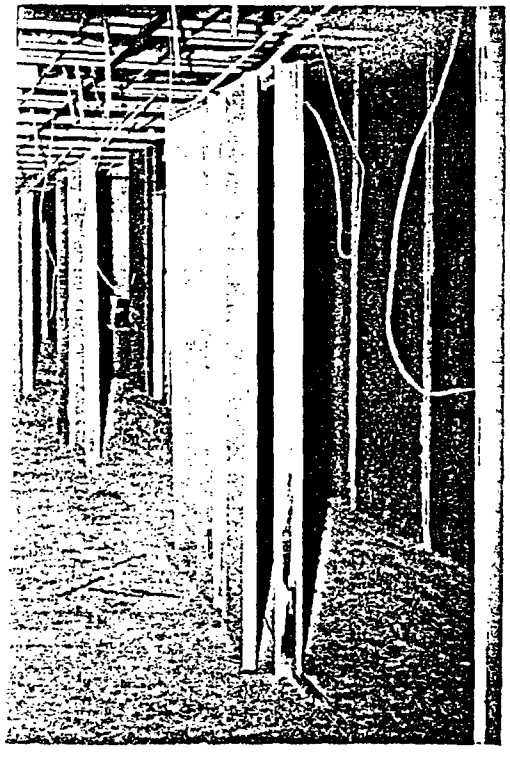
In Kiewit Plaza, variations of standard reatment for floor and ceiling runners ere devised. At the ceiling, Kiewit and is drywall contractor, Anthony Developnent Co., Millard, Neb., attached metal unners originally designed for USG 2-n. solid drywall partitions. The runners vere fastened directly to the "T" bars of the suspended ceiling with special screws. Noise and air leaks were reduced by a 1-in. strip of plastic foam between runners and ceiling tile. For floor runners, the drywall contractor designed special channels of 26-gauge metal and had them fabricated locally. Shaped much like a hat, the channels have a raised center portion 1-in. wide to accommodate USG gypsum coreboard.

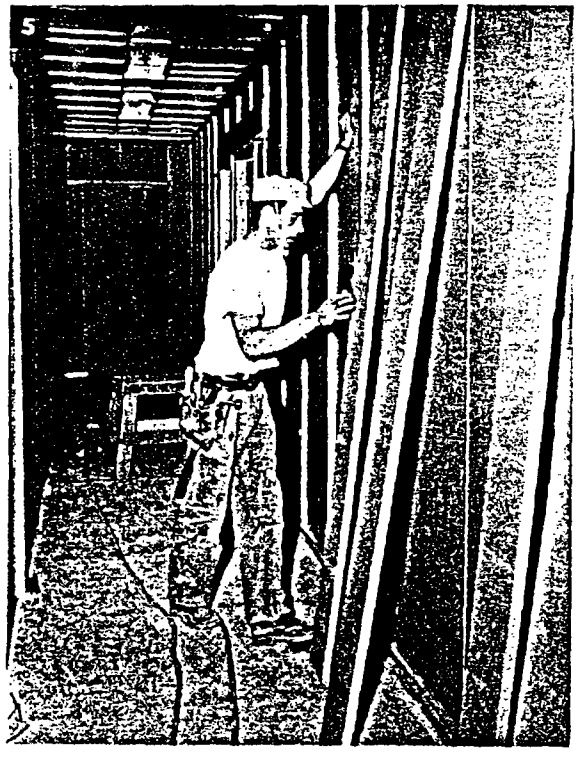
Doors and jambs were installed by the general contractor before hanging board. They were anchored by pieces of "hat" channel, bent and attached to jambs for rigidity. To save time, door jambs and trim were made in one piece, recessed to accept USG semi-solid partitions. Screws through jambs into partition blocking gave added strength. With runners and jambs secure, one face-layer of SHEETROCK gypsum wallboard was inserted in the ceiling runner and screw-attached to the vertical face of the floor channel. Coreboard strips applied to SHEETROCK with PERF-A-TAPE compound rest on the raised horizontal surface of the channel. After the remaining side of gypsum coreboard sheet was spread with compound, the other face board was applied. Faceboards were aligned, then secured with 1⅛" staples while compound dried.

The Kiewit Plaza building is now completed, and Peter Kiewit has gone on to a new project where he will use STRUCTICORE, U.S.G.'s newest complete partition unit (see next page).



ELECTRICAL LINES (top) run from ceiling between coreboard strips. Wood strips around door buck make tight fit between door frame and partitions. Bottom photo is light box with fastener, recommended for electrical as well as phone outlets.





3 NEW PRODUCTS OF RESEARCH

For panelized economy...STRUCTICORE

For one-day finishing...TUFCON

For speedy lath erection...L-P ROCKLATH SYSTEM

For more complete information on any of these products or research, contact your local U.S.G. sales representative, or write Editor, BUSINESS OF BUILDING, 300 W. Adams St., Chicago 6, Ill.

STRUCTICORE...for panelized economy

"More house per dollar" has become the battle cry of progressive builders and home buyers alike. One of the latest products of United States Gypsum research is designed to answer that cry. It's STRUCTICORE, a non load-bearing partition panel for residential use. But in order to capitalize on all its advantages, economical and otherwise, the house must be designed to fit the new panel—not the panel cut to fit the house. With the advance of components and the prediction by one source that 85% of all one-family homes built in 1962 will have trussed roofs, this should pose no great problems.

STRUCTICORE is a rugged, factory-assembled interior partition panel —4x8 ft. in size, 3¼-in. thick—ready for field erection. The lightweight panel is constructed of a series of vertical fiber columns forming a core to which are laminated facings of ⅜-in SHEETROCK gypsum wallboard. Mill-installed top and bottom panel plates, plus a separate spline for joining panels in the field, are part of the STRUCTICORE system. The built-in 2x3-in. plates create a strong, rigid panel, ready for dependable attachment to framing members at floor and ceiling.

STRUCTICORE adds a number of sales features to any house. Quality-controlled manufacture produces a truer partition than is possible with conventional framing. Greater support, columns are 2½ in. o.c., reduces impact sound transmission, provides better resistance to impact.

The builder gains also in economy of erection. STRUCTICORE eliminates 705 framing nails and 1,365 wallboard nails per 1,000 sq. ft. of partition, which means fewer possible nail defects. There are no nails in the panel field or joints and no panel plates to purchase or install. Field erection is simplified by the spline that joins adjacent panels. USG joint stabilizing compound minimizes ridging by joining panels into one continuous unit. Again, no nails and nailing problems can pop up. The happy result: reduced job-site labor costs on installation.

The advantages of STRUCTICORE over conventional partitions add up fast in savings accomplished and headaches eliminated—simplified estimating teamed up with simplified erection for a better partition at a competitive price.

"INSIDE STORY" of STRUCTICORE is shown by cutaway end circled. Ease of cutting makes erection simple—one pass of a 10-in. power saw does the trick.

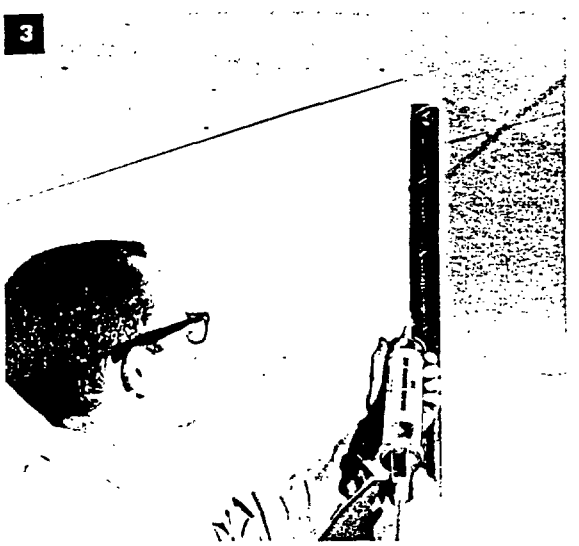
1. **ON THE COVER:** One man easily placed this 64 sq. ft. of wall surface in less than five minutes with new STRUCTICORE system for non load-bearing partitions. Rugged panels are more rigid and dimensionally stable than conventionally framed walls.

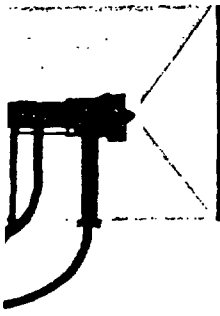
2. **MILL-INSTALLED** 2x3-in. plates permit secure nailing of STRUCTICORE to floor and ceiling, provide nailing surface for baseboard.

3. **EXCLUSIVE USG** joint stabilizing compound adhesively welds mating edges of SHEETROCK. Panel spline assures proper alignment of panels joined.

4. **WIRING IS EASY** with STRUCTICORE. Fiber columns form vertical electrical chases through which wiring can be easily pulled.

For more new products, turn the page





TUFCON...for one-day finishing

A new system that cuts lathing and plastering time from an average of ten days down to one has just hit the market. It's the TUFCON system of finishing walls and ceilings with a thin layer of exceptionally high-strength plaster. The system promises a renaissance for the industry. In the last 20 years, many of the efforts to develop such a system have failed. Now, an entirely new and patented process of applying a thin layer of TUFCON finish to a special gypsum base has been perfected and thoroughly job-tested. TUFCON plaster is now specially formulated by United States Gypsum for use in this new process. systems, both drywall and plaster.

The TUFCON system is an entirely new development of L. H. Hobson, Sr., president of Plastering Development Center, Chicago, and the United States Gypsum Research Center. Large-size (4-ft. wide) TUFCON base is nailed to the conventional wood studs used in residential work, or screw applied to USG metal studs on commercial work. Joints are then covered with a special loose-mesh glass fiber tape. Outside corners receive a metal bead offering 1/16-in. grounds. High-strength TUFCON Finish is sprayed to a 1/16-in. thickness through a specially designed machine. One key to the success of the system is the use of properly applied, high-strength base which has a face paper with the proper amount of suction. Best results are obtained by using TUFCON base with its special high-suction face paper.

TUFCON does not depend on favorable drying conditions to live up to the slogan "All set by sunset." A house may be trimmed out or painted the day after TUFCON is applied. This can mean much to the builder in cutting down finishing time on a project. Two possible finishes, either textured or smooth, let the builder offer the customer an alternate finish at low cost. The finished surface of TUFCON, only 1/16-in. thick, is many times tougher than conventional gypsum systems: it has a minimum compressive strength of 3,000 psi. Strike it with a trowel and sparks fly. It's a child-proof wall with family sales appeal.

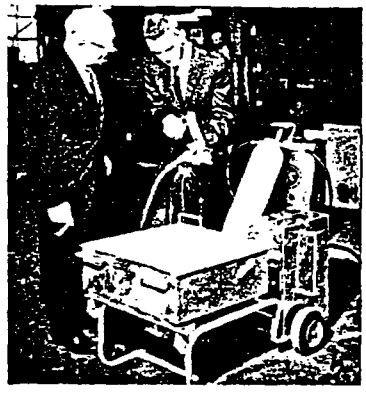
Costs for the new plastering system will normally lie between the cost of gypsum drywall and that of conventional plaster. Even greater economies will be possible as application techniques are developed through training and actual job experience.

1. **LARGE-SIZE TUFCON BASE** can be fastened to wood studs with nails or screws, joints covered with special glass tape (inset). On commercial work, TUFCON base is screw-applied to USG metal studs.

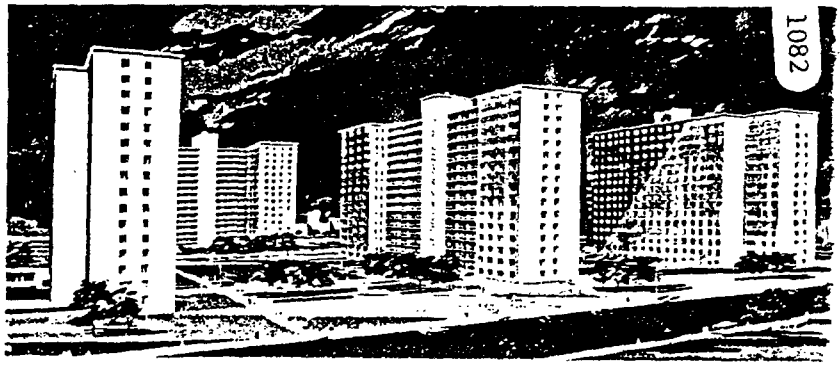
2. **CHILD-PROOF WALLS** are created as rock-hard coat of TUFCON finish is applied to TUFCON base. Patented spray gun unites TUFCON and catalyst at proper moment.

3. **FIVE MINUTES** after spray-on application, TUFCON finish is ready for trowelling. Surface can be decorated the next day.

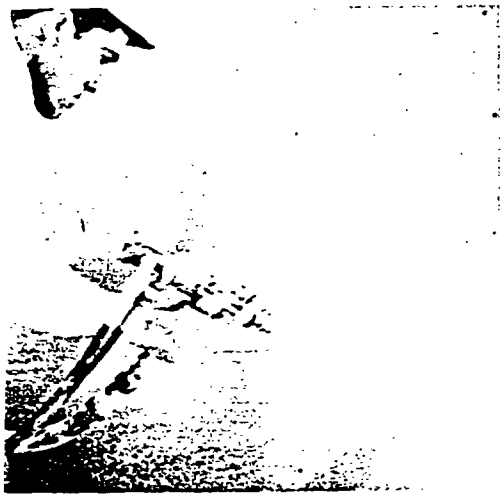
4. **ONE-DAY WONDER WALLS** attract potential buyers, either residential or commercial. Gene Walter (left), Little Rock, Ark., plastering contractor, shows how he promotes TUFCON with small models. Booth is one of several where potential customers may hammer, scratch or kick walls to test endurance.

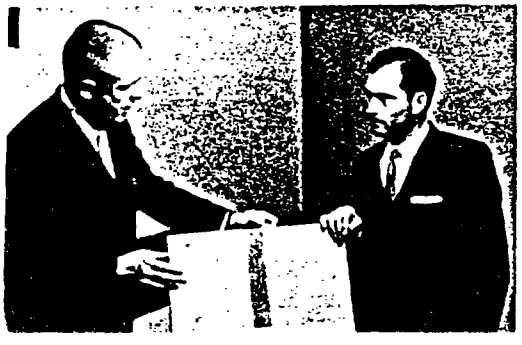


SPECIAL E-Z-COATER machine was developed by L. H. Hobson, Sr. (left) and Chief Engineer Robert Hager, Plastering Development Center.



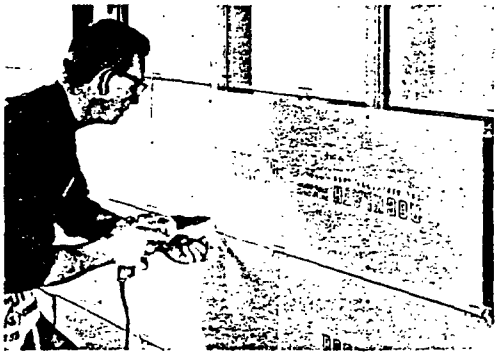
ECONOMY PLUS versatility of TUFCON system is demonstrated in a big way on large Chicago Housing Authority project, 28 high-rise apartment buildings. McNulty Bros. is plastering contractor on the job.



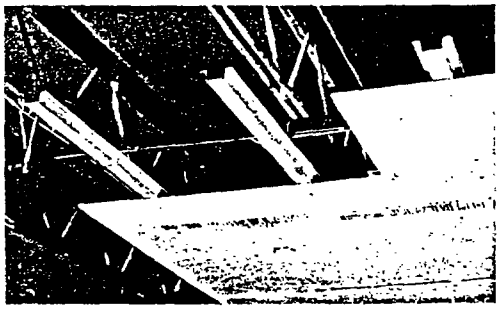


ROCKLATH—
L-P PARTITION SYSTEM
...for speedy erection

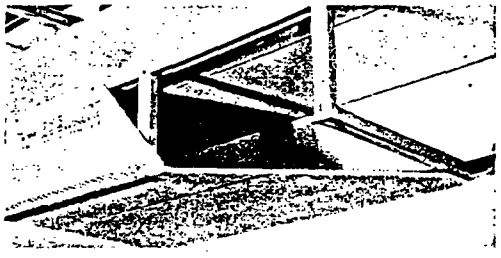
Low cost and fast erection highlight a new U.S.G. system for applying ROCKLATH plaster base to metal studs. It's called the L-P (lathing-plastering) system, by which ROCKLATH is screw-applied to metal studs on non load-bearing construction. Lightweight and extremely versatile, the system provides definite construction economies when contrasted with any partition of comparable performance.



NEW SYSTEM of applying ROCKLATH to metal studs 24-in. o.c. requires only two USG metal screws per lath width, produces one-hour fire rating, 46 db sound transmission loss without resilient attachments (above). ROCKLATH is applied to metal ceiling channels in same manner (below).



FURRING formed of USG metal studs and ROCKLATH (below) is one of many adaptations possible with new system. This soffit took only minutes to erect.



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Walls no longer have ears with

Cooper Brothers & Associates, working with C. B. S. Drywall, found a way to cut costs on apartment jobs and take the "party" out of party walls at the same time! They did both with the new sound-deadening USG resilient attachment system for SHEETROCK gypsum wallboard in Cooper's 92-unit Hilltop apartments in suburban Chicago Heights, Ill.

The system is ideal for meeting demands of the expanding commercial market for one-hour fire-resistance and above-average sound control. Designed for fastening SHEETROCK to either wood stud partition framing, wood ceiling joists or wood trussed rafters, the USG resilient channel system provides a significant improvement in sound transmission loss. For example, the average transmission loss through a wood stud partition faced with 5/8-in. SHEETROCK is increased by 7 decibels with the resilient system—an 80% improvement in efficiency.

ERECTION SIMPLE, COST LOW

Erection of the resilient wall system is simple as the alphabet: USG resilient channel is attached to wood studs with nails or screws; USG type "S" self-tapping drywall screws fasten ½-in. or 5/8-in. SHEETROCK gypsum wallboard to the metal channel by cutting their way through both metal and gypsum wallboard. There's no fussing with attachment clips, wood furring strips or nail fasteners. Result: the job can be sold with a lower bid.

Louis Bell, president of C.B.S. Drywall, large Chicago-based drywall contractor working on Hilltop apartments, says, "I think this has a tremendous future, both in sound reduction and cost saving. I'm certainly going to stress it on all my multi-dwelling jobs." Mortgage bankers on the project gave consideration to the sound-deadening system when advancing funds for buildings yet to be erected.

Further information on USG resilient channel for drywall may be obtained from your U.S.G. salesman, or a descriptive folder may be obtained by addressing BUSINESS OF BUILDING, 300 W. Adams St., Chicago 6, Ill.

NO MORE "PARTY" in this party wall. New USG resilient channel makes drywall a better sound barrier, say progressive builders who have used it.

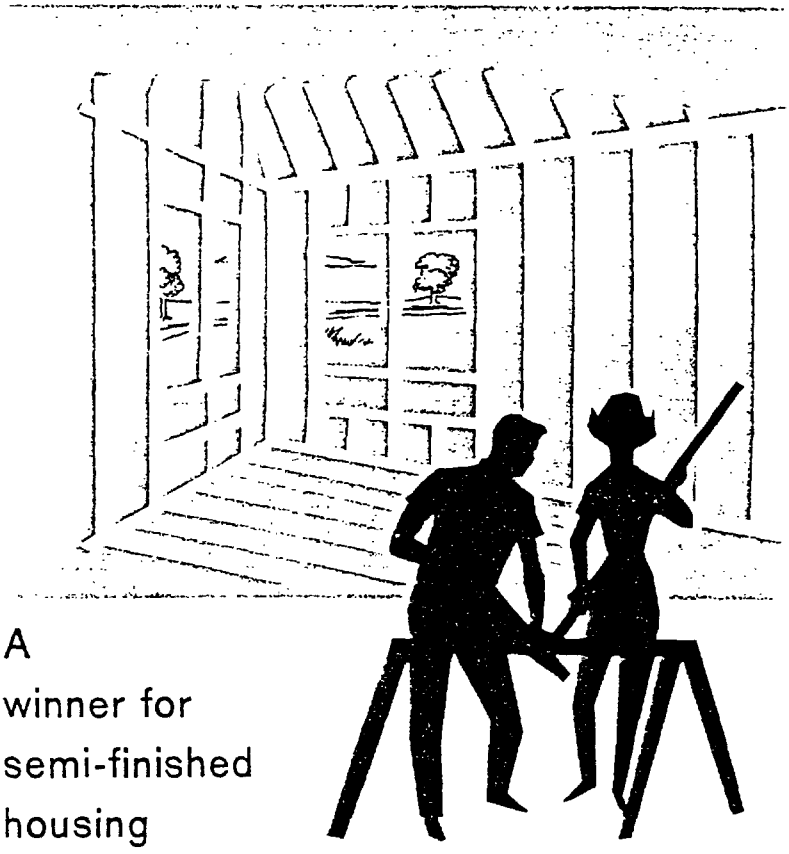
STEP 1—Resilient channel is fastened at right angles to framing members (above) with drywall nails driven through pre-drilled holes.

STEP 2—SHEETROCK gypsum wallboard is attached with Type "S" drywall screws, 12 in. o.c. (below). Note top channel 6 in. below ceiling line, bottom channel 24 in. from floor; scrap ½-in. wallboard forms base filler strip.

Two new programs to help BEAT THE PROFIT SQUEEZE

Competition closes in and the profit picture loses focus—that's the painful experience of many builders and building supply dealers today. The alert ones are prying deeply into every possibility for broadening their operations.

To help builders and dealers in that search, United States Gypsum Company has developed two new programs — BASIC-BILT for semi-finished housing, DEVELOPMENT and USE of LAND for better sales control. Neither specifically *urges* a firm to get into these new business opportunities. But both give the information needed to determine whether these markets are money-making possibilities in any specific area.



A winner for semi-finished housing

The BASIC-BILT program provides complete information and material needed to *establish* a semi-finished home business, or to improve an existing operation. It is not designed to compete with conventional finished housing. But in areas where dealers or builders can sell shell homes, this program says to low-income homeseekers, "If you can't afford a ready-to-live-in home, here's how you can help yourself and *have it now*—by having it BASIC-BILT!"

The dealer who takes on the total package responsibility of BASIC-BILT can turn his sheds into panel-making shops, his salesroom into a customer showroom. He can delegate job-site erection to local builders. Or if a builder takes the customer contract, he performs the same serv-

continued

ices to the home buyer. Through a U.S.G. dealer, he buys materials or panelized sections for his building needs. Dealer or builder can take the lead and both benefit.

The BASIC-BILT program is a complete marketing package, with four key pieces imprinted with the dealer's or builder's name. Aimed at the current growth opportunity in many parts of the country, the program is flexible, broad in scope, complete and low-cost. It saves many publicity and sales costs, often the downfall of shell house builders. To quote a large trade magazine, "The scramble for business is requiring bigger outlays for advertising, promotion and selling, hence lower profits." Says a shell house manufacturer: "Our sales are up 25% but profits are off more than 60% because of higher selling expenses." The U.S.G. BASIC-BILT program provides advertising, promotion and selling aid, clearly defines the market and pinpoints the customers. Full time can be concentrated on *selling* homes.

A manual entitled, "The Road to Profit in Semi-Finished Homes" is a comprehensive guide to organizing a shell home business. A free-standing showroom display announces the new shell home operation.

The booklet "How to Finish Off New Living Space" helps buyers with finishing work and helps keep materials under the dealer's control. A separate book of home designs simplifies plan selection. Complete financing is available from a reputable finance company—the best plan U.S.G. could find after months of research. To complete the BASIC-BILT material are kits of handout literature, window streamers, display cards, radio scripts, newspaper advertising mats, model house approach signs, interior feature signs and registration cards. Considering the amount of business possible, the risks are not great. By drawing heavily upon present equipment and organization and supplementing it slightly, the new BASIC-BILT dealer can sell semi-finished homes immediately.

The future in land development

"Development and Use of Land" is a new U.S.G. program to guide building supply dealers in transforming raw acreage into usable building sites. While others enter land development strictly for profit, the lumber dealer views this as secondary. His primary consideration is to provide land to the builder as part of a package including the building supplies needed. Behind this physical conversion of land is a many-sided business operation — all thoroughly covered in the 13 chapters of the manual under five sections: Land Planning, Land Improvement, Land Buying, Land Marketing and Land Management. The manual was developed in cooperation with Lumber Dealers Research Council.

"You don't have to be big to develop land," the 100-page manual points out. "Operations can be sized to the capacities of the market. Projects as small as five acres have been developed efficiently, with profits for the dealer well beyond the markup of materials. Many dealers start with scattered lots, grow into tract development."

A dealer enhances his value to the small builder when he offers land development as one of his commodities. This land inventory helps the builder compete for business and actually keeps him in business. Few small builders have the capital, credit or business experience to develop land of their own. Often new builder-customers can be added through consumers who buy both lots and

Other programs that meet a need

Ideas and services which save money and increase volume are the true profit makers. Many other U.S.G. service programs have been designed for this purpose —films and literature on building, estimating, accounting, buying, designing, merchandising, selling, traffic control and employee relations.

That these programs have real value is cited by a recent example. The U.S.G. Economy of Motion program, outlining yard layout and traffic movement, saved one Illinois lumber dealer $30,000 in capital investment and $5,000 each year in operating costs. For more information on a program to meet your need, contact your U.S.G. sales representative or write Editor, The BUSINESS OF BUILDING, 300 W. Adams St., Chicago 6, Ill.

materials from the dealer. These consumers have favorite builders—uncles, cousins, friends—who can be cultivated into continued patronage. To encourage more business, price incentives can be given to builders who buy land or bring in lot sales where the dealer's materials are used. In one very competitive area, a highly successful dealer-developer offers his lots exclusively to or through his builder-customers.

Land development broadens the over-all approach to homebuilding supply. Beyond the purely financial result of land-plus-materials sales are the benefits of greater "bigness" in operations. The lumber dealer becomes a home center in the public mind—with fencing, lawn and garden equipment as natural adjuncts to his land and building materials operation. Remodeling sales may also be increased through the land development program. Since the lumber dealer handles the land transaction, the customer becomes familiar with his firm and continues to do business with him through the years.

Lumber dealers who deal in land have more contacts with families considering building. Even if these families don't buy a dealer's lot, he has their names to follow up with advertising. Thus his mailing list gains maximum effectiveness, for each prospect represents more dollar volume. This program may also help a dealer gain prestige in his community.

LOW BID...REALISTIC PROFIT

"Your Bidding for Profits program supplied factors necessary for a low bid with a realistic profit," said Charles Dodd of Dodd Drywall, Oklahoma City, Okla. after he had used this U.S.G. guide for drywall contractors. "It brought out to me and my men important factors necessary to conduct a successful business, at a time when competition is forcing us to exert every feasible means to supply the low bid and yet maintain a realistic profit." As a comprehensive estimating and cost control guide for drywall contractors, the manual describes the pitfalls and minute details that often make the difference between profit and loss.

Charles Dodd

STAYED UP ALL NIGHT

"I stayed up all night reading Blueprint for Profit from cover to cover," wrote E. F. Phillips of Phillip Morse Construction Co., Little Rock, Ark. This U.S.G. program, a thorough study of the problems of business management among residential builders, brought this note: "This is a wonderfully produced manual and film. You have done a real service for the home-building industry and are to be commended." The widespread popularity of this program later served as a basis for four workshops. Each of three financial workshops, usually sponsored by local homebuilder associations, includes a strip film illustrator, leader script, participant discussion guide and work forms. The fourth workshop teaches home selling techniques. The program consists of a meeting leader's guide and discussion guide for participants, a sample sales portfolio and a film sequence covering separately each of three aspects of selling.

$700,000 PLASTERING CONTRACT

"The Plaster Pays program helped me get a $700,000 contract," commented Harry Walter, Walter Plastering Co., Kansas City, Mo. "The program, slides and literature, gave us effective instruments to promote lath and plaster." In the case of the Wayne Miner Housing Project, such aids helped coordinate labor, suppliers, plastering contractors and manufacturers to the successful specification of this large plastering contract. This U.S.G. program outlines aggressive selling procedures, shows the vast scope of the plastering market and its competitive picture and enumerates advantages of the materials.

Harry Walter

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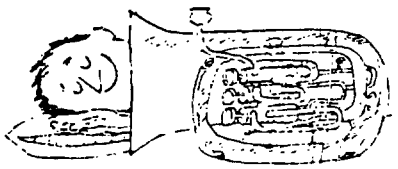
June 1962

ALL [illegible] COLLECTS IS NOISE



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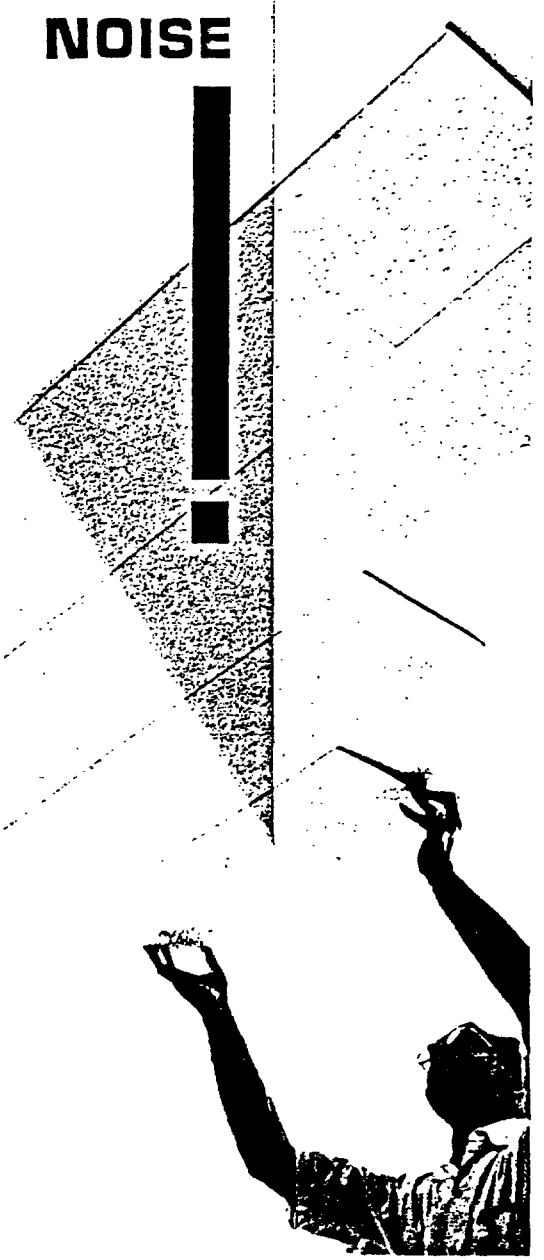

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