

THE BUSINESS OF

ISSUE 2 • 1960



Setting the stage
for sales . . . page 2

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RILEY BURCH (LEFT) AND JACK TYNES, owners of Tynes & Burch, largest home building firm in Dallas, are developers of Wonderama homes.

THE BUSINESS OF BUILDING MAGAZINE

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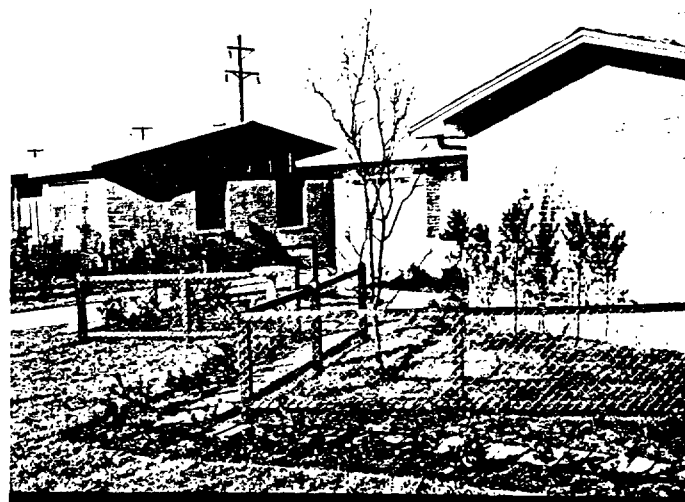
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Dallas' biggest builder shows how to



EXTENSIVE LANDSCAPING of model houses (above) includes imaginative zig-zag pattern of one fence in a front yard which becomes a design element with the house.

CARAVAN OF LIMOUSINES (right) brings press to Wonderama for after-dinner preview of model houses.

TWO KEY MEN in promotion of Wonderama Homes: much-punctured gunman, John Wesley Hardin (top), died violently in 1913, but the story of his former ownership of Wonderama land was good publicity. It was written and exploited by the very much alive Webster Bartram (below) advertising and public relations director for Tynes & Burch.



Set the stage for sales

History, elaborate landscaping, fully furnished models all pay off

THE BIGGEST BUILDER in the county had the biggest subdivision opening that big Dallas has ever seen. It featured the biggest billboard and the biggest outlay for model house landscaping ever used by a Dallas builder.

The builder: Tynes & Burch. The subdivision: Wonderama. Riley Burch and Jack Tynes are organizers and coordinators. They have a gift for surrounding themselves with competent experts, and the good judgment to give these experts freedom and authority to operate. One such is Webster Bartram, formerly a Manhattan public relations man with big-name accounts, who moved to the milder climate of Dallas because of a health problem. In launching Wonderama, Bartram dipped into his full bag of publicity experience.

By tracing the title for the Wonderama property to the original land grants from the territory governor, Bartram uncovered a fascinating history which included ownership by one John Hardin, a 33-notch gunman and outlaw in the best tradition of the old West. Local newspapers gave a wide

play to Bartram's story of this historic background and his comparison of the land's original \$455 purchase price in the 1860's, the half million dollars Tynes & Burch paid for it, and the multi-million dollar value the 144 acres will have after they are filled with houses.

Part of the promotion was preparation of seven professionally furnished model houses, erected as samples from which to sell the 275 houses the tract will accommodate. All are priced from \$10,900 to \$14,500 plus optional extras. Tynes & Burch are so convinced of the value of landscaping to the sales appeal of a house that they spent more than they will admit on this phase of preparing the model homes. They have no regrets. The unusual and handsome landscaping design by Architect John Richardson reflected credit on the entire project, creating interest that led to sales.

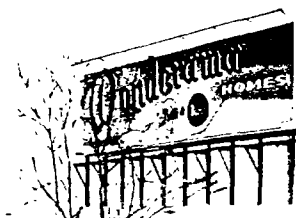
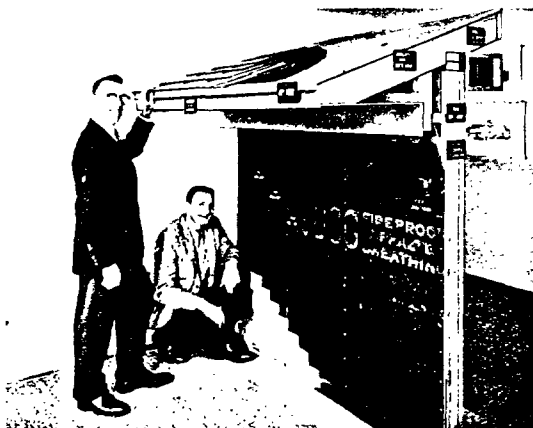
During these final stages of preparation, a modest but tantalizing advertising campaign was under way. It covered six weeks prior to the grand opening, and included radio spots and newspaper space. In neither medium was the location of the subdivision revealed, but the name, Wonderama, and individual features were strongly promoted. A large number of telephone calls requesting the location was evidence of the effectiveness of this campaign.

Several days before the opening Tynes and Burch were hosts to the local press at a 5:30 p.m. reception followed by dinner at a downtown hotel. Afterward a caravan of rented Cadillacs with police escort drove the press group to the subdivision site. As they approached, on the dark highway, the five-story high Wonderama billboard was suddenly lighted for a spectacular arrival. The houses were toured by the press, with complete description from the guides, and the press guests were returned to the hotel for a question period.

Full-page advertisements appeared in newspapers on the opening day, and radio spots were aired every hour. There was also a small amount of television advertising. The company employed six hostesses for the weekend at \$15 a day. Hostesses also undertook telephone follow-up on the regis-

continued

CUTAWAY in subdivision office answers construction questions visually and builds confidence of buyers.



KING-SIZE BILLBOARD, 20 x 60 feet, elevated five stories, is lighted with variable intensity light. It is a landmark on a main highway from downtown Dallas.

BB018 2247



Sales aids for Wonderama

A 17x22-in. sheet of paper printed with the basic floor plan for each home, and a small illustration of the exterior, along with the selling points of each, can be most helpful to a salesman.

When a family shows interest in a particular house, the salesman pulls out this large plan, and on it makes

notations of and sketches the person's likes and dislikes of the prospective customers, all the time questioning them for information that can be used as selling points later. They will find that they are watching the actual planning of their home. It becomes very personal.

Give both man and wife a pencil and encourage them to sketch out what they particularly want in their home. Get the client in the act. For example: When in the kitchen, let the woman to feel the expensive-looking wood in the cabinets. Let her open

Set the stage *continued*

tration cards signed by visitors who wished to participate in the door prize drawings. They were paid commission on any sales which could be traced to their efforts.

Because Tynes & Burch consider the first ten words of a sales approach the most important of the entire encounter, the telephone opening for these callers has been carefully prepared in advance. It is reproduced on page 5.

The opening weekend was not a big selling period because crowds were too great. A follow-up advertising effort has continued to bring a more selective traffic of prospects in subsequent weeks, and the follow-up calls have led to appointments at the subdivision or at the prospects' homes.

Exceptional response has also resulted from a slide film of Wonderama views developed by Bartram. Views from it are used by an interior decorator and a landscape architect to illustrate speeches on these subjects to club groups. Wonderama promotion is subtle in these presentations, but the message gets through to the audience.

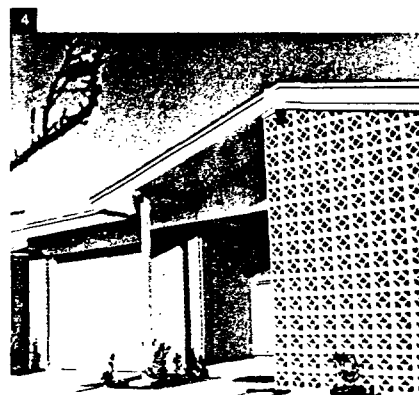
Home furnishing writers and real estate editors for local newspapers have also used the subdivision and the model houses as an illustrative source for articles on their specialties.

Wonderama is but one phase of an increasing involvement by Tynes & Burch of Dallas in the home building business. Its successful all-out promotion will also help insure the success of future Tynes & Burch developments, several of which are now in late planning stages. Obviously the biggest intends to stay the biggest in Dallas county.

★ ★ ★ ★ ★

\$50,000 features in an \$11,000 house

"Luxury on a Budget" is the Tynes & Burch slogan for Wonderama, backed by their advertising claim of \$50,000-house features in their \$11,000 to \$15,000 houses. Model houses reveal sales bait like the eye-catchers illustrated here. They demonstrate Tynes & Burch advice to their salesman: "The heart is closer to the pocketbook than the brain."



- 1 BUILT-IN BREAKFAST COUNTER with a view, and peninsula range top help make this kitchen inviting.
- 2 LOUVERED DOORS and closet built-ins add to model house appeal.
- 3 SWINGING DOOR and compartmented bathroom with ceramic tile walls help to make a house irresistible to a prospect.
- 4 ATTRACTIVE ENTRANCE area is a prestige item that helps sell a low-cost house.

COVER: FAMILY ROOM with sliding glass door to patio, offers full supervision from kitchen, is equipped with an operating fireplace (optional at extra cost). Ceilings over bathrooms and kitchens are dropped to accommodate light wells with drop-in plastic panels.

and close doors and drawers proving there is no sticking.

The art of conversation is a major key to salesmanship

- You can talk too much . . . or not enough.
- The way you greet a family, the enthusiasm that you show for your job . . . the manner in which you shake hands and smile . . . the way you're dressed create an impression that can determine whether you sell or not.
- During the talk . . . keep nodding your head. It is human nature for your listeners to nod their heads right along

with yours, and it is almost impossible for them to say "no" while they are nodding "yes"

- Never prolong a conversation without exchanging names with the customer. Then use the customer's name.
- When you hand the client his kit, add your home phone number. Let the customer feel you are ready to serve him anytime, working hours or not.
- Always follow up. A call, a post card or piece of literature plus a personal note is a nice touch. Get them to think of you as a friend they can trust, and half the battle is won.

Wonderama

"LUXURY ON A BUDGET" HOME

PLAN 667 A
BASIC PRICE \$14,100

OPTIONS	
Folio	\$ 50
Wall Insulation	125
Fireplace	400
Vaulted Ceilings	700
Built-in Range	325
Sliding Glass Doors	50
Air Conditioning	1,000

V. A. Move-in for \$195.
Monthly \$94.98, incl. tax & ins.
P. M. A. Move-in for \$695.
Monthly \$107.50 incl. tax & ins.

Wonderama price tag

Wonderama houses are tagged with a basic price and a list of extra-price options, similar to automobile pricing. Sales are well ahead of production schedules so house can be "equipped" with the standard options as requested.

The company often sells land options in areas which are not even platted. The customer selects his home plan and deposits \$25 with Tynes & Burch. When the land planners have sited the nine models on newly opened acreage, depositors are invited in numerical order to select one of the several locations on which their house plan choice will be constructed.



Guide to telephone interview

The number you have dialed rings, and the party on the other end picks up the phone and says:

- A) Hello
Q) Mrs./Mr. John Jones?
A) Yes
Q) Mrs. Jones . . . this is Margaret Brown from Wonderama Homes at Highway 67 and Gus Thomasson Road. I just wanted to thank you for visiting us last week. We had a tremendous crowd at our opening and it was next to impossible to really talk to anyone.
Tell me . . . were you as favorably impressed as most folks were with the many new innovations you saw there, such as the beautiful high vaulted ceilings and the warm, cozy woodburning fireplaces?
A) Yes
Q) You probably noticed we endeavored to offer what everyone considers a luxury home at a budget price, almost "custom built" to your needs.
Tell me . . . Mrs. Jones, have you any young children? Or is your present home too small for your needs?
A) Yes
Q) Well then why not let me tell you about etc., etc. (Then talk about her interests . . . a safe play area . . . a home designed with children in mind, i.e., rear entrance accessible to bath or kitchen so children don't track-up house . . . back yards, etc.)
OR Tell me Mrs. Jones . . . is your present home near any major shopping center?
OR Tell me Mrs. Jones . . . does your present home have adequate closet and storage space?
OR Tell me Mrs. Jones . . . is your kitchen cramped and crowded with too little cupboard space?

More Wonderama sales aids

What makes people buy a home? IT'S THE SIZZLE THAT SELLS 'EM

It's the emotional side that makes the sale, not the factual side. The sizzle appeals to the hearts of people; the facts—or the steak—appeal to the brain.

When you tell a home buyer he'll have the finest home in the neighborhood, you are sizzling him. You make him dream about his neighbor saying, "Hey John, where'd you get such a fine home?"

And remember, the heart is closer to his pocket-book than his brain.

YOUR FIRST 10 WORDS CAN MAKE OR BREAK A SALE

Your first 10 words when you face a home-buying prospect are more important than your next 10,000. In fact, if your first 10-second approach isn't a good one, you won't have a chance to use the next 10,000 words.

Don't waste time with fizzes such as these:

- "Interested in a house?" "What do you think of our new homes here?" "Fix you up with a new

house today?" "We can move you right in if you qualify."

Get up some real sales sizzlers.

- "If you want a fireplace in your home, let me show you three of our models, all with differently designed wood-burning fireplaces."
- "I don't think there's any need to worry about arranging for a trade of your present house. It's very easily done."
- "I noticed you were admiring the vaulted ceiling. That's a feature you can have in any design . . . Let me show you some other vaulted-ceiling arrangements we have."

MONKEY-SEE, MONKEY-DO TECHNIQUE

Most prospects will mimic an action through suggestion. Pick up a sample of insulating material, brush it softly to illustrate its rich, clean texture and extend it toward the prospect. Chances are 999 in 1000 that he will reach for the sample, brush it gently and nod affirmatively. That's showmanship in selling.

DON'T ASK "IF"—ASK "WHICH"

Always give the prospect a choice between Something and Something. Never ask a question unless you are sure of the answer.

- *Never ask the prospect:* "Would you like to own this house?"

- *Instead try:* "Do you prefer our Early American or French Provincial model?"

- An even better way is to give the prospect a choice between something he or she *wants* and something he or she *does not want*. For example: "Do you prefer the floor plan with or without a wood-burning fireplace?"

Repeat the following sentence six times emphasizing a different word each time: "I Never Said He Stole Money." Then remember it is *how* you say *what* you say, that counts.

HOW TO GET NEW CUSTOMERS

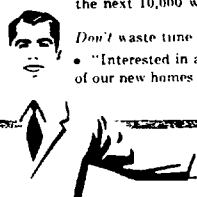
The fisherman likes spaghetti, yet he baits his hook with worms. Do the same thing with prospects. Use a "lure" that *they* like, rather than what you like.

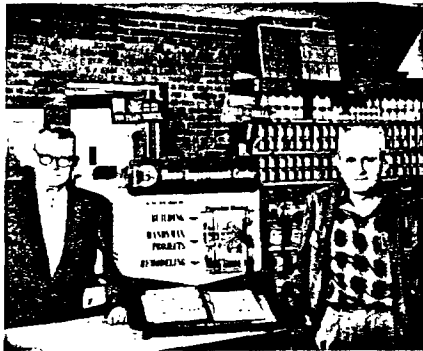
BE QUICK TO PASS ON NEW IDEAS

"Have you seen the wood-burning fireplace located in the center of the room?" Or, "Have you noticed the new type of washable, fade-proof wallpapers we're using in these new homes?"

BE FIRST TO CONTACT THE PROSPECT

Don't wait for the prospects to approach you with questions. Greet them, introduce yourself, and make it easy for them to stop and discuss the house with you.

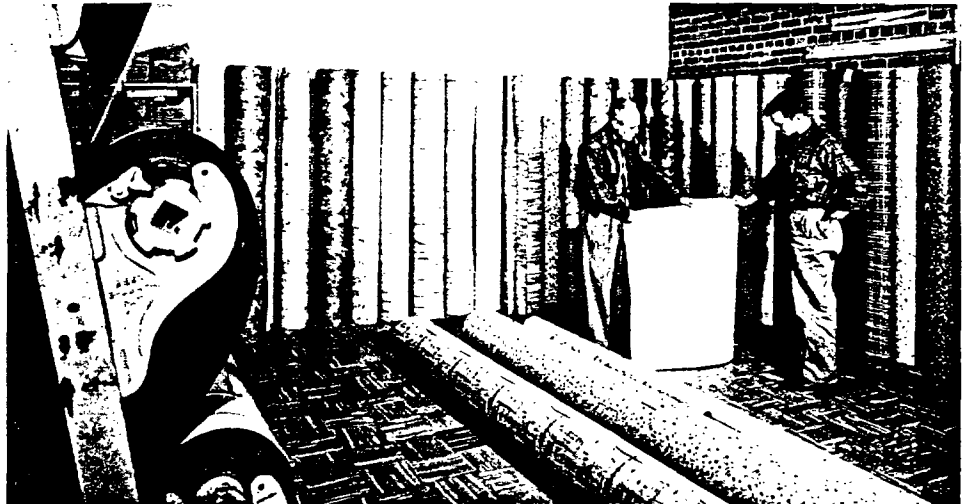




How to build a **Major business**

TRACY HARRELL, SR. (LEFT) AND THOMAS HARRELL, brothers and owners of Harrell Builders Supply, Winnfield, La. Home Improvement Center display is sales and storage headquarters for dealers' **POPULAR HOME** magazine program.

FLOOR COVERINGS and plumbing supplies (below) were added to the Harrell line after the company withdrew from appliance business. Harrell employs a full-time man to install floor coverings and sink tops.



in a minor market

PEOPLE may be pretty much alike the nation over, but markets for the lumber dealer and builder differ. Harrell Builders Supply, Winnfield, La., has developed a big business in a small town by adapting their methods to the needs and the inclinations of the smaller city market. Winnfield's population is about 7,000, and the Harrell trading area, 20 miles in diameter, embraces 15,000 potential customers.

Some say the Harrells succeed because they use big-city methods. True, their sales and display room is as modern and attractive as those in most big-city yards. The company uses many of the sales tools offered by the manufacturers, but partners Tom and Tracy Harrell recognize that some big-city methods would fall flat if attempted in Winnfield.

For example: Harrell never offers a special sale or a re-



AN ADDITIONAL FOUR UNITS for the Huey P. Long Motel in Winnfield, La. is typical of the small commercial jobs sold by Harrell Builders Supply.

duced-price special on one or two items of merchandise. Tom Harrell reasons thus: "Suppose we offer $\frac{1}{4}$ -in. fir plywood at a reduced price for one week to build store traffic. In a market of this size there are not enough people delaying the purchase of $\frac{1}{4}$ -in. fir plywood that week to make any noticeable increase in our store traffic or even our plywood sales. After all, 4x8 panels of plywood are not something you buy and store for some possible future use. However, over the course of a year, our fir plywood business is excellent."

This means that sustained volume in all of their lines of merchandise, purchased regularly as the need arises, is the basis of their business. Institutional advertising, selling the entire line and the company's service, rather than specific items, is often the most effective source of business in such a market.

Perhaps that is why the Harrell company has benefited so handsomely from using POPULAR HOME magazine as their principal, personalized advertising medium. Harrell likes the fact that POPULAR HOME is consistent throughout the year; the fact that it requires their specific attention only once a year; the fact that it can be personalized to their market needs with local inserts and back-cover ads of their own choice, and especially because so many customers come in to buy items publicized in POPULAR HOME. In addition the company runs two or three ads a month in a local newspaper. These are usually general materials ads and sometimes purely institutional.

Single Price for Small Market

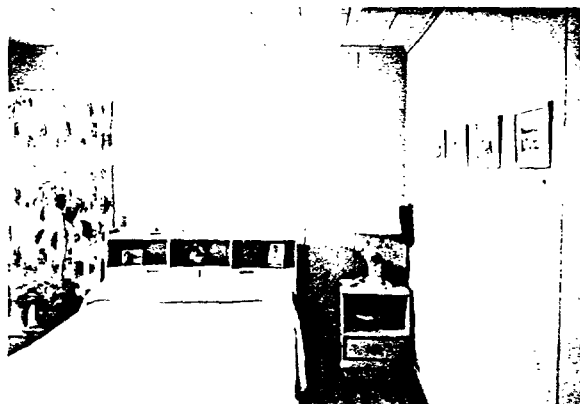
In the small market Harrell finds that a single price policy works best. The company offers discounts, based on the volume of the sale. Thus a contractor benefits when he buys materials for an entire house from Harrell. But a consumer enjoys the same discount if his order is equal in volume. In

continued



BIG VOLUME of Harrell Builders Supply customers are do-it-yourselfers, such as Ranel Brady of Winnfield, La. This man has modernized his kitchen and is shown finishing a room addition. These two types of remodeling rank first in Harrell volume.

PANEL SHEETROCK WALLBOARD represents 40 percent of Harrell Builders Supply volume in gypsum wallboard, because they recommend it to do-it-myself homeowners as easy to work with. This bedroom is another project accomplished by Ranel Brady.



Major business *continued*

a small market a multi-price policy is soon discovered to the dissatisfaction of the retail buyer. Harrell feels that a single price is fair because most contractors require as much service as a retail customer anyway.

Often in this type of market, a complete bill of materials for a new structure or a major remodeling project is sold to the consumer, who hires labor only rather than a contractor who also supplies materials. The small contractor welcomes this type of transaction, because he then has no capital immobilized in materials, nor is he in debt for materials used in a job. Tom Harrell estimates that 75 percent of the company business is retail trade.

Panel wallboard is big seller

The power of suggestion has been proven by Harrell. They often suggest Panel SHEETROCK wallboard to amateurs who are doing their own remodeling or building. By verbal suggestion, and because they keep it in stock, sales have soared until now 40 percent of their SHEETROCK wallboard sales are in this 16-in. wide material. Harrell recommends it because its light weight and finished edges make it easy to handle, and no joint taping is needed. Harrell sells it most often for nailing to studs, but sometimes it is adhered to under-surfaces. He finds strong demand for both ready-to-paint regular SHEETROCK wallboard and the pre-decorated woodgrained Panel SHEETROCK.

POPULAR HOME magazine has also helped the Harrell

company build its do-it-yourself trade, and in a town of this size it is naturally a major item. The exclusive POPULAR HOME Handyman Plans attract these homeowner craftsmen to Harrell, and a materials sale usually follows. The Harrells offer all possible advice and help to these people. Free service also includes cutting plywood and threading pipe.

Floor covering, plumbing supplies and fixtures came into the Harrell line of merchandise when they abandoned the appliance business. This followed a New Year's resolution: "Don't sell anything that runs," which they honor in spirit, and with few exceptions, in fact. Tom Harrell discovered that inevitably appliance sales included customers whose servicing demands became unreasonable. No matter when the seller decides to cease satisfying unreasonable demands, the customer becomes dissatisfied, and for the sake of the \$200 appliance sale a much more profitable materials sale might be lost in the future.

Harrell Builders Supply shows the effects of its owners' alertness to developments in their industry. They are good students of their trade magazines and association-sponsored meetings which keep their thinking current. But the evidence is also strong that what they learn about modern merchandising methods is tempered by what they know of their own special market conditions. There is no effort to fight their market for the sake of inaugurating new methods; only those which fit selling conditions in Winnfield are adopted. Thus is built a big business in a small town.



EXTERIOR of "House That Blends With Nature" as first shown in POPULAR HOME.



KITCHEN OF WINNFELD VERSION of POPULAR HOME's "House That Blends With Nature" built by family who saw it in magazine.

COMPLETE NEW HOUSE job sales often come to Harrell Builders Supply because they sponsor POPULAR HOME magazine, and blueprints for houses shown in the magazine are available locally only through Harrell. This is living room of house built in Winnfield from POPULAR HOME blueprints that Harrell obtained for the owner.

The side with color, of course!

7 new GLATEX shades pre-tested for sales appeal

Walter Granville, noted color research specialist, styled the GLATEX siding line in America's most salable colors.

Subdivision harmony assured

Neither can you go wrong on color harmony. Alternate GLATEX colors as you will. Plenty of variation—never a color clash.

GLATEX for cost-conscious buyers

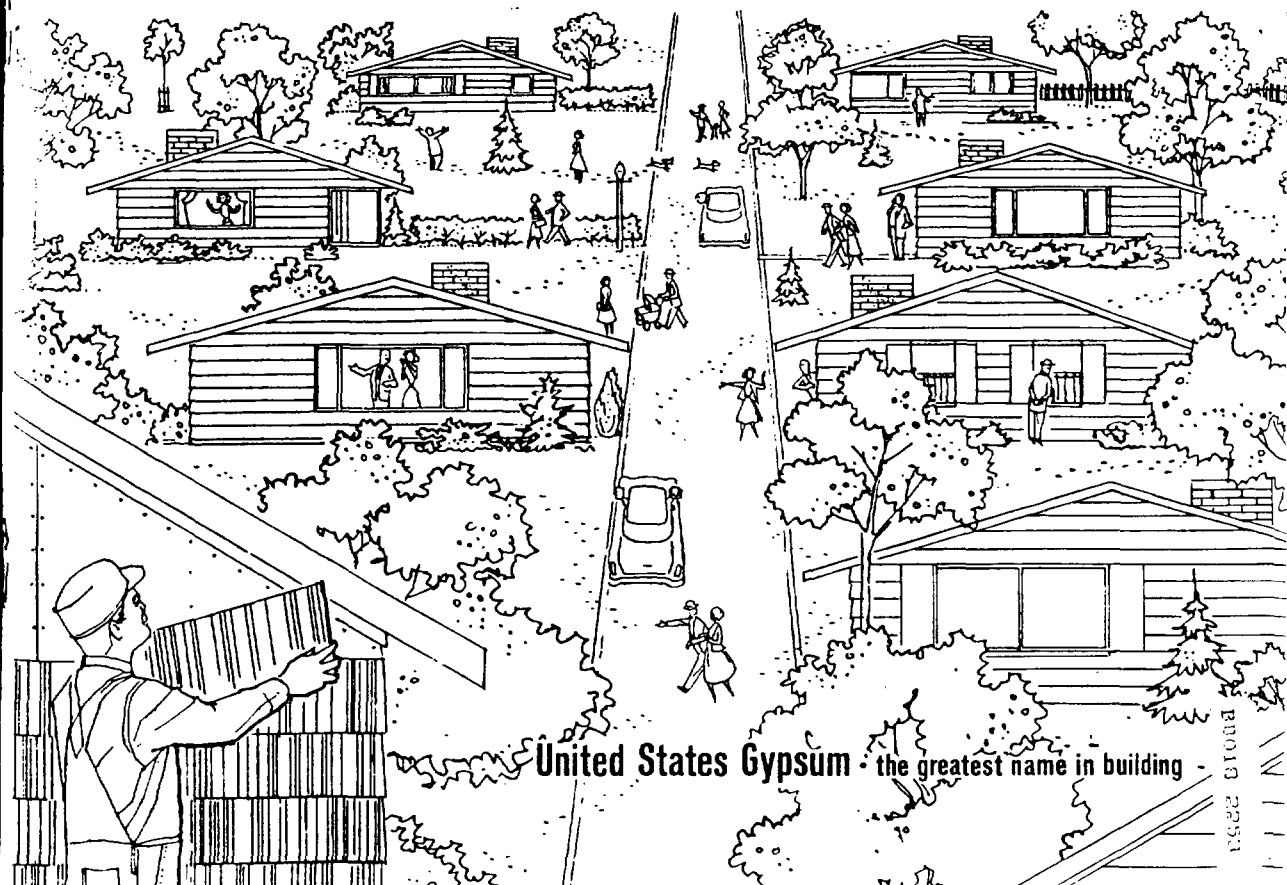
The exclusive china-like surface of GLATEX asbestos shingles gives the cost-conscious prospect additional reason to buy a GLATEX-sided house. Washable surface cleans like a china dish. The shingles never need repainting. With "Shadow Accent," houses look longer and lower.

There is a GLATEX color for every taste

Ask your U.S.G. salesman about GLATEX siding or address your inquiry to BUSINESS OF BUILDING magazine, 300 W. Adams St., Chicago 6, Ill.

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

stick to **GLATEX*** siding and you can't go wrong on color



United States Gypsum • the greatest name in building

BBDO 2253

Restore the good... remodel the bad

*Speculative remodeling
offers profit opportunity
for builders*

STATELY EXTERIOR of restored mansion blends with surroundings while remodeled interior reflects conveniences of modern living.

OLD NEIGHBORHOODS are joining new subdivisions as prime profit opportunities for imaginative builders. An older home is often the best answer to a family's needs.

An increasing number of prospective buyers in all price brackets are unwilling to accept the inconveniences of increased commuting time and expense, the choice between a marooned wife or the added cost of a second car, and the fear of special assessments and rising taxes that are the most frequently cited penalties of new development living.

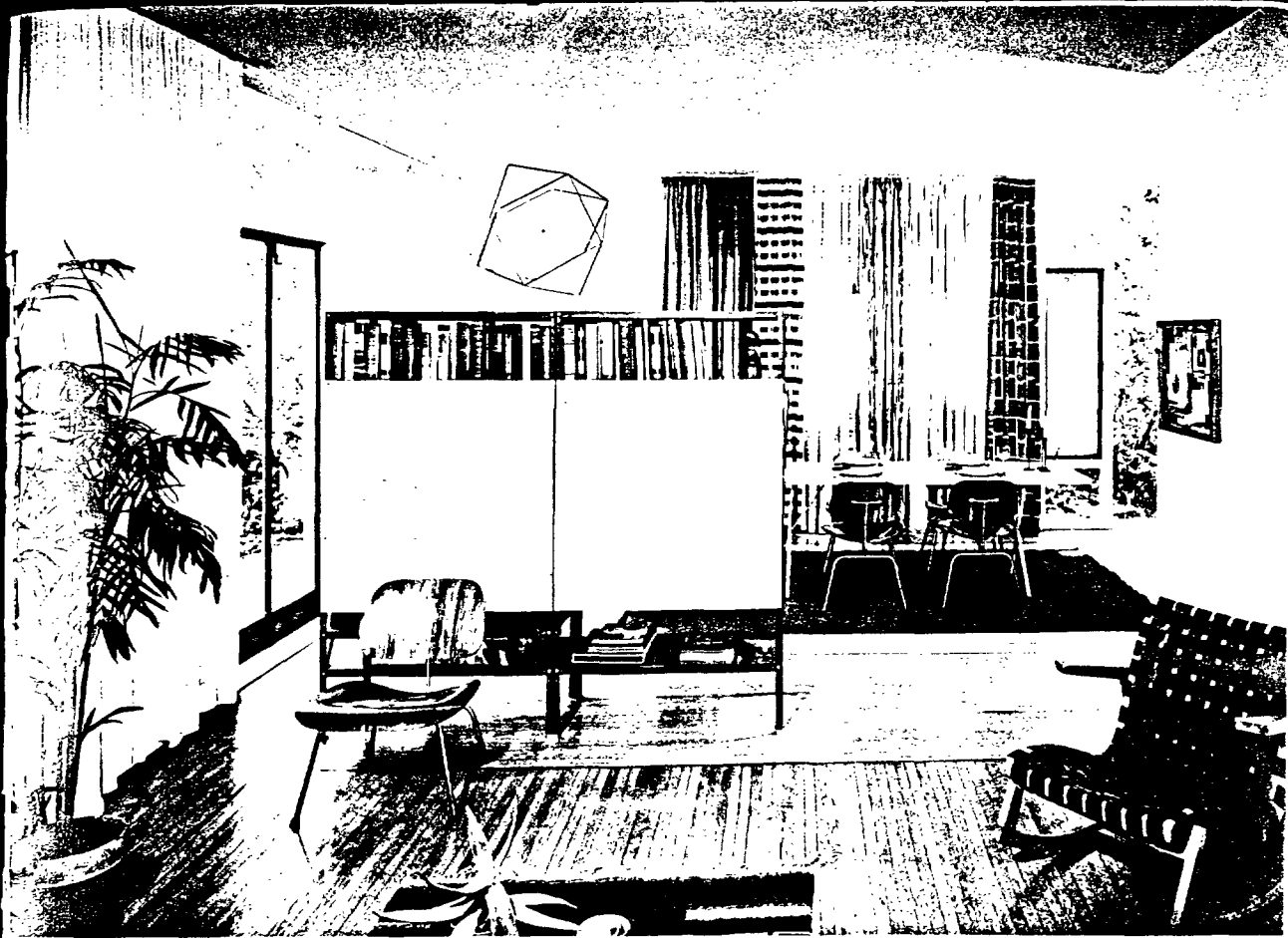
On the other hand, proximity to work, public transportation and an established neighborhood are rarely enough, in themselves, to make an older home attractive to today's home buyer. Modern kitchen and bathrooms, up-to-date heating and other present-day conveniences are also high on the list of requirements.

The solution is speculative remodeling. Using their technical know-how and experience, enterprising builders can meld the benefits of both old and new into an attractive, salable house which will net a respectable profit.

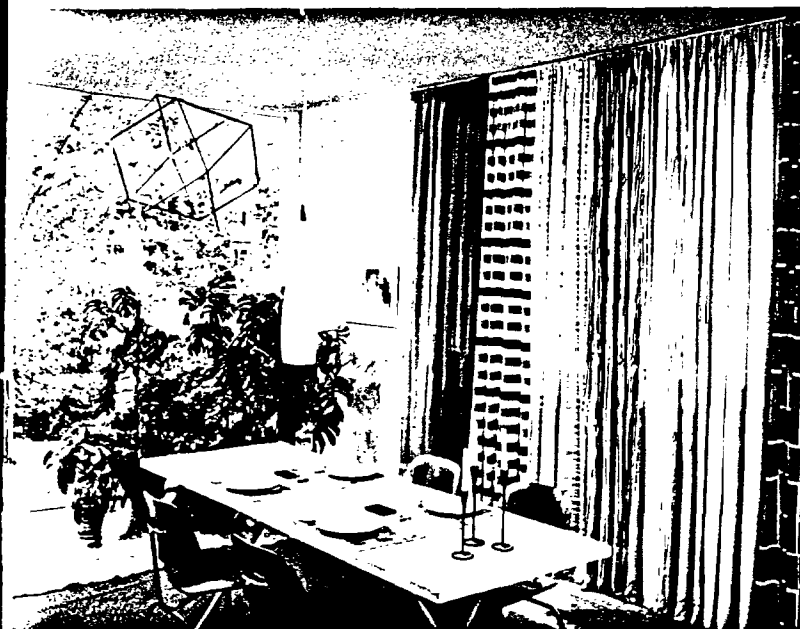
A prime example of what can be achieved is the 70-year-old house recently purchased and remodeled by architect Ralph Rapson of Minneapolis. Located just five minutes from his University of Minnesota job as dean of the School of Architecture, the old mansion is in a neighborhood that

continued





REMOVAL OF PARTITIONS and installation of larger windows gives dining-living room area a contemporary look. Metal shelves backed with USG Perforated Hardboard form attractive, low-cost room divider.



ADDITION OF WINDOW WALL furnishes dining area with airy spaciousness characteristic of contemporary homes. Original, heavy lilac bushes screen window from street for privacy.

Restore the good *continued*

BLEMISHES in old interior walls and ceilings were easily concealed by SHEETROCK gypsum wallboard and PERF-A-TAPE joint treatment. Original oak floors were sanded and refinished.



FIREPLACE WAS STRIPPED and painted to contrast with smooth walls and ceilings covered with SHEETROCK wallboard.



RALPH RAPSON, architect, who proved remodeling potential of older homes.

ARCHITECT:
RALPH RAPSON, A.I.A.
DRYWALL CONTRACTORS:
DELLAS ANDERSON, FRANK BUREK
GENERAL CONTRACTOR:
P. OSCAR WALLANDER

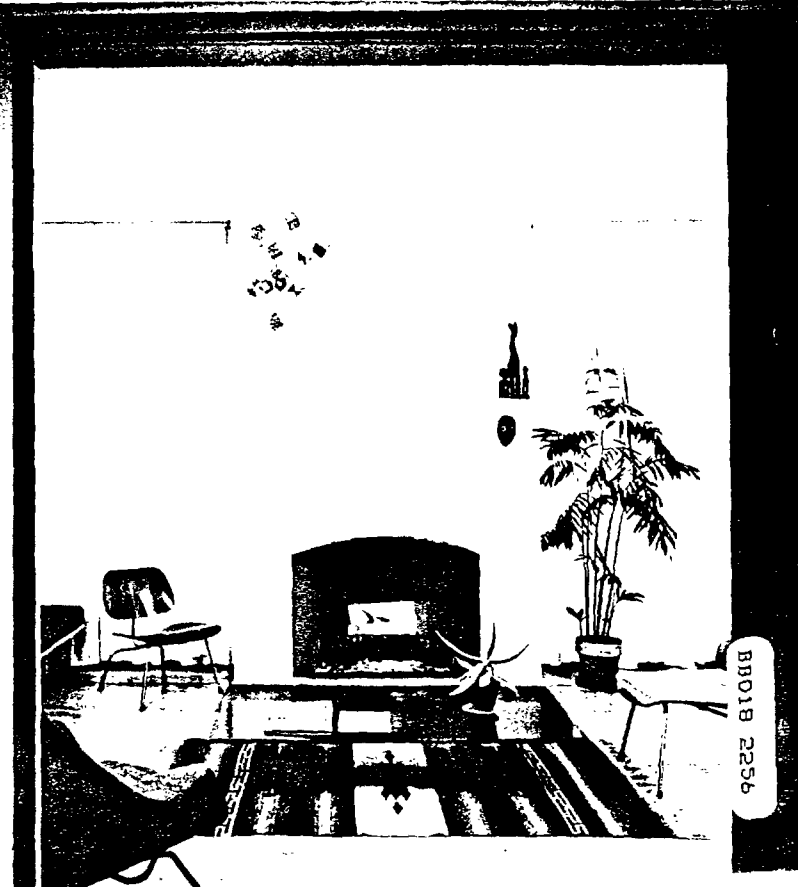
hasn't had a vacant lot in years. Location led Rapson to remodel the older home rather than build in an outlying area.

Successful remodeling depends heavily on the good judgment to recognize and preserve good features of the original structure. Dean Rapson elected to retain and restore the original exterior beauty of this stately old mansion. The mustard-colored paint applied as an up-dating gesture by former owners, was covered with traditional white, which immediately restored to the house its original grandeur.

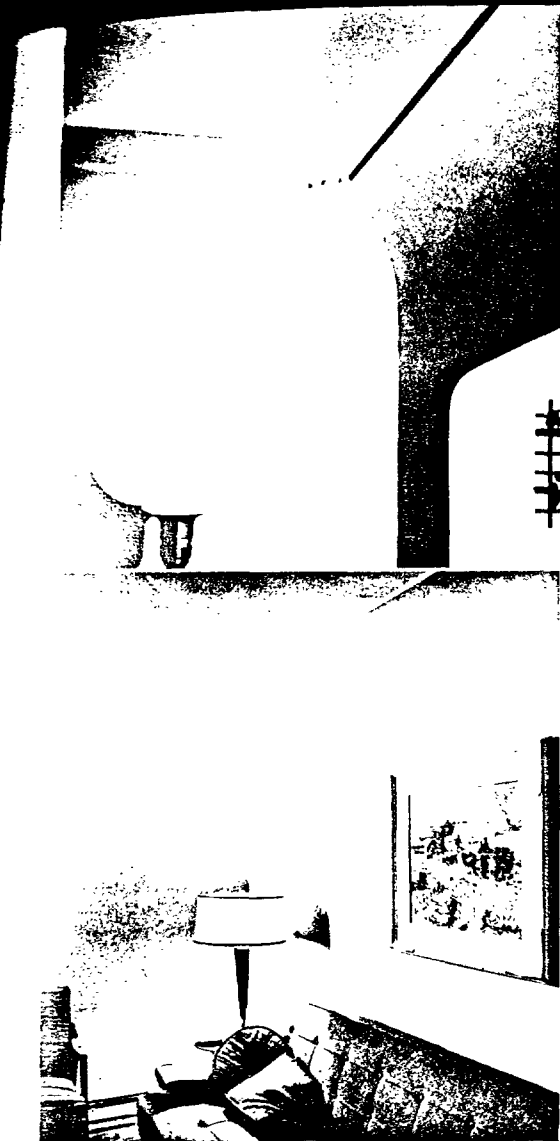
Inside is a different story. To obtain maximum first-floor living area, several short partitions were removed. Fireplace and chimney were stripped to bare brick and exterior walls were pierced to replace small, old windows with large, new ones. The result is an airy spaciousness between entrance-way, dining room and living room usually found only in high-priced, custom contemporary homes.

Smooth new interior wall and ceiling surfaces were easily obtained by applying SHEETROCK gypsum wallboard over the old plaster. The original oak floors were left intact and refinished. A few coats of paint, modern kitchen and bathroom fixtures, and the transformation was completed.

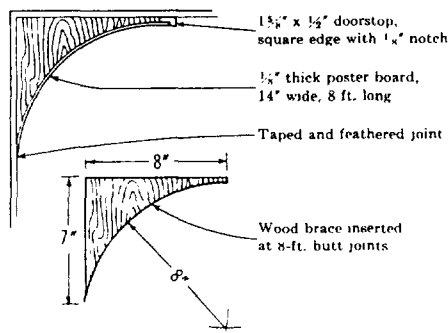
Today, the Rapsons enjoy the benefits of modern living combined with the advantages which can only be found in older, established neighborhoods. And, these benefits were obtained at a lower square-foot cost than is usually possible in a new home.



BB01B 2256



COVES LEND QUALITY of elegance to residential gypsum drywall ceilings in these two different applications by Colorado Drywall Co.



Drywall salesmakers... techniques you can try

VARIETY is not only the spice of life; it also helps drywall contractors to succeed!

Faced with competition from a growing number of construction systems and materials, these contractors have developed custom techniques to obtain merchandising advantages. The success and ingenuity of these innovations make them valuable additions to every drywall contractor's bag of tools.

LOW-COST DRYWALL COVES

DENVER'S Colorado Drywall Co., headed by Herman Emerich, is providing a low-cost cove to builder-customers who desire a custom appearance for ceilings. The cove starts with braces (see diagram) cut from 1-in. scrap lumber nailed at 8-ft. intervals along the ceiling-wall joint. They are 90° angles with an 8-in. radius circle cut from them. The leg nailed to the ceiling is 8 in. long and 1/4 in. thick at the end. The leg nailed to the wall is 7 in. long and tapers to a sharp edge. Notched doorstop is butted against the ends of braces on the ceiling, and strips of heavy artists' poster board, 14 in. wide by 8 ft. long, are curved and nailed to the braces with ends butted over each brace. The leading edge on the ceiling fits to the notch in the doorstop. The edge that meets the wall is tapered for a tight fit. Ceiling and wall joint and the butt end joints are all concealed with the PERF-A-TAPE system.

continued

Drywall salesmakers *continued*

GYPSUM WALLBOARD OVER MASONRY

ROUGH MASONRY (formerly an outside wall) is transformed into a smooth interior wall when contractor Paul W. Sholtz, Clarendon Hills, Ill., tackles room addition. Using a single notch adhesive spreader, Sholtz applies $\frac{1}{2}$ -in. wide ribbons of PERF-A-TAPE Cement (Embedding Type) approximately 12 in. apart on reverse side of gypsum wallboard. Prepared board is applied to masonry surface with moderate pressure and braced at abutting long edges. Bracing is removed after 24 hours and joints finished with PERF-A-TAPE system. System is limited to interior partitions above grade.

ADHESIVE APPLICATION of gypsum drywall over brick wall (formerly the house exterior) easily creates smooth, interior partition for room addition.



HEAVY-TEXTURED CEILING

WIDELY USED on the West Coast, but rare in other areas, is the heavy-textured spray system for coating entire drywall ceilings. The photograph shows workman spraying a mixture of heavy-bodied TEXOLITE texture paint and vermiculite for Drywall, Inc. of Portland, Ore. The location is a house in Belleaire subdivision.

WORKMAN SPRAYS single coat of TEXOLITE Texture paint and vermiculite mixture over SHEETROCK gypsum wallboard ceiling to simulate acoustical texture.



BH018 2258

DRYWALL AT HIGH ALTITUDES

LARRY'S PROFESSIONAL DRI-WALL CO. of Denver improvised a method of hoisting pre-cut SHEETROCK wallboard to the peak of the Berkeley Presbyterian Church ceiling which eliminated the cost of elaborate scaffolding and extra labor. It was for owner Larry Blatt the entire wall and ceiling job on this remodeling project. A "scaffold crew" took measurements and hoisted them to the "ground-crew" below, who cut and fitted the board and hoisted it up for nailing with block and tackle. The rope was not loosened until the 5/8-in. board was temporarily backed in place; thus men on the scaffold did not carry the weight of the board. The fitting was complicated by 80 windows spaced at random at both ends of the church.

ROLLING SCAFFOLD was all that was needed to do this high drywall job by Larry's Professional Dri-wall Co., Denver. Larry Blatt's crews shouted dimensions to men below where panels were pre-cut before hoisting.



PERF-A-TAPE CEMENT COATING

QUALITY is the keynote of Atlanta Drywall Company's builder merchandising program. Among extra features offered as standard service, owner Edward Kay covers all ceiling surfaces with PERF-A-TAPE joint cement applied with a long-handled roller and scraper.

This operation is the sole responsibility of a two-man crew, operating from their own truck. The uniform suction and all-over white appearance resulting from this extra effort provide a perfect painting surface, and one that can be sanded smooth before painting if a rough spot should occur.

ENTIRE CEILING IS COATED with PERF-A-TAPE cement applied by roller and scraper manned by crews of Atlanta Drywall Co., Atlanta, Ga.



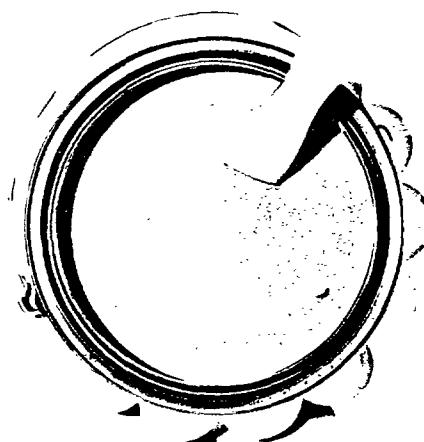
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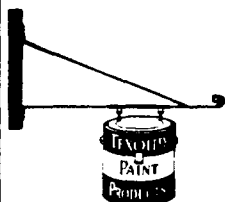


Poly-vinyl acetate base...21 fashion-rated colors!

TEXOLITE GRAND PRIZE is a new-type flat paint that covers most interior surfaces beautifully, effectively—including new plaster, new concrete, and primed metal. GRAND PRIZE dries fast, can be second-coated the same day. It is available in 21 beautiful fashion-rated colors and offers high washability. For more information, see your TEXOLITE Paint dealer or write United States Gypsum, Dept. 144, 300 W. Adams St., Chicago 6, Ill.

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