DRYWALL AGE

A SERVICE TO THE DRYWALL INDUSTRY

ISSUE 2, 1967

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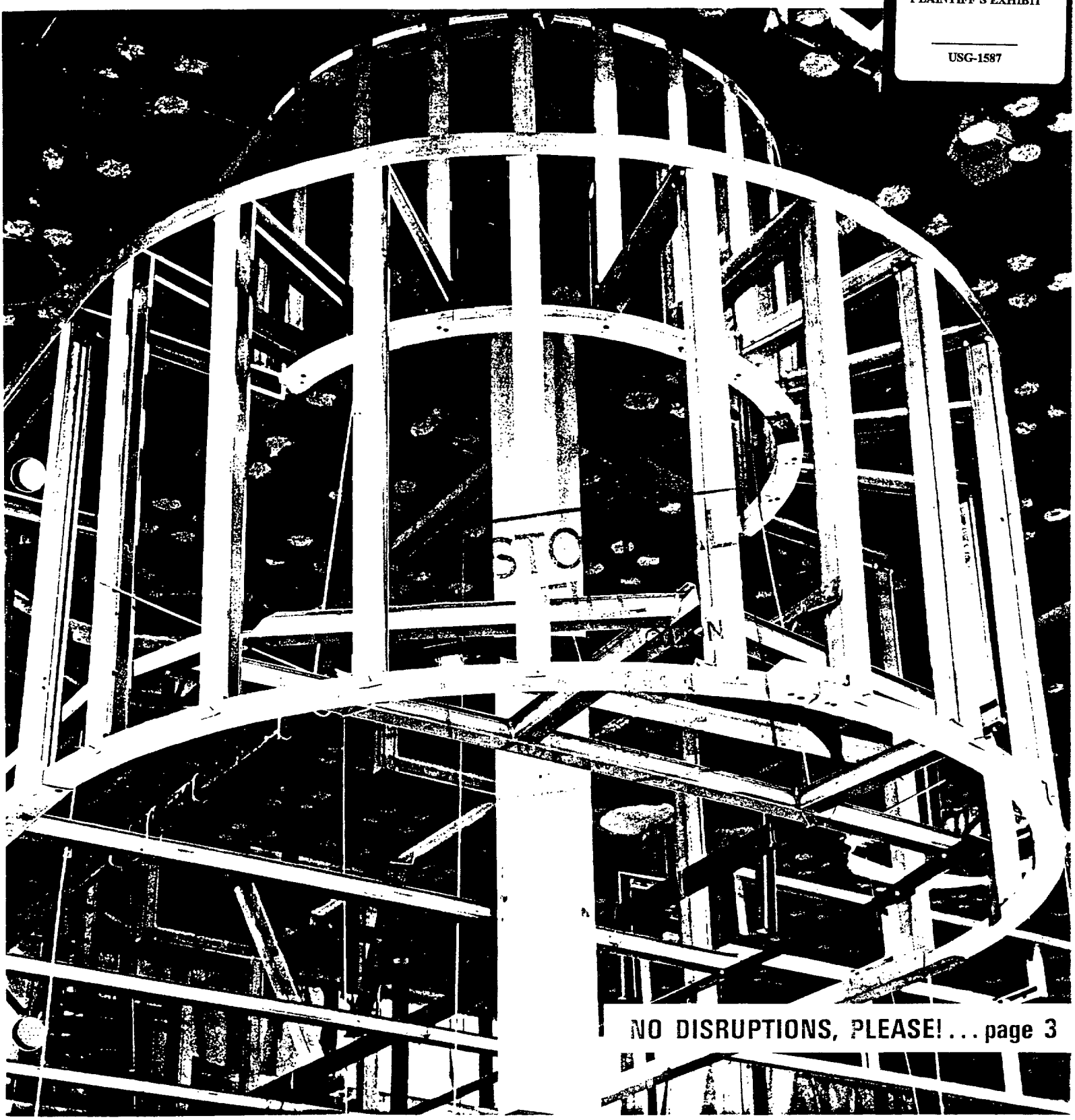

NO DISRUPTIONS, PLEASE! . . . page 3

SPECIAL SECTION: Choosing the Right Joint Compound

PP017 1047

A SERVICE OF UNITED STATES GYPSUM COMPANY
TO THE DRYWALL INDUSTRY

Published quarterly by United States Gypsum Company, 101 S. Wacker Dr., Chicago, Ill. 60606

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DRYWALL BRIEFS

"No-sag" soffits

Research chalks up another victory over construction problems with USG® soffit board—the first major advance in exterior soffit material. USG soffit board is a specially designed, weatherproof soffit finish that adds beauty to any structure and outperforms other materials. Its specially formulated gypsum core shrugs off moisture pickups and resists sag and deformation. The water-resistant paper on front and back sheds water easily. Repeated spray-drying tests prove USG soffit board performs with minimum deflection—only 0.009 in. during 21-day accelerated laboratory tests.

USG soffit board is available in regular, square-edges, ½-in. x 4-ft. wide sheets and standard lengths, or square-edged ½-in. foil back for use in extremely high humidity areas. It's ideal for the soffit side of eaves, canopies and carports and unexcelled for breezeways, patios, covered walkways and other applications with indirect exposure to weather. And the gypsum core makes soffit board fire resistant. No new techniques or tools are needed. USG soffit board installs like any gypsum wallboard and decorates just as easily. Joints are concealed with battens or H-moldings. USG soffit board can be used with VENT-A-STRIP system or other ventilating systems.

Look for the *blue* core and use "no-sag" USG soffit board on your next job.

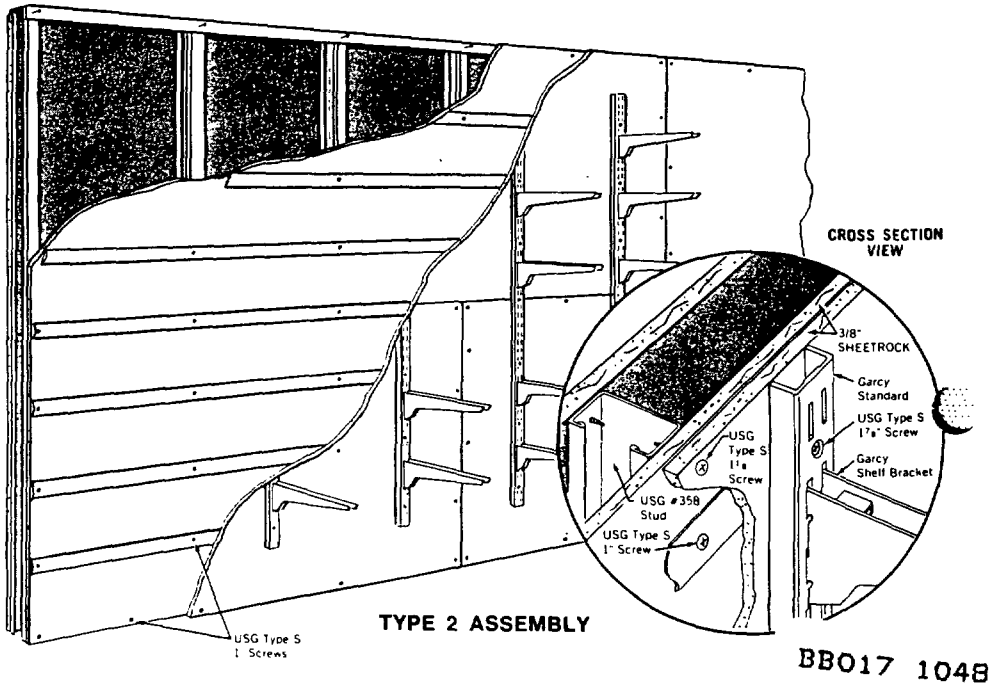
Walls with a "Supporting Role"

U.S.G. and Garcy Corporation have teamed up to create a "supporting role" for drywall partitions. As a result, drywall contractors can now erect multi-purpose walls for hospitals, clinics, libraries, department stores or any structure that requires walls with shelving.

The supporting star is the USG® shelf-wall system, a versatile, low-cost assembly engineered to carry a full load of shelves and their contents. The USG shelf-wall system is designed to accept the regular Garcy line of brackets, standards and accessories. USG metal studs systems have been modified to accept the shelf brackets and standards while retaining the structural strength needed to support shelving and load.

The USG shelf-wall system has all the advantages of standard USG metal stud partition systems—light weight, versatility and ease of fabrication—yet offers the advantages of a unified structure and function. The partition becomes an integral part of display-storage shelving.

The system walls are virtually unlimited in length and can be built up to 16 ft. high. Shelf brackets can be moved up or down to meet shelf height requirements. The USG shelf-wall system comes in two assembly types (Type 2 Assembly below) which are selected according to end use. Show how your partitions can have a supporting role in this new market. Ask your U.S.G. representative for a copy of WB-938.



TYPE 2 ASSEMBLY

BB017 1048

OPEN FOR BUSINESS

NO DISRUPTIONS PLEASE

PROBLEM: How does a department store stay open for business while remodeling?
ANSWER: Call Denver Drywall, Denver, Colo.

That was the problem and its solution for Denver's Gano-Downs Co. department store, Architect Joseph T. Wilson, A.I.A., and R. N. Fenton Construction Co., general contractor.

The remodeling project called for creation of three large and seven small sales islands complete with display counters and overhead soffits. But, there was a stipulation that business disruption be minimal.

Denver Drywall Co. and Drywall Steel Erectors, asked to solve the problem, found an easy answer to the business interruption problem – put the project on display. The work area was closed off with large clear plastic drop cloths. The public could see the new conveniences going in, yet not disrupt or be disrupted by workmen.

To create the island soffits, Drywall Steel Erectors attached framework through the old ceiling to existing supports above. The graceful curves are formed from 3/4- x 1 1/2-in. sections of plywood cut in an arc. To these, 1 5/8-in. USG metal studs were screw-attached. Straight sections are 1 5/8-in. USG metal runners with screw-attached 1 5/8-in. metal studs. The recessed ceiling framework of each island is USG drywall furring channel attached to suspended 1 1/2-in. USG cold rolled channel.

Denver Drywall closed in framework with 2 layers of 1/4-in. SHEETROCK gypsum wallboard. Curves are formed by dampening the face paper for about 10 min. with a wet sponge. Then it is screw-attached to framing and allowed to dry. The second layer, also soaked in the same manner, is laminated to the first with PERF-A-TAPE joint compound-taping. Random screw attachment improves the bond. Joints are finished conventionally. The same procedure was carried out for all ten islands. Island ceilings are finished with 1/2-in. SHEETROCK wallboard.

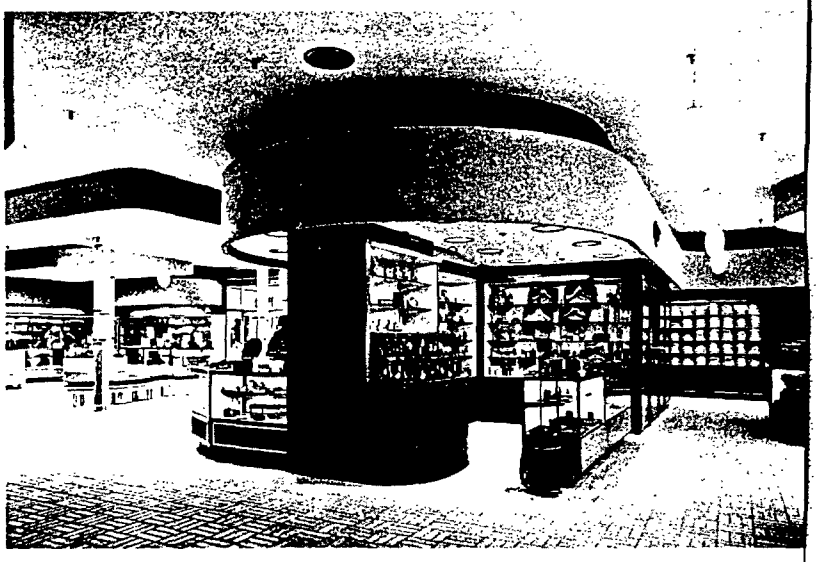


UNDERCOVER WORK – island takes shape as first layer of 1/4-in. SHEETROCK wallboard rounds out framework. Face paper was dampened until wallboard would bend to curve. Second layer is laminated with PERF-A-TAPE joint compound.



ON THE COVER – superstructure of suspended soffits erected by Drywall Steel Erectors, Denver. Metal runners and arched plywood sections were anchored to existing supports above old ceiling. Framework is 1 5/8-in. USG metal studs.

HANDSOME SALES ISLAND creates new store image. Business went on as usual while three islands like this and seven smaller ones (seen in background) were created.



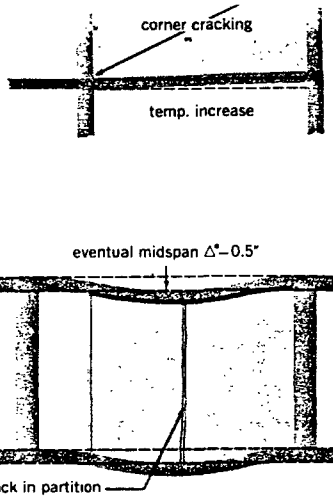
W. Cyrus Wilson, president of Gano-Downs Co., said, "The work progressed smoothly and the job was so clean that all departments remained open during the remodeling." This proves that drywall can meet any design or job condition requirement in commercial remodeling.

The versatility, fast installation and job cleanliness features of drywall provide sound reasons for drywall contractors to grasp new opportunities and promote its usage in this multi-million dollar commercial market.

BB017 1049

THE CASE OF THE MYSTERIOUS CRACKS





PRIMARY CAUSES of partition cracking show racking of structural frame (above) and deflection of flat-plate floor slab (below). Racking may cause failure in upper floors of high-rise structures where exterior columns are exposed. Deflection of flat-plate can create flexural tension and resultant cracking near center of partition span.

*Symbol for deflection

Does a veil of mystery surround the "why" of cracks in drywall partitions? Cracks at joints are easily explained, but mid-partition cracks are still somewhat of a mystery. Now research has torn through that veil. The problems have been defined and some solutions found. One solution provides the drywall contractor with a "super-hero" – USG drywall control joint, to relieve certain stresses in floor-to-ceiling drywall partitions.

Partition cracking problems in high-rise structures fall into three general categories: 1) structural integrity of the partition, 2) internal stresses and 3) structural movement.

While most partitions are classified as non-load bearing, it is generally accepted that these partitions are stressed by internal and external loads or stresses (see above). Internal stresses within a partition are the result of expansion and contraction of the components, usually related to temperature and moisture variations. Temperature and moisture changes are more adverse during the construction period, but continue through the life of the structure.

The external loads imposed upon partitions, as a result of structural movement, break down into three basic areas:

A) Wind loads imposed on the structure itself causing partitions anchored to structural framing to act as shear walls;

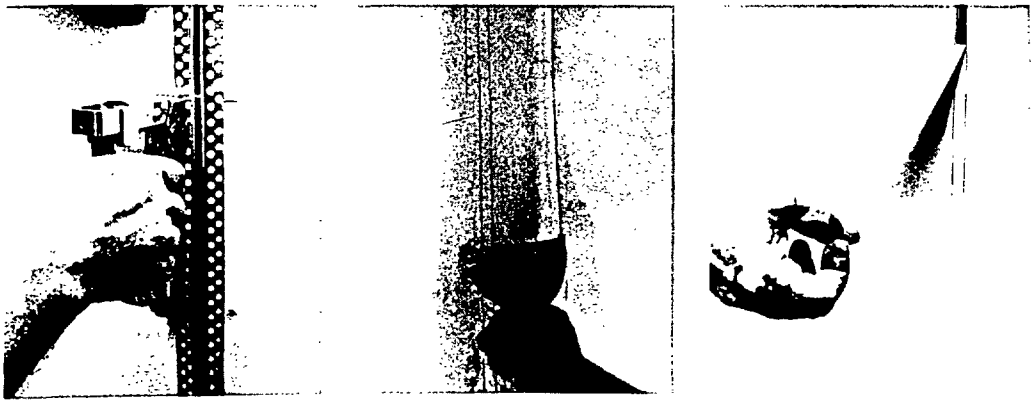
B) Temperature loads causing exposed columns and exterior walls to expand and contract seasonably. The accumulative effect of this reaction may result in major deflection of the upper floors, causing the partition to change from a simple rectangle to a parallelogram.

C) Deflection of floor slabs loads a partition below and induces both tension and compression stresses.

All these factors emphasize the importance of providing proper relief for non-load bearing partitions. The control joint offers the designer a method to relieve stresses that could cause cracks in wallboard construction. The one-piece construction of the control joint makes it easy to use for the prevention of cracks commonly associated with doors and windows. Ideally, control joints installed above door or window frames will minimize cracking in this weakest point of the partition. In continuous drywall partition runs, the spacing recommendation for control joints is every 30 feet.

The USG drywall control joint is designed to relieve expansion and contraction stresses in large areas of wallboard. Made of roll-formed special zinc alloy, it provides a $^{3}/_{32}$-in. ground dimension for taping. A plastic tape, removed after joint finishing is completed, protects a $^{1}/_{4}$-in. wide slot. Flanges are perforated for stapling to wallboard and to provide a key for embedding compound.

USG control joints, another product from U.S.G.'s research to meet the needs of a progressive industry, help solve the mystery of mid-partition cracks.



QUICK AND EASY structural relief is achieved with USG drywall control joint installed in partition. Roll-formed zinc control joint is stapled to wallboard (far left) and embedded with USG joint treatment compound (center photo). Plastic tape protecting control joint groove zips off after topping coat is dry.

BB017 1050

CHOOSING THE RIGHT COMPOUND FOR DRYWALL JOINTS

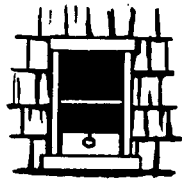
By Earl Maynard, Manager, U.S.G. Wallboard Finishes Research

EDITOR'S NOTE: This is the first in a series of technical articles dealing with drywall construction problems and remedies. They may be pulled out and filed for future reference.

Since the advent of drywall construction in the early 1920's, manufacturers and drywall contractors have wrestled with the problem of how to conceal and reinforce the joint. Over the years many methods have been tried. Some were absolute failures and others only relatively successful. Some products alone do an adequate job while others in combination do a superior job.

Unfortunately no one product solves any one problem completely. The net result has been the development of a family of nine dry powder and three ready-mixed joint compounds. Each is designed to do a specific job under a specific condition. Thus, the careful selection of the proper joint treatment materials by the drywall contractor is important to finished job results.

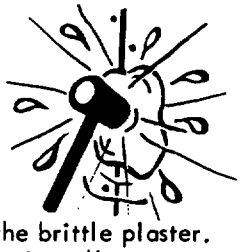




This article, which may be pulled out and filed for future reference, outlines the basic types of joint compounds, their composition and recommended usage. It is hoped, through better understanding of the products, many of your joint treatment problems will be solved. Bear in mind that joint treatment compounds for drywall construction have two primary functions: 1) joint reinforcement and 2) joint concealment.

HISTORY OF JOINT TREATMENT

Early joint treatment of SHEETROCK gypsum wallboard consisted of plaster of paris forced into the joints. Severe cracking invariably occurred in nearly all joints. This was followed by an attempt to reinforce the joint with a narrow cloth tape embedded in the plaster. The tape helped, but was far from satisfactory. It became clear that a strong tape and a strong adhesive compound were needed to replace the brittle plaster.



One answer to the problem was a zinc alloy tape called Metal "A" introduced by U.S.G. It was applied with a strong, "high alkaline" joint compound. The tape had large perforations and plenty of strength, but was expensive, hard to handle and an outline of the tape "photographed" through finished walls.

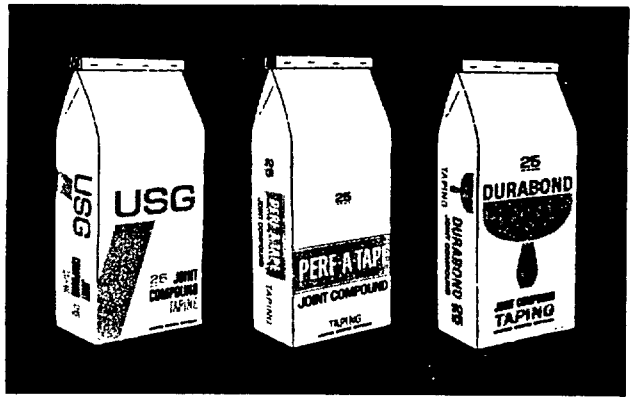
Continued research eventually produced a high-strength paper tape. It was easy to handle and inexpensive. Several modifications have been made since, but paper tape is still used universally for joint reinforcement. From the 1940's to the present, most drywall construction improvements have been made in the compounds and edge formation of the wallboard itself.



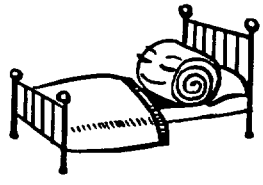
BASIC TYPES OF JOINT COMPOUNDS

Functionally there are three basic types of joint compounds in use today: taping (embedding) compounds, topping (finishing) compounds and all-purpose (or multi-purpose) compounds. Each is designed for a specific purpose.

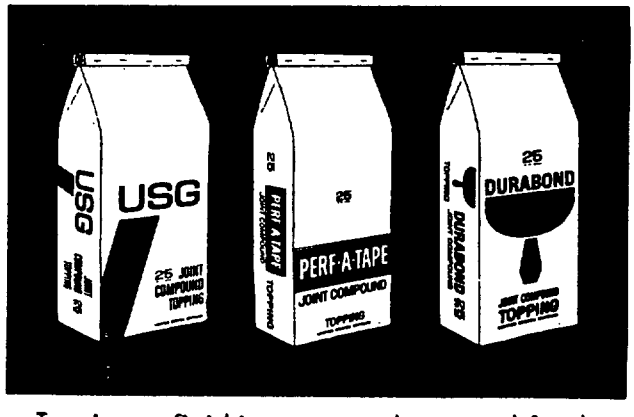
Taping Compounds



Taping compounds, sometimes called embedding compounds, are used to embed the joint tape. They have the greatest adhesive strength of all the compounds. Since their function is to reinforce the joint, they are the best products for this use. They are also best for the first coat on metal corner bead and trim. The strong bond also gives superior corner reinforcement. Because of greater adhesive strength they can be thinned slightly for use in mechanical taping tools. Taping compounds are also frequently used for first coat application on fastener heads. They may be used for finishing coats but they're harder to sand.



Topping Compounds



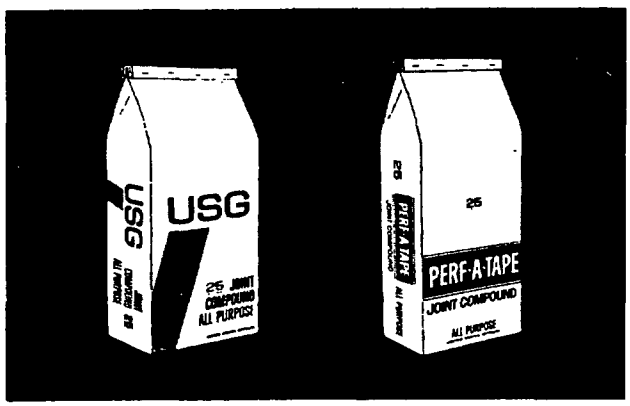
Topping or finishing compounds are used for the fill and final coats over the embedding compound

to fully conceal the joint area, fastener heads, corner bead and trim. To finish for decorating, two coats of conventional topping compound are required. Deep fills and poor drying conditions sometimes make additional coats necessary.



Topping compounds have a lower adhesive strength and are easier to sand. They are designed to have the best workability in tools, smoothest texture and lowest shrinkage. They are the best products for finishing joints, since they're specifically designed for this purpose.

All-purpose Compounds



All-purpose compounds offer the convenience of a reinforcing, finishing or a texturing compound in one package. However, all-purpose compounds are a compromise between the superior bonding quality of a taping compound and the superior finishing properties of topping compounds.

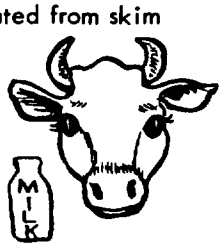


WHAT'S IN A JOINT COMPOUND?

Casein Compounds

Joint compounds, in essence, are water-based adhesives. The vast majority of joint compounds today are casein-based dry powder products. Casein, the major binder in these powder compounds, is the glue which binds the inert fillers and tape to the gypsum wallboard.

Casein is a natural product separated from skim milk. Once it is separated and dried for use in joint compounds, it will not dissolve in water. To serve its purpose, however, it must dissolve when the joint compound is stirred into water. Since casein will dissolve in alkaline solutions, joint compound formulae incorporate alkaline reacting salts in small amounts. When the compound is mixed with water, the salts dissolve and produce the alkalinity to dissolve the casein.



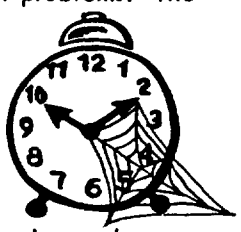
Early casein-based joint compounds were commonly called "high-alkaline" compounds. A heavy concentration of alkali salts in the compound dissolved the casein quickly, even in cold water. However, the alkali reacted with certain types of paints, referred to as "burn-through."



Burn-through, and other problems related to high alkalinity, led to development of "low-alkaline," casein-based joint compounds. Most manufacturers simply reduced the amount of alkali. U.S.G. changed the entire alkaline solvent system to a mild ammonia type which evaporates during drying. There is no alkali left to cause decorating problems.

Non-casein Compounds

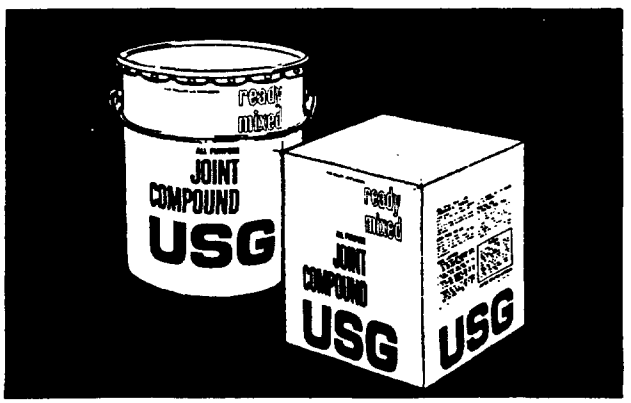
Changing the composition of a compound from one formula to another often presents new problems. The low-alkaline compounds, while they don't burn through, have two inherent disadvantages. Because of low alkalinity, the casein binder takes longer to dissolve, especially in cold water. That's why most manufacturers specify a 30-min. soaking period. Another problem: most casein compounds will thin out or water-down when they stand for long periods after mixing.



These disadvantages led to development of non-casein compounds. Adhesive binders in these powder compounds require no alkaline solvent. The binders themselves are water soluble. Non-casein compounds are usable as soon as they are adequately mixed--and usually stable against thinning out. The non-casein compounds have the advantages of both the high- and low-alkaline casein compounds and none of their disadvantages. However, these compounds are new to the industry and their full potential is yet to be realized.



Ready-mixed Compounds

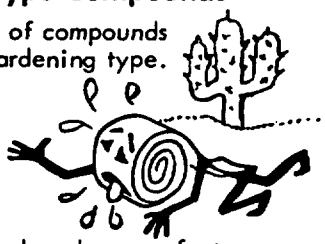


The finest and certainly the fastest growing joint compound in the industry is the ready-mixed compound. The manufacturer has taken the responsibility of mixing the compound to a smooth, lump-free consistency. There are many obvious advantages in ready-mixed--no need to find and carry water, no mixing, no waiting. Application of ready-mixed, compared to casein powder compounds is "slicker." Ready-mixed has superior crack resistance and ease of handling in tools. It is truly an all-purpose type product, but superior to casein powder all-purpose compounds. Ready-mix usually has better adhesion without excessive hardness for sanding. Vinyl-type binders give ready-mix many of these properties.



Drying and Hardening Type Compounds

There are two basic forms of compounds --the drying type and the hardening type. The drying-type joint compound must dry by evaporation of water to become hard and develop full adhesion. Drying time depends almost entirely on the temperature and humidity. Little can be done by manufacturers to speed up or slow down the drying rate. All compounds will dry fast on a warm, dry day and very slowly on a cold, damp day (see "Drying Standards" on page 4 of this supplement).



Drying compounds shrink when they dry. Some shrink more than others, depending upon the manufacturer--but they all shrink. The shrinkage problem led to development of hardening-type compounds ...minimal shrinkage compounds. After compounds chemically harden they do not shrink -- thus are extremely valuable in deep fills such as on metal corner bead and in openings around pipes, etc.



The primary value of hardening-type compounds,



such as DURABOND joint compound—taping, and DURABOND 90 joint compound—multi-purpose, is the shorter time required to finish joints. As soon--usually less than 3 hours--as the DURABOND taping has hardened, topping coat may be applied (DURABOND 90 hardens in approximately 90 min.). This brief time period is especially valuable in cold, damp weather when it is often necessary to wait several days before drying-type compounds are ready for another coat. With proper job scheduling and adequate manpower, the three-coat joint treatment on SHEETROCK SW wallboard can be completed in a single day. This is sometimes considered impractical or unnecessary. But frequently pre-filling, taping and fill coats may be applied the first day and final topping coat the second.



In the U.S.G. system, DURABOND joint compound—topping or USG ready-mixed joint compound—all-purpose is recommended for the final coat over DURABOND. These products are easier to sand and touch up for final decoration. They also give a more even suction across the joint. Thus, hardening-type compounds will not reduce the number of coats, but they give considerably more assurance that no more than three coats are required, even in slow drying weather.



The advantages of a hardening-type product are most obvious in slow drying weather. But what happens when DURABOND joint compound—taping is used on a hot, dry day, and dries before it hardens? In such cases a normal amount of shrinkage occurs--about equal to that of ready-mix or casein powder compounds. In other words, DURABOND will perform about the same as a conventional drying-type joint compound. DURABOND joint compound—taping and DURABOND 90 joint compound—multi-purpose, are U.S.G.'s hardening-type compounds that a skilled drywall mechanic can use effectively. They provide the opportunity to gain speed and quality where his job calls for it. At the same time, he can accommodate a wider range of job conditions.

COMPATIBILITY OF JOINT COMPOUNDS

As described above, each joint compound is designed to provide a distinct job result. Each product within each line is designed to accomplish a specific job result. The chemistry of each line frequently differs and is often incompatible with another line. The incompatibility arises when products from dissimilar lines become intermixed--either in the mixing container or on the wall. Complete loss of bond or impossible application properties can be evidence of contamination.



Casein compounds generally are incompatible with non-casein compounds and with hardening-type joint compounds. While casein formulas are fairly tolerant of ready-mixed formulations, the two lines were never intended to, nor should they be mixed together.



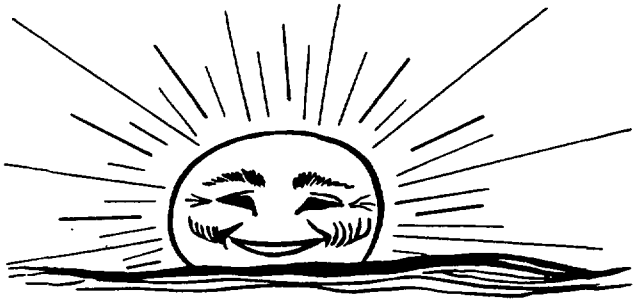
The drywall contractor should be aware of the need for job cleanliness...cleanliness of mixing containers, tools, water, et cetera. With the introduction and use of new product lines, job cleanliness becomes increasingly important to the drywall contractor.

JOINT TREATMENTS FOR THE FUTURE

Every manufacturer is looking hard for new answers to gypsum drywall joint treatment problems. This is true at U.S.G.'s Research Center where the most recent developments --SHEETROCK SW and its companion, DURABOND 90, were developed and released for manufacture.



Perhaps the future will see a practical and effective one-coat joint treatment system.



CONCLUSIONS

This feature outlines the basic composition of U.S.G.'s family of joint compounds, and the specific uses for which each is designed. It has made clear that high-alkaline joint compounds are not compatible with some types of paints. Low alkaline compounds on the other hand require soaking up to 30 min. before use. Drying-type compounds shrink and hardening-type compounds don't shrink under proper drying conditions. Topping compounds are easy to sand but have little adhesive strength. And ready-mixed products are good, all-purpose compounds.

To select the proper drywall joint compounds for your jobs you must determine your specific job requirements (time allowed), type of tools (manual or mechanical), crew capabilities (can they keep up with hardening compounds) and drying conditions (temperature and humidity). After you weigh these factors, select the joint compounds which best suit your job conditions. Proper compounds, properly used, promise a better job with fewer problems. This means a savings for you in on-the-job time and less chance of costly callbacks. In other words, "Close the joint right and take home the profits."

U.S.G. RESEARCH ESTABLISHES DRYING STANDARDS FOR JOINT TREATMENT

In the construction industry's continuing war with weather, U.S.G. researchers scored a significant victory in 1961 when they developed drying standards for conventionally drying drywall joint compound. The standards provide a scientific means of estimating drying requirements under various heat and humidity conditions. The standards were recently re-evaluated and are still valid.

These U.S.G. Research findings furnish the key to many drywall finishing problems and show the inadequacy of the traditional 24-hr. maximum drying time for joint compound under many job conditions. The drying standards take guesswork about the weather out of drywall joint treatment.

To figure drying time, you need to know the temperature and humidity in the area where you're working. This information is generally available from your nearest weather station. If you choose to check your own, you can use a sling psychrometer, an easy-to-use gauge with wet- and dry-bulb thermometers, sold by chemical supply firms.

The table, for which you may send, helps determine drying time required for a specific job. It is based on the most commonly used thicknesses of joint compound (up to 1/16 inch). Joint compound thickness under tape can be consistently less than 1/16 in. only when board and framing are exceptionally straight. A greater thickness requires a proportionately longer drying time.

To find the required drying time, in your table, for the normal, medium-thick joint compound application under tape, read up the scale to the prevailing humidity, and across the scale to the approximate temperature. The box where the selected columns intersect gives the answer.

Realizing the difficulty of adjusting construction schedules to the new standards, U.S.G. recommends heating of all areas where joints are being treated whenever the temperature falls below 55°. Raising the temperature speeds drying without impairing joint treatment quality. As an illustration, the table shows that by raising the temperature from 40° to 60° at 50% humidity, you lower required drying time from two days to 24 hours. Further raises in temperature aids drying by normally reducing relative humidity in a building. During summer avoid excessively high temperatures and hot drafts directly on the joint. In winter use only thermostatically controlled heat. Unvented oil or gas heaters are not recommended because they add extra amounts of moisture as well as heat to the air.

Extensive research proves that consistent, high-quality results more than justify any extra heating costs as recommended by the standards. Complete drying reduces possibility of delayed shrinkage, ridging and bond failure which sometime occur when joint compound is only surface-dry when finished. Painting problems resulting from incompletely dried joint compound are eliminated.

These drying standards make it possible to extend spring and fall building seasons without causing callbacks for joint repairs. This means savings for you, the builder and homebuyer--and a quality reputation for drywall.

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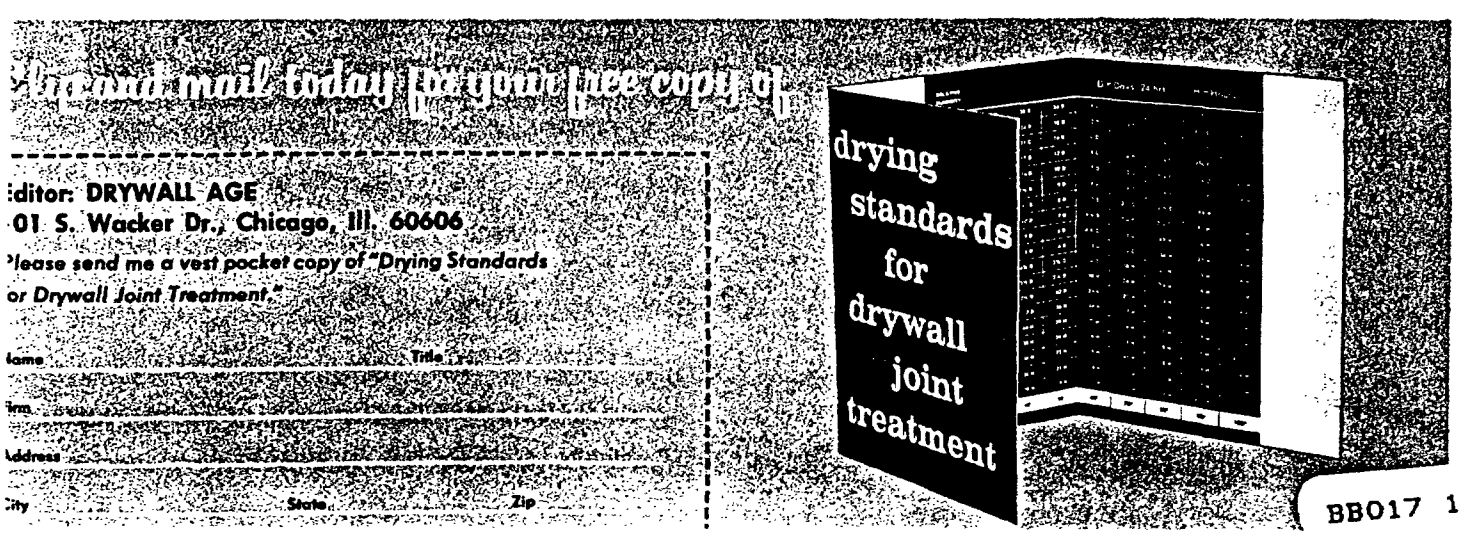


BB017 1054

BRIGHT, NEW offices of Wisconsin Youth Opportunity Center, Milwaukee, Wis., is former bowling alley. Fast erection of SHEETROCK Demountable partition system helped drywall contractor finish all 49 booths, three offices and reception center in two weeks.

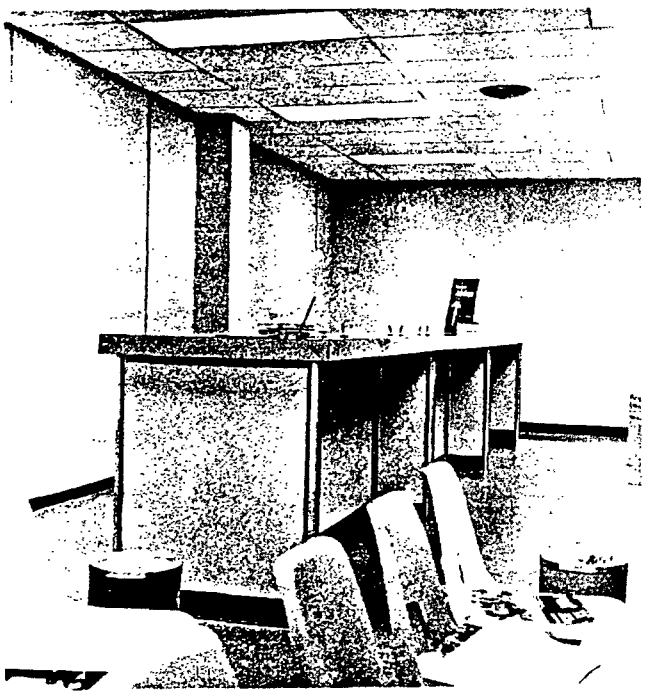


Profit Opportunities In

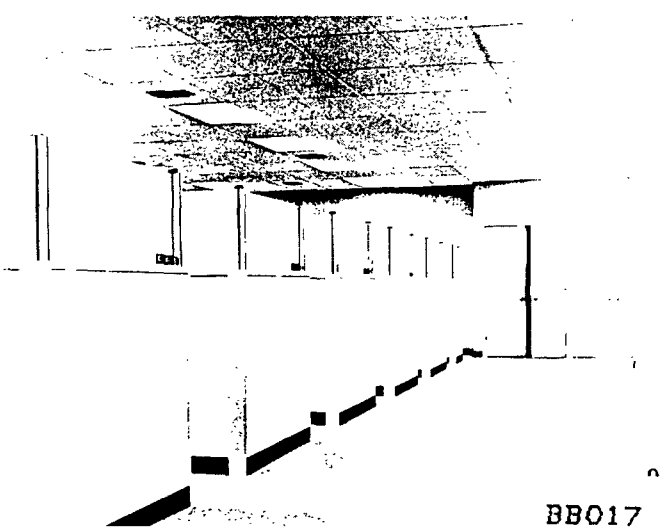
SPACE-AGE SPACE CHANGERS

Ever-changing space requirements and new uses for old buildings place some new demands on partition contractors, rental agents and architects. Building owners insist upon attractive, inexpensive, durable partitions. In some instances, partitions must move easily; in others pre-decorated features are important. In either case space changing offers good profit opportunities for drywall contractors and a vehicle for keeping key men busy during slack periods.

One such opportunity was the conversion of a former bowling alley in Milwaukee into a Youth Opportunity Center for Wisconsin State Employment Service. To convert the rented space the contractor erected 49 interview booths, three offices and a reception counter. The contractor and the employment officials decided on demountable partitions. "We chose SHEETROCK Demountable partitions because they could meet our space-changing requirement demands now and in the future," said Thomas Ritter, acting director of the Center. */continued*



APPLICATION CENTER—bank-rail height partitions provide base for table where applicants stand to fill out employment forms. Demountable feature permits reuse of partitions.



EXTRA DOLLAR value work for contractor's key mechanics was provided during erection of booths and private offices. Space-changer products like SHEETROCK Demountable partitions provide best answer to ever-changing office needs.

BB017 1055

SPACE-AGE SPACE CHANGERS

continued

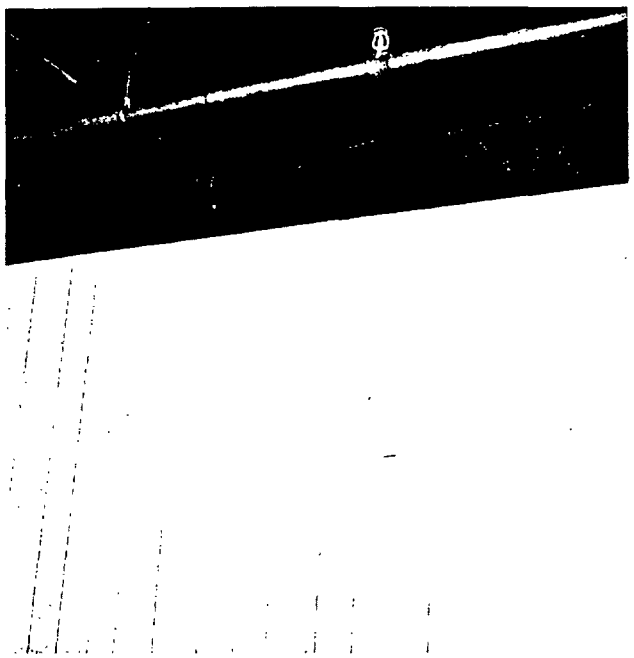
"It was just two weeks after we made our decision on the partitions that we were open for business," Ritter said. "Any changes we need now can be completed overnight. And of course, if we outgrow these quarters, the building owner has a much easier task converting the space to some new use," he added. The vinyl-clad SHEETROCK gypsum wallboard used in the partitions also helps keep maintenance costs down, adds extra dollar value to the contract. The job enabled the contractor to keep key men busy.

The Youth Opportunity Center is just one example of space-age opportunities in space changers; the rehabilitation of walls in a 75-year old building in the Chicago Loop area is another. One entire floor of the structure was converted into office and darkroom space for an engraving firm. In all, the drywall contractor installed 14,000 sq. ft. of ULTRAWALL panels to remodel and rehabilitate the old quarters.

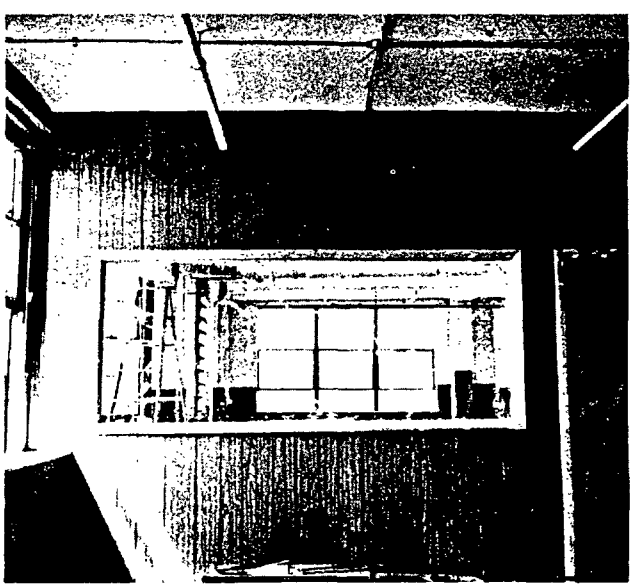
The use of pre-decorated ULTRAWALL panels made it possible for the contractor to meet the occupancy schedule. Several patterns of ULTRAWALL are used to separate office space from work areas, create new offices and hide unsightly surfaces. The pre-decorated panels also made it possible for the building owner to reduce his remodeling and rehabilitation costs about $1.08 per sq. yd. over conventional drywall and painting.

But the drywall contractor profited, too—with an extra contract which kept key men busy during a slack period. He was also provided an opportunity to bid other remodeling projects for the same owner.

Again, as with SHEETROCK Demountable partitions, ULTRAWALL panels as space-age space changers opened another profit opportunity for a drywall contractor—and solved another problem in the ever-changing needs for buildings new and old.



SLAB-TO-SLAB PARTITION in 75-year old Chicago building hides unsightly walls, provides renewed life for old building. Black paint on upper portion of ULTRAWALL panel visually reduces ceiling height.



SUBTLE TONES of woodgrain-pattern ULTRAWALL panel enhances new office space. Pre-decorated panel reduced in-place cost, made additional funds available for further contract remodeling.

BB017 1056

AN IMAGE BUILDER

"They don't build 'em like they used ta," is a well-worn phrase used to compare modern construction with turn-of-the-century building.

"Let's hope we don't 'build them like they used to'," says James Smaglick, president of State Drywall Co., Milwaukee, Wis. "If we did, buildings would cost twice as much and we'd never catch up with the demand. Every industry has to progress or it fails. It's the same in the building industry," Jim adds. And he should know, he cut his teeth on a carpenter's saw and enjoys an active part in helping the industry progress—particularly in drywall construction.

Jim's enthusiasm for drywall construction has led him into official capacities in two drywall contractor organizations. He's past president of the Milwaukee Drywall Contractors Association and a regional director for the GDCI.

As a member and officer of MDCA, Jim helps build a good image for the drywall industry in Milwaukee. The prime factor in this image building is the Association's code of ethics to which each member subscribes. The code is written into the by laws of the organization. Each member pledges to do top-quality workmanship, provide the best service possible and to correct deficiencies.

The members who carry out this pledge are entitled to display an official "Crest of Quality" on their trucks and service vehicles. Through newspaper articles and association participation in such activities as the Milwaukee Labor Day parade, citizens and clients have become aware of the MDCA and their pledge of quality workmanship (currently 11 members and six associate members). "We've gained respect for our products and the segment of the industry we represent," Jim states.

In addition to these activities, the Milwaukee group—with help of manufacturers and the GDCI—prepared and distributed a handbook on drywall assemblies to each architect in the area. This again helped build a better image for the contractors and their product in a highly competitive market.

For State Drywall Co. and Jim Smaglick, image building has led to new markets—particularly in commercial work. Where drywall was once virtually excluded in plans for major high-rise construction in his market, Jim now points to seven major projects completed recently by State Drywall.

"The important thing about building an image for the industry is that you build your own firm's reputation at the same time. People understand your business, products and systems better. They learn that you will stand behind your work. The success of image building isn't an overnight thing, but it's a simple way to establish what you can and will do for clients. In the long run it's profitable," Jim concludes. State Drywall's past and present projects are proof that image building can be profitable.

SYMBOL OF PROMISE—"Crest of Quality" displayed by Milwaukee drywall contractors who pledge to do quality work, give service and heed callbacks.



IMAGE BUILDER James Smaglick, president of State Drywall Co. and past president of Milwaukee Drywall Contractors Association, discusses partition features in current project with Bill Oates, U.S.G. salesman. Design consultation with manufacturers and architects is high on Jim's image building list.

JOB CONTROL CENTER kept up to minute by Brigita Bolsteins (standing) and dispatcher Reggie Neumann. State Drywall operates three radio-dispatched vehicles. Radio contact helps provide fast service on callbacks.





INSTANT COMMUNICATIONS is one key to Jim Smaglick's success in image building. Driver Leon Bowe delivers USG metal studs to a job and receives further instructions for delivery. Jim considers radio communications as "one of the right tools to do a right job."

DRYWALL AGE Magazine
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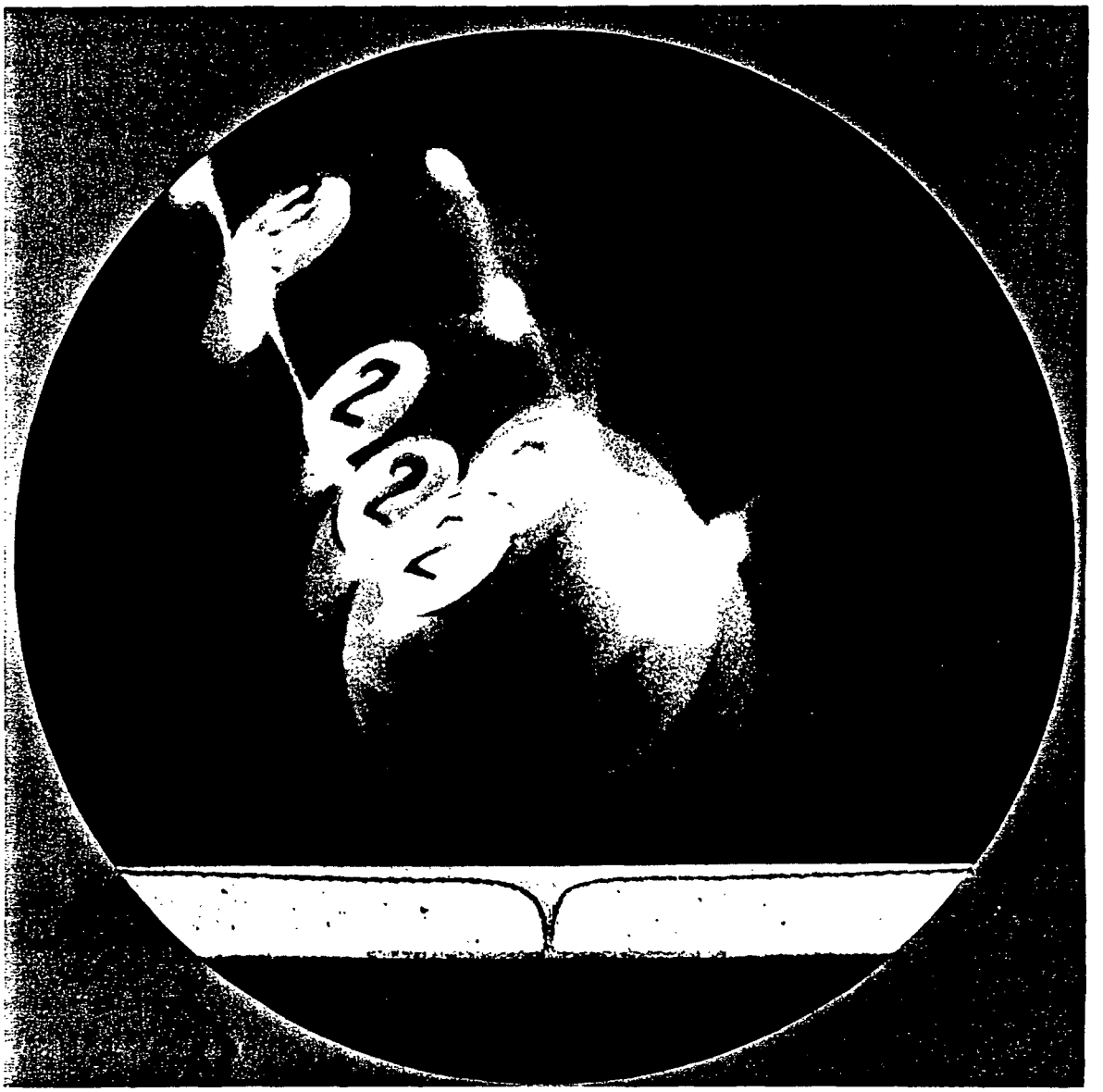
Strong joints
Smooth walls



Small wonder

No wonder SHEETROCK* SW† *gypsum wallboard is revolutionizing the drywall industry. Join the eased edges of* SHEETROCK SW *with* DURABOND* 90 *joint compound and you have the strongest joint ever developed. This system minimizes joint imperfections caused by twisted framing, poor stud alignment, damaged edges and extremes in temperature and humidity. The joints are "super-welded," so walls stay smooth as a billiard table. For more information on this major advance in wallboard construction, call your U.S.G. salesman, or write: Editor,* DRYWALL AGE, *101 S. Wacker Dr., Chicago, Ill. 60606*

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