

*Your home will be finer*

now that you, too, can have

NEW GYPSUM

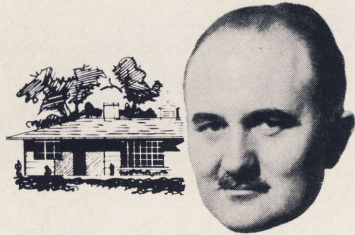
*2 ply* Wallboard



*the ultimate in Dry-Wall construction*

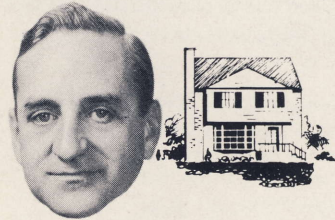
once used in expensive luxury homes

# Gypsum 2-ply Wallboard is now available for everybody



**Gentlemen:** I am using gypsum two-ply wallboard exclusively on my Pine Tree Village project in Winnetka, Illinois. These homes sell at prices ranging from \$40,000 to \$50,000.

I use two-ply construction because in my opinion it is the best wall finish that I can offer a home buyer. Its full  $\frac{3}{4}$ " thickness gives the purchaser a sturdy construction, and from my own viewpoint I find that I have little or no touching up or bothersome maintenance problems after the purchaser moves in. *Yours very truly,* **Irvin A. Blietz, Chairman, Custom Home Builders, Division, National Association of Home Builders**



**Gentlemen:** Our Westchester Homes sell in the popularly-priced range from \$16,400.00 to \$22,000.00. In these homes we use gypsum 2-ply wallboard because we believe it is the finest wall yet, and we use this as an important sales feature in selling our homes. Home buyers are much interested in how laminating gypsum wallboards add a great deal more strength to their walls, as well as how the mill-processing of gypsum boards gives uniform, full thickness and extra fire protection. *Sincerely yours,* **C. A. Nixon, Builder, Westchester Homes, Westchester, Illinois**

## GYPSUM ASSOCIATION

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