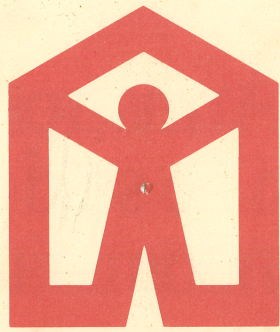


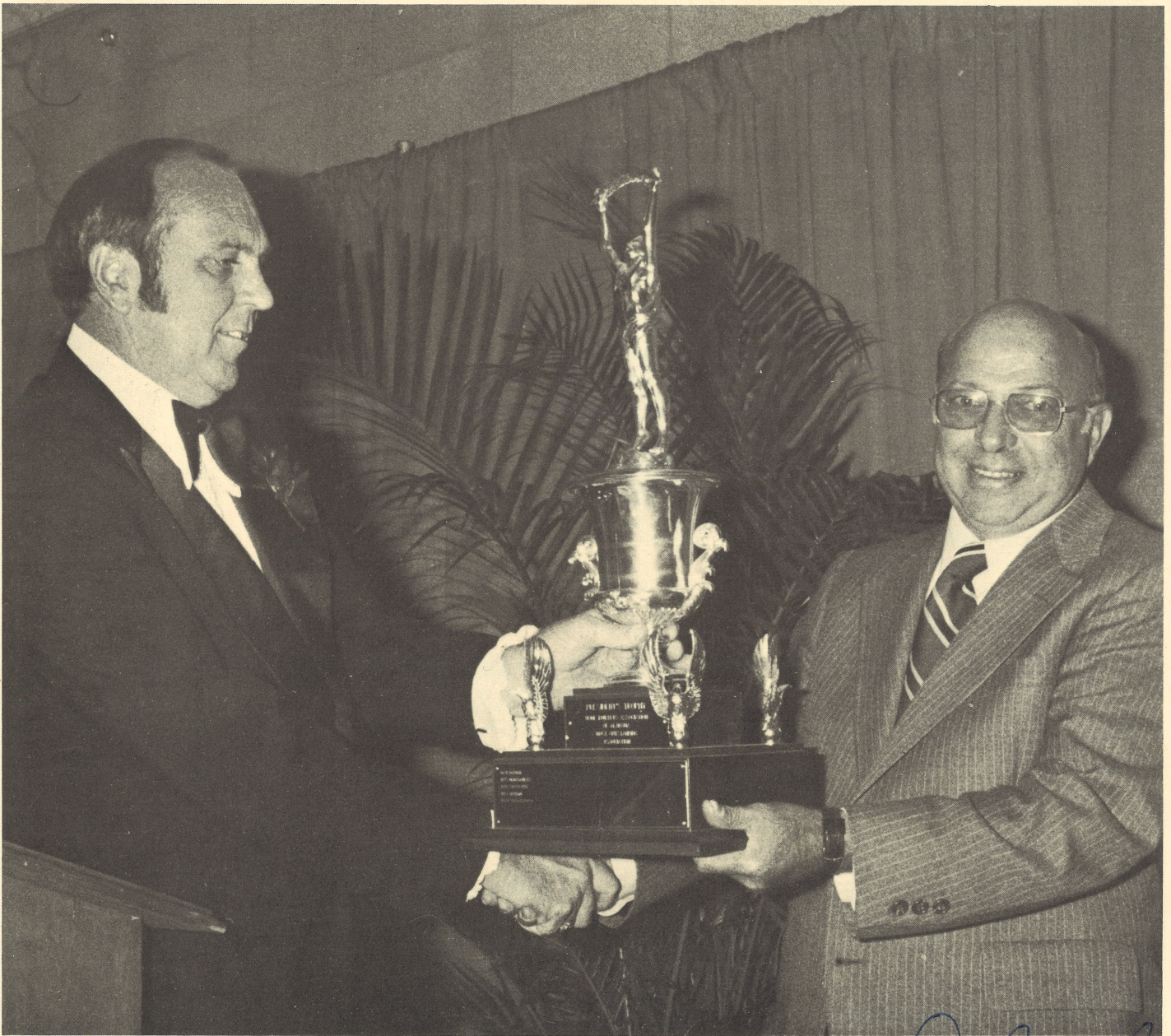
NOVEMBER 1978



ALABAMA

*Official monthly
publication of
Home Builders
Association of Alabama*

BUILDER



Cong. J. Cook

W. Hershel Trimm, HBAA 1978 President (L) presented the President's Trophy to Aubrey Buchalter, Tuscaloosa HBA President, during the banquet ceremony at the HBAA Convention.

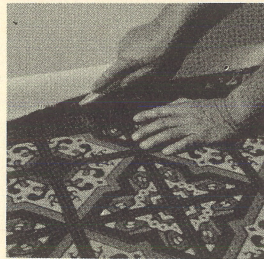
"I didn't believe the Armstrong Tredway® story. Now, I am so sold on Tredway, I'm installing it in 650 condominium units."



Bernard D. Horn
President, Construction Division
Chelsea Moore Corporation
Builders of The Greenery and The Knolls
Cincinnati, Ohio

no adhesive is required over a wood subfloor, there's no lengthy installation downtime. That saves me money."

Tredway should reduce my callbacks



Tredway cuts easily.

"Callbacks can really cut into my profits. And flooring problems are a major source of



Tredway installs with staples.

my callbacks. But I expect Tredway will cut down on them. Because its elasticity allows it to adjust to seasonal subfloor movement, it reduces the chances of cracking and ridging. Tredway should really save me callback time and money."

Tredway's cost is competitive

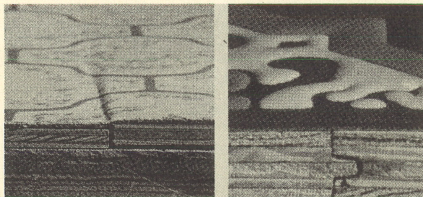
"Our cost analyses show our in-place cost of Tredway is competitive with that of vinyl-asbestos tile. So I can offer my customers an attractive trade-up seamless floor at no extra cost.

"And that can help sell my units."

"I've been in the building business 23 years and have seen many new products come on the market. When Tredway was introduced, I was skeptical and thought its claims were exaggerated. But I tried Tredway in a few of my units, and now I am sold on its performance. Here's why I am specifying it in \$45,000-to-\$60,000 condominium units."

Tredway eliminates underlayment

"Tredway's great flexibility lets it bridge over many subfloor



Regular flooring can crack or ridge. Tredway adjusts to seasonal subfloor changes.

irregularities, so I can eliminate the need for special underlayment completely, and no special underlayment means I save time and also achieve a lower in-place cost."

Tredway installs fast

"In fact, it installs faster than any other resilient floor I've ever used.

"What could be easier than unrolling Tredway, trimming it to fit, and stapling it down around its perimeter! And since

Armstrong

JAMES CARPET OF HUNTSVILLE

3407 Memorial Pkwy.
Huntsville, Al.
Phone: 883-8390

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