

RETURN TO
ART FILES - DEPT. #132
UNITED STATES GYPSUM CO.
101 S. WACKER DRIVE
CHICAGO, ILLINOIS 60606



For **BETTER WALLBOARD**
CONSTRUCTION *Remodel with*
RECESSED-EDGE SHEETROCK
and
PERF-A-TAPE JOINT SYSTEM

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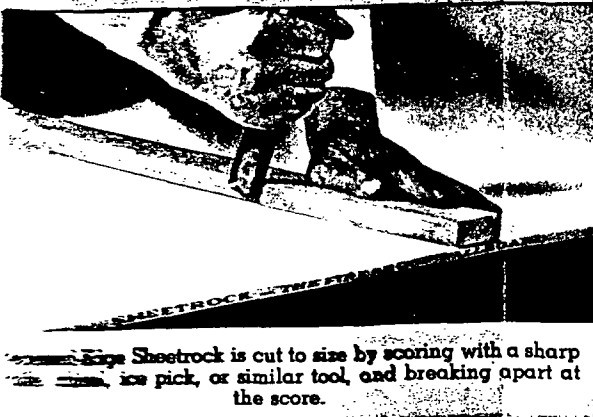
FOR SMOOTH

1

RECESSED-EDGE SHEETROCK



ReCESSED-EDGE SHEETROCK being applied horizontally—at right angles to framing—to give increased bracing strength.



ReCESSED-EDGE SHEETROCK is cut to size by scoring with a sharp ice pick, or similar tool, and breaking apart at the score.

New ReCESSED-Edge Sheetrock*, $\frac{3}{8}$ " or $\frac{1}{2}$ " thickness, offers a new kind of wallboard construction that makes possible—stronger, smoother, and better-looking wallboard jobs. The reason for this is that the unique, patented edges provide a new method for building stronger, smoother, more permanent reinforcement at the joints.

The long edges of the face side of ReCESSED-Edge Sheetrock are depressed. When boards are erected, these recessed edges form a shallow channel at the joint. Into this channel special cement is applied and a strong, fibrous tape is embedded in the cement (see cross section below). Then the cement is smoothed off straight and even with the face of the board. Perf-A-Tape*—a strong, fibrous, patented tape—is particularly designed for use in this patented joint system.

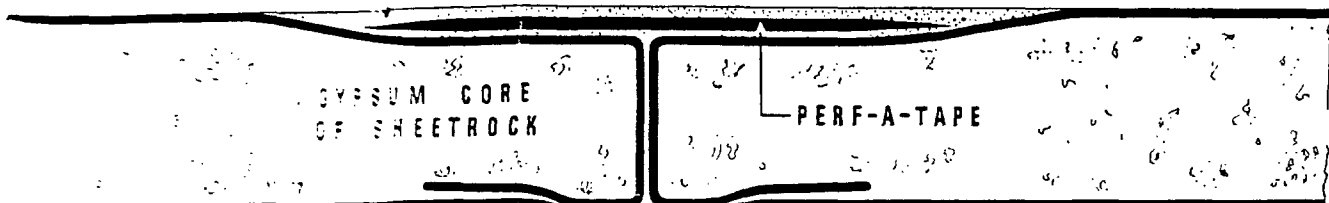
With this patented construction, RECESSED-EDGE SHEETROCK and PERF-A-TAPE, you secure smoother, stronger, more permanent walls and ceilings. You do so because the new-type edge of the board and the new joint treatment provide better reinforcement at the point where reinforcement is needed most; and because it is possible, with this new type of wallboard construction, to conceal the joint reinforcement within the thickness of the board itself, providing a better base for decoration, smooth and without shadow lines at joints.

Horizontal or Vertical Application

The great strength of the joints provided by the new ReCESSED-Edge Sheetrock and Perf-A-Tape construction makes it possible to apply the board horizontally on side walls and at right angles to ceiling joists. This method of application not only increases the bracing quality of the board but provides better, stronger construction around joints occurring at corners or openings. May be applied vertically if desired.

(Cross section of ReCESSED-Edge Joint finished with Perf-A-Tape and Cement)

SURFACE LEVELED WITH CEMENT



Patent numbers 1,357,350; 1,657,332; 2,047,982

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2

PERF-A-TAPE JOINT SYSTEM

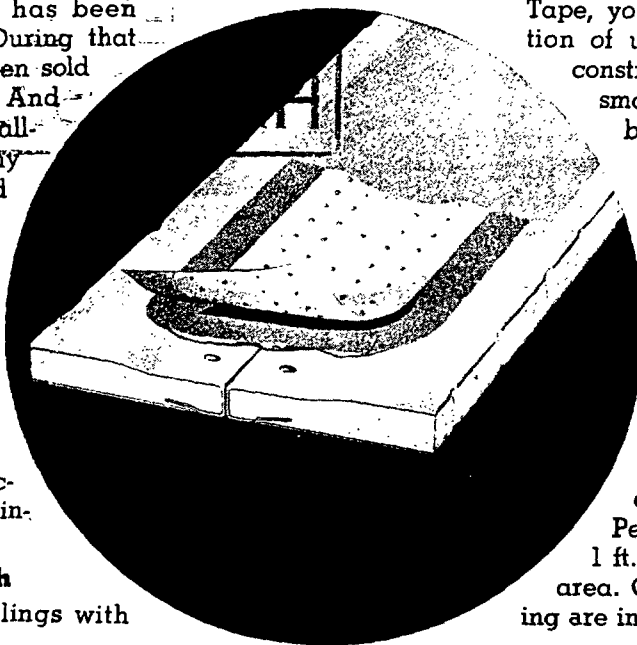
For more than twenty years the United States Gypsum Company has been manufacturing Sheetrock. During that time billions of feet have been sold in all parts of the country. And ever since the first gypsum wallboard was made, the company has worked constantly toward the development of better types of joint treatment.

Fills Need Perfectly

Perf-A-Tape Joint System—for use exclusively over Sheetrock—is the latest and best result of this continuous research work. It fills perfectly the need for a low cost, effective joint concealment and reinforcement for wallboard.

Superior Strength

By finishing walls and ceilings with



Recessed-Edge Sheetrock and Perf-A-Tape, you secure a one-unit construction of unusual strength—a type of construction that provides joints as smooth and as strong as the wallboard itself. Perf-A-Tape provides strength where strength is needed most—at the joints.

Conveniently Packaged

Perf-A-Tape Joint System comes packed in several convenient size cartons, each containing sufficient cement to apply the roll of tape and to spot all intermediate nail heads. When determining quantities of Perf-A-Tape needed, estimate 1 ft. of tape for each 3 ft. of board area. Complete directions for applying are included in every carton.

YEARS AHEAD IN JOINT TREATMENT

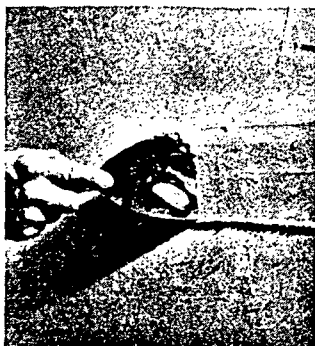
Perf-A-Tape Joint System permanently solves the problem of hiding and reinforcing wallboard joints. It is a patented joint treatment that is restricted exclusively to use with Sheetrock.

Just as a chain is no stronger than its weakest link, so a wallboard job is no better than its joint treatment. That is why USG designed Perf-A-Tape for

Sheetrock. It is the result of many years of research and experience in the manufacture of joint construction. It puts Sheetrock out years ahead in joint treatment. Perf-A-Tape provides a joint surface so smooth, because of the chamfered edges of the strip, that it will take any decoration and contributes much to the quality of the finished job.



When the sheets are nailed in place, the recessed edges form a channel at each joint.



This channel is filled with a special cement, which is quickly and easily applied.



Perf-A-Tape, a strong, perforated fiber tape with chamfered edges is embedded in the cement.



After drying, cement is sandpapered evenly, assuring a smooth surface for any decoration.

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USG METHOD OF DECORATION

One of the finest ways of decorating walls of Recessed-Edge Sheetrock and Perf-A-Tape is to use the rich beauty and distinctiveness of the textured or stippled finish. This type of decoration is being used increasingly today in many of America's finest homes. But the textures now being used are the finer, more subtle textures that give to walls and ceilings little more than a suggestion of texture, rather than the heavy, very rough effects which were used back a few years ago.

New Method Cuts Cost

These finer, simple textures in brighter, more attractive colors, can easily be obtained with USG's New Method of Decoration, at costs much lower than have ever before been possible. Briefly described, it is this:

First, white Textone* is applied thinly over the surface of Sheetrock, and into the Textone is quickly worked the desired stipple or texture effect. Then Texolite*, the low cost, new principle paint, is applied in the desired color.

Both Are Quality Products

The result of the above combination is a wall of delicate texture and beautiful, permanent color. And it is a job of the very highest quality. Textone has long been the product preferred by leading decorators for some of the best texture and stipple work in the country. Texolite, too, has become a great leader because of its unexcelled ability to provide true brilliant color and durability.

Other Types of Decoration

If you prefer, you can decorate your Sheetrock walls with any of the other commonly used decorative materials—oil paint, wallpaper, canvas, enamel, etc. For flat wall decoration, however, Texolite is the most economical and effective paint to use. It gives you exceptional brilliance, non-fading color, one-hour drying, and better coverage—one coat hides most backgrounds.



(Above) Textone being applied over Recessed-Edge Sheetrock-Perf-A-Tape wall. Insert shows how fine Colonial stippled effect is obtained. (Below) The finished job—walls of Recessed-Edge Sheetrock, joints reinforced and hidden with Perf-A-Tape, decorated with Textone and Texolite.



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