Super-strength SHEETROCK Wallboard . . .

Drywall AGE
FIRST FORUM OF THE DRYWALL INDUSTRY
ISSUE 3 • 1958

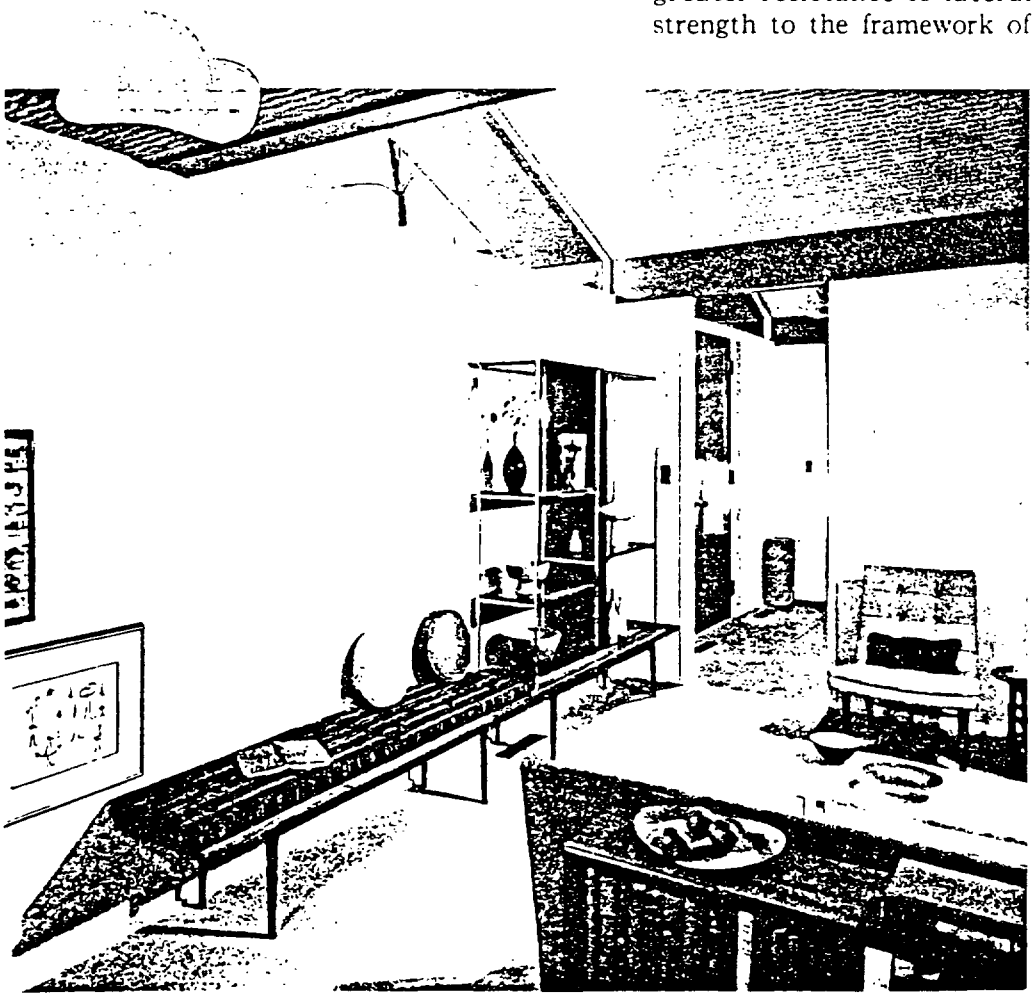
PLAINTIFF'S EXHIBIT
USG-1341

EXTRA
QUALITY | VALUE
DURABILITY | STRENGTH

TOMORROW'S IDEAS in a house for today is the theme behind McCalls magazine's "House for Better Living" which was erected in Cincinnati this year (interior shown below). New 5/8-in. Regular core SHEETROCK wallboard was selected for interior walls and ceilings because it sets new standards for strength and durability in drywall construction. This extra thickness offers the finest single layer drywall construction obtainable.

Walls and ceilings built with 5/8-in. SHEETROCK possess a greater resistance to lateral distortion by adding bracing strength to the framework of the whole house. Greater mass gives the added values of reduced sound transmission and higher impact resistance.

Five-eighths inch Regular core SHEETROCK wallboard is also an ideal companion to 5/8-in. SHEETROCK FIRECODE 60. When one-hour fire ratings for commercial construction or for areas such as furnace rooms and attached garages in residential construction dictate use of FIRECODE 60 wallboard, the Regular core 5/8-in. board is a natural follow-up for other areas of the building. In this way the builder gets uniformity of wall quality throughout the structure with the extra value built into the thicker, stronger board.



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WBTA PROGRAM LOG

SHEET NUMBER

Abbreviations: S—Sustaining; C—Commercial; F—Courtesy; PAR*—Participation.

...Sports; BAL—Baseball; ANN—Announcement.

...RE—Remote; MBS—Mutual Broadcasting System.

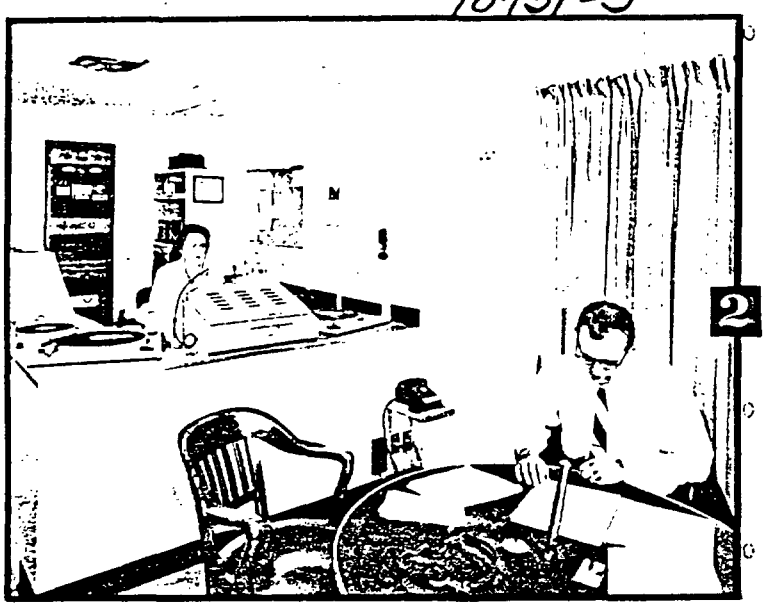
...the Sponsor.



1

4:00 TEEN TIME (COCA COLA) 4:00

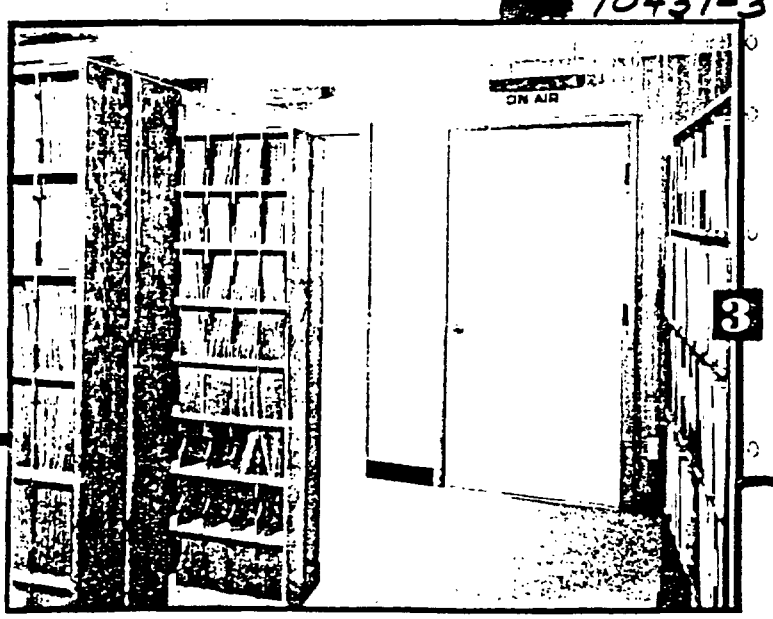
10431-5



2

5:05:30 NEWS (INTERSTATE LOAD) 5:05:30

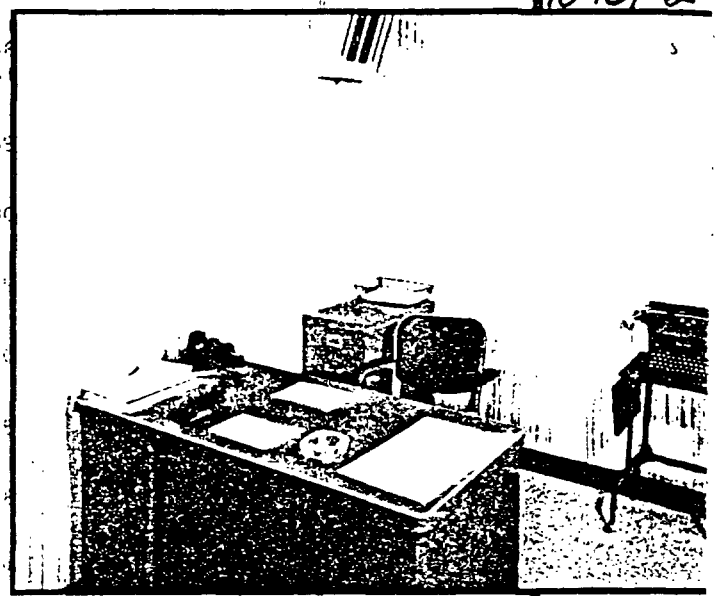
10431-3



3

Time Off	C or S	Origin	Type	RECORDING ANNOUNCEMENT ET or RC	Time Given
2:59:25	C	RCLT	Mus	RE	
4:41	C	LT	ANN		
5:35	C	MBS	NEWS		
5:35:30	C	LT	ANN.		
5:49					

10431-2



10431-6



1 **LOBBY VIEW** of station WBTA includes, fr... Fisher, president of Genesee Lumber & Co... Gamble, manager of WBTA, and Louis V... contractor.

PHOTOGRAPHY: KRANZTEN STUDIO

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NOTICE: The following trademarks are owned and/or registered in the U.S. Patent Office by the United States Gypsum Company, and are used in this magazine to designate products manufactured only by this company: SHEETROCK (gypsum wallboard), QUIETONE (acoustical fiber tile); USG (insulating plank); FIRECODE (gypsum wallboard).

SCRIMINATING BUYERS GET THE BEST in New Sablewood SHEETROCK Wallboard

E. R. GAMBLE, president and general manager of Radio Station WBTA, Batavia, N. Y., believes that local news for local listeners has sound, lasting appeal. He has backed this belief with a $40,000 investment in new studio and office facilities. Located in the center of Batavia, the 2600-sq. ft. building houses broadcasting and recording studios, record library, reception room and offices for administrative staffs.

Mr. Gamble is a discriminating buyer who sought to combine fine appearance, efficiency and economy. Through contractor Louis Viele, he chose new Sablewood SHEETROCK Wallboard for interior walls of the new studio. Easily and quickly applied, the Sablewood walls were a big factor in speeding occupancy of the building—an important consideration when moving a broadcasting station which maintains uninterrupted service from 6 to midnight.

Ceilings throughout the building are finished with random-perforated QUIETONE Acoustical Tile to aid in sound control necessary to radio broadcasting. This combines with insulating plank to reduce reverberation and consequently the intensity of sound which might otherwise be transmitted through walls from one space to another.

Both walls and partitions of the recording and broadcasting studios are faced with USG Insulating Plank, nailed to furring over wood studs. This nailing is staggered so that nails from either side of the partition do not meet in the same stud and transmit sound. Since both ceiling tile and wall planking have predecorated surfaces, no additional painting or other finishing was required.

The luxurious appearance of the Sablewood walls expertly installed at WBTA has drawn much praise from business and professional people during visits to the station. Contractor Viele has, in fact, used this wallboard installation as a sample from which other commercial jobs have been sold in the Batavia area. Since both owner and contractor are so well pleased with their choice of wall finishing material, WBTA furnishes a good example of the value for commercial establishments of woodgrained SHEETROCK Wallboard. Three authentic new finishes, including Cherrywood and Ranch Pine as well as Sablewood, have proven to have equal appeal for commercial use.

2 **NAILING TO FURRING** is staggered in recording and broadcasting studios to reduce noise transmission from outside. Nails from either side of the partition do not meet in same furring member.

3 **THE RECORD LIBRARY** also serves as buffer for sound between business offices and studios. This windowless room is brightened by the warm grain of Sablewood wallboard finish.

4 **ANOTHER WINDOWLESS ROOM,** this small office is visually heightened by the vertical grain of the walls.

5 **STUDIO VISITORS** are impressed upon entering reception room by the rich and refined atmosphere provided by Sablewood wallboard paneling. QUIETONE tile ceiling helps to absorb office noises.

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Chicago 6, Illinois

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Simple jig SPEEDS PREPARATION OF BACK BLOCKS

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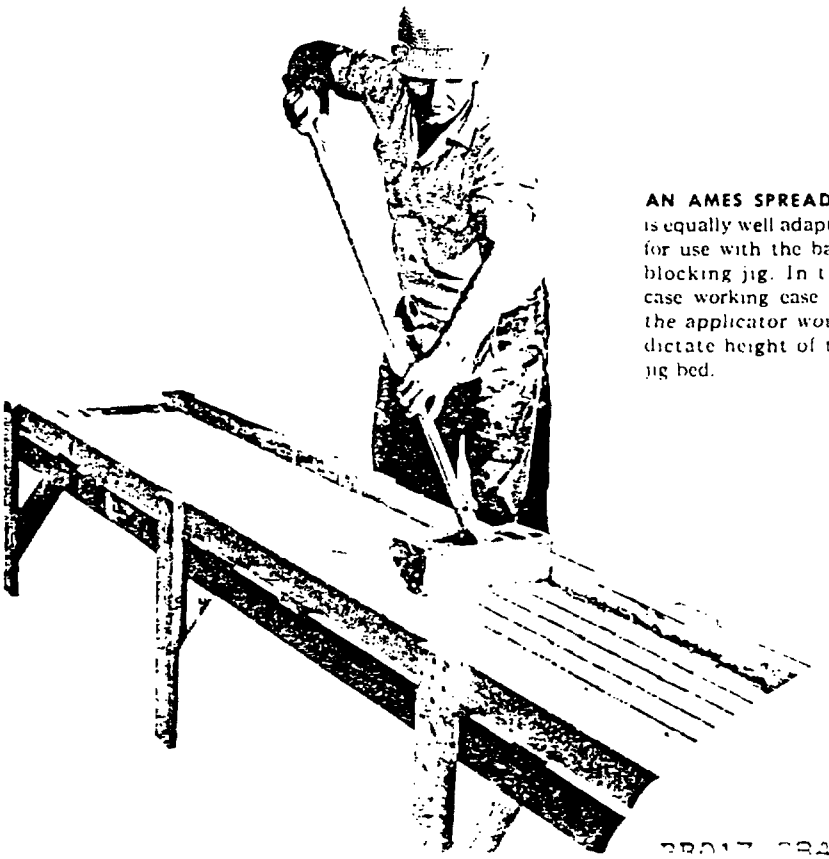
JIG, FORMED BY parallel 2x4's, can take the form of a table if attachment to floor is impractical, or if a higher working platform is desired. Legs are spaced to afford proper rigidity to working bed.

A TIME-CONSUMING phase of preparing backing blocks for application to ceiling joints can be eliminated by use of a simple jig for spreading adhesive to a quantity of blocks simultaneously. A simple jig can be constructed, on the job, by nailing two 2x4's to the floor, parallel to each other and the width of a backing block, about 10 in. apart. A dozen or so blocks, depending upon the length of lumber, are then placed end to end. PERF-A-TAPE cement can be applied using either a locally made spreader or the Ames applicator if such a tool is being used on the job.

In the event attachment to the floor is impractical, or a higher working platform is desired, the jig can take the form of a table. Attach the 2x4's to a bed of scrap lumber, supported at wanted height by legs, spaced to afford satisfactory rigidity to the working bed. If the legs are hinged to permit folding flush with sides, the jig becomes easily portable from room to room and job to job.

A LOCALLY-MADE SPREADER is suitable to apply the PERF-A-TAPE cement mixed to a consistency which permits easy spreading and leaving a standing ribbon of cement.





AN AMES SPREADER is equally well adapted for use with the back blocking jig. In this case working ease for the applicator would dictate height of the jig bed.