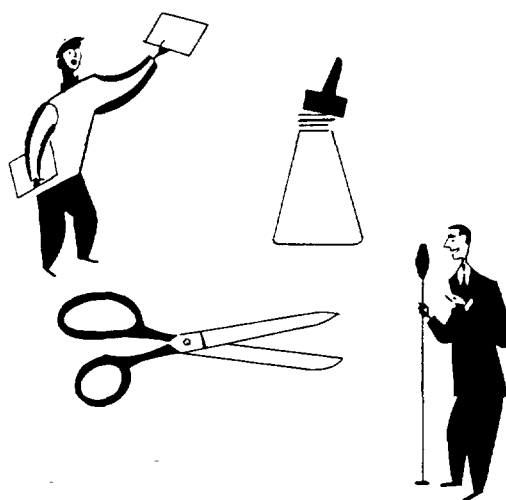
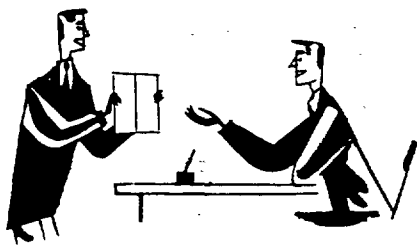


Here is your **SHEETROCK**
THE FIREPROOF GYPSUM WALLBOARD
and **USG Sheathing**
Advertising Guide
for 1949

everything you need
to help you
ADVERTISE
LOCALLY



BB026 1734



**Tell the Amazing
SHEETROCK Story
to your customers ...**

Here are

NEWSPAPER Ad Mats

RADIO Spot Announcements

EVERYTHING you need
to make your own ads

ORDER BLANK FOR SHEETROCK ADVERTISING

UNITED STATES GYPSUM CO.
300 West Adams Street
Chicago 6, Illinois

1949 PROGRAM

Please send me the following mats and/or cuts which I plan to use for my local newspaper advertising for SHEETROCK* and USG* Sheathing.

NEWSPAPER AD MATS AND CUTS																							
Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here	Cat. No.	Check Here
250		251		252		253		254		255A		257		258A		260		261A		263		264A	
250A		251A		252A		253A		254A		256		257A		259		260A		262		263A		265	
250B		251B		252B		253B		255		256A		258		259A		261		262A		264		265A	
S100		S101		S102		S103		S104		S105		S106		S107		S108		S109		S110		S111	
S112		S113		S114		S115		S116		S117		S118		S119		S120		S121		S122		S123	
S124		S125		S126		S127		S128		S129		S130		S131		S132							

Copyright United States Gypsum Company
*Trademark Reg. U. S. Pat. Off. WB-26A

YOUR NAME _____ DATE _____

ADDRESS _____

CITY _____ STATE _____

Please Print

BB026 1736

Fold Here and Seal

FIRST CLASS
PERMIT No. 760
Sec. 510 P. L. & R.
Chicago, Ill.

BUSINESS REPLY ENVELOPE

No Postage Stamp Necessary if Mailed in the United States

4c POSTAGE WILL BE PAID BY

UNITED STATES GYPSUM COMPANY

300 WEST ADAMS STREET

Dept. 122

CHICAGO 6, ILLINOIS



BB026 1737

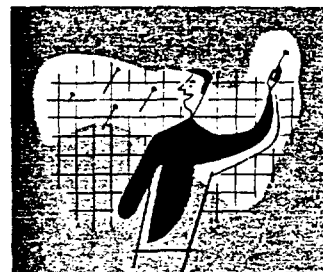
Fold Here

Get the most from your SHEETROCK ADVERTISING . . . Here's what you do:

1

PLAN YOUR SCHEDULE

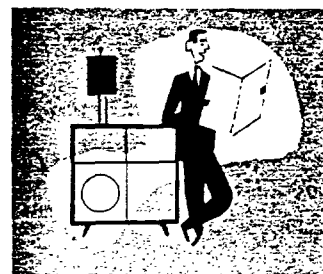
Estimate your gross sales for 1949, and set aside a percentage for advertising. Most companies, big and little, budget 3% to 5% of their anticipated gross sales for advertising. When you have determined the amount you should spend, allocate 50% of that amount to your biggest season, 30% to your secondary season, and spread the remaining 20% over the remaining months of the year. And once you've set your budget, stick to it!



2

NEWSPAPER—OR RADIO—OR BOTH?

Most dealers prefer to use newspapers, but there are hundreds of areas in the country where strong radio stations with an established audience have been found to be more effective. Check the circulation figures of your newspaper and the audience studies of your radio station, as well as their rates, and ask other businessmen what their experience has been. You may find that you can expect best results by allocating a percentage of your budget to radio, the remainder to newspaper advertising.



3

USE THE ADS IN THIS ADVERTISING GUIDE

Whether you choose newspaper—or radio—or both—use the advertising materials in this Advertising Guide. All are based on years of experience in selling SHEETROCK Wallboard . . . on proved selling and advertising principles. All have been prepared by experts. The newspaper ads have plenty of space for your imprint; the radio announcements allow for mention of your name and address two or three times.



4

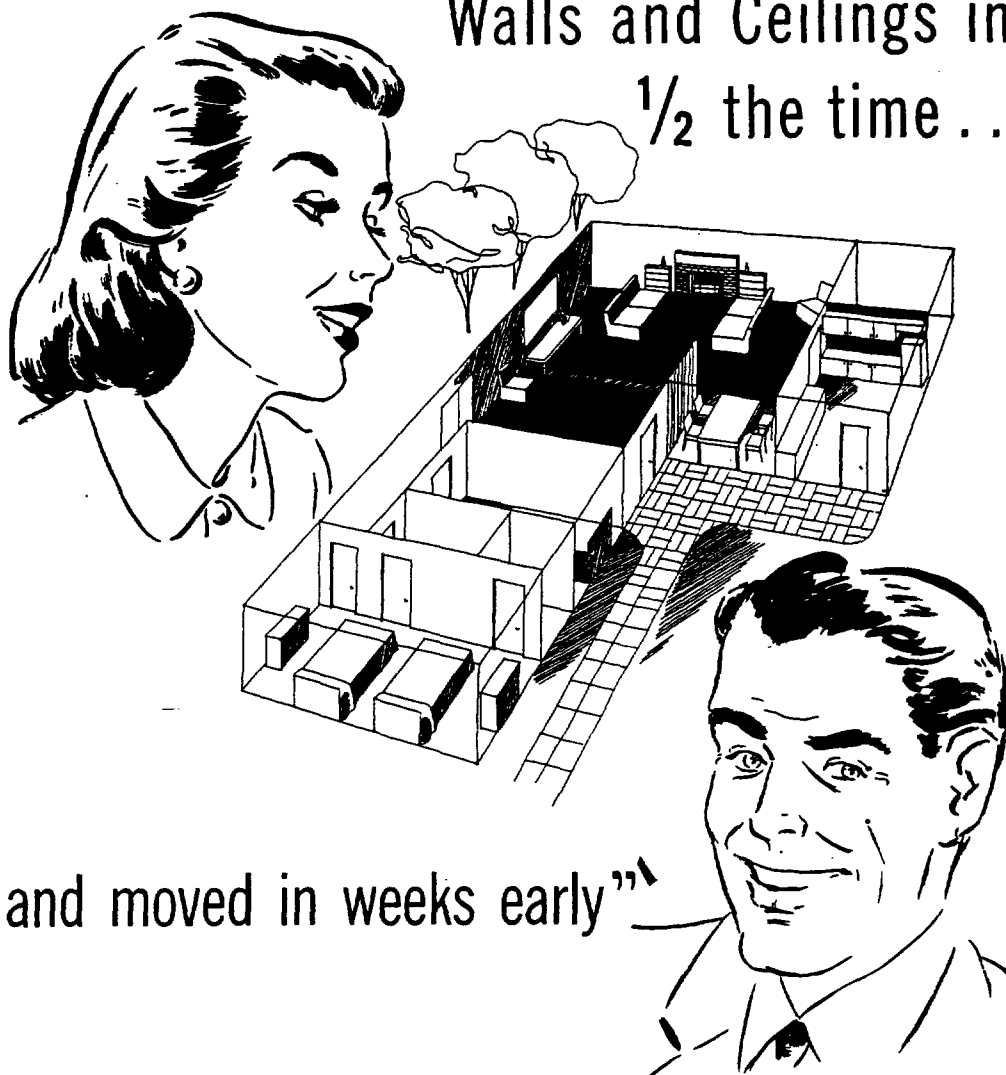
TIE IN YOUR ADS WITH THE SHEETROCK CAMPAIGN

Time all your advertising to tie in with the big nation-wide SHEETROCK advertising campaign . . . and set up your displays, your counter literature, where they'll do you the most good during times of peak public interest in SHEETROCK. If you mail advertising to your customers, time your mailings to go out when these prospects are seeing SHEETROCK ads in the big national magazines . . . when they are seeing or hearing your own SHEETROCK ads.



The SHEETROCK campaign has been planned to give your trade a one-two wallop—be sure they get it!

"Imagine...we got better
Walls and Ceilings in
 $\frac{1}{2}$ the time...



and moved in weeks early"

thanks to
SHEETROCK

T. M. Reg. U. S. Pat. Off.

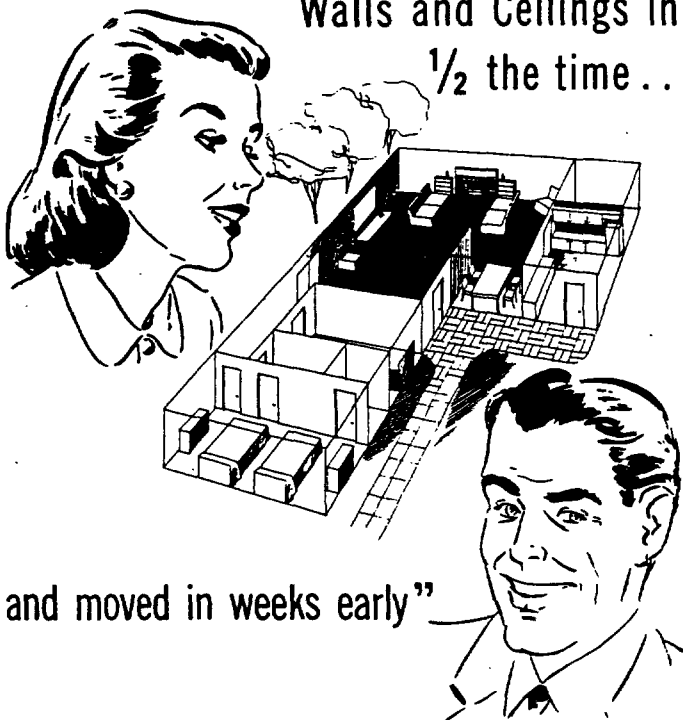
The Fireproof Gypsum Wallboard

Thanks to SHEETROCK, thousands of American families are moving into their new homes months ahead of schedule... for SHEETROCK makes smooth walls and ceilings in half the time, with half the trouble! Saves decorating time, too! SHEETROCK will make it easier for you to build your new home or remodel your present home.

There is only one SHEETROCK wallboard... we sell it

BB026 1739

"Imagine...we got better
Walls and Ceilings in
 $\frac{1}{2}$ the time...



and moved in weeks early"

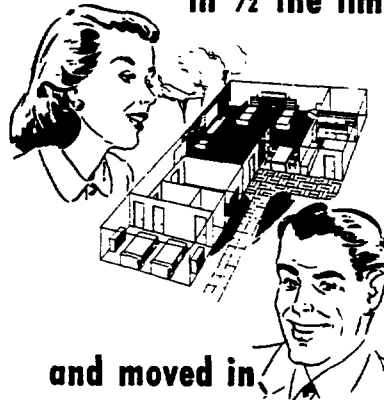
thanks to
SHEETROCK
T. M. Reg. U. S. Pat. Off.
The Fireproof Gypsum Wallboard

Thanks to SHEETROCK, thousands of American families are moving into their new homes months ahead of schedule... for SHEETROCK makes smooth walls and ceilings in half the time, with half the trouble! Saves decorating time, too and will make it easier for you to build or remodel.

There is only one SHEETROCK wallboard... we sell it

Ad No. 250-A 2 cols. x 110 lines

"Imagine...we got
better walls and ceilings
in $\frac{1}{2}$ the time



and moved in
weeks early thanks to

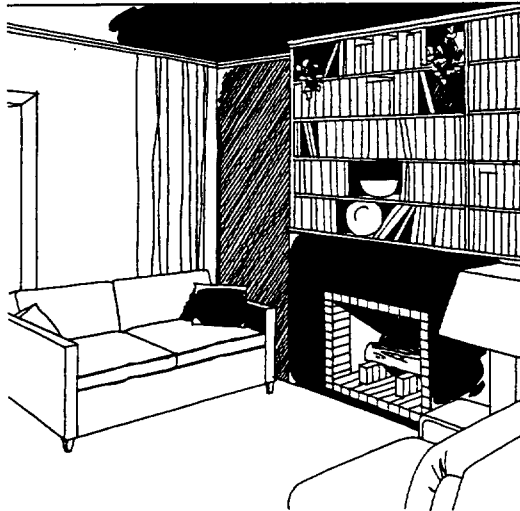
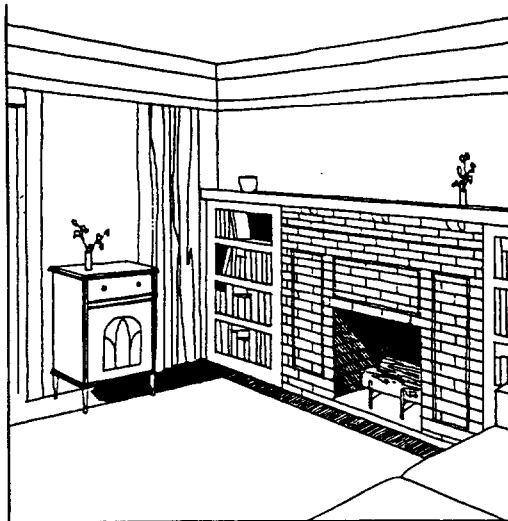
SHEETROCK
T. M. Reg. U. S. Pat. Off.
The Fireproof Gypsum Wallboard

Thanks to SHEETROCK, thousands of American families are moving into their new homes months ahead of schedule... for SHEETROCK makes smooth walls and ceilings in half the time, with half the trouble! Saves decorating time, too! SHEETROCK will make it easier for you to build your new home or remodel your present home.

Ad No. 250-B 1 col. x 100 lines

BB026 1740

New rooms
from old
in just a few hours



remodel with

SHEETROCK

T. M. Reg. U. S. Pat. Off.

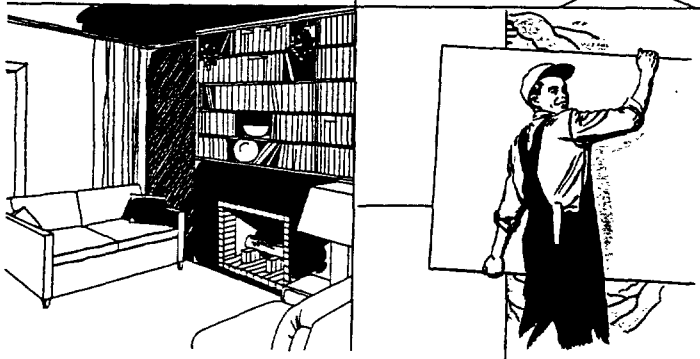
The Fireproof Gypsum Wallboard

It takes half the time—and half the trouble! SHEETROCK goes right over old, unsightly walls and ceilings to make old rooms new, old homes modern. Cost is low, too—because, usually, you don't have to rip out old surfaces! And SHEETROCK adds extra fire protection, because its core of gypsum will not burn. If yours is a problem home, see us about remodeling TODAY!

There is only one SHEETROCK wallboard . . . we sell it

BB026 1741

New rooms
from old
in just a few hours

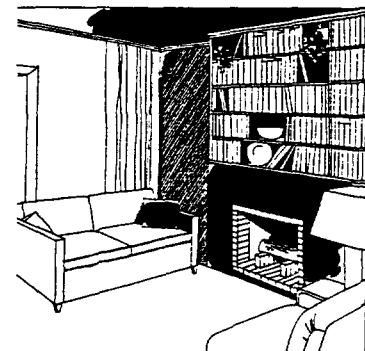


remodel with
SHEETROCK
T. M. Reg. U. S. Pat. Off.
The Fireproof Gypsum Wallboard

It takes half the time—and half the trouble! SHEETROCK goes right over old, unsightly walls and ceilings to make old rooms new, old homes modern. Cost is low, too—because, usually, you don't have to rip out old surfaces! And SHEETROCK adds *extra* fire protection, because its core of gypsum will not burn. If yours is a problem home, see us about remodeling TODAY!

There is only one SHEETROCK wallboard . . . we sell it

Ad No. 251-A 2 cols. x 105 lines



New rooms
from old
in just a few hours

It takes half the time—and half the trouble! SHEETROCK goes right over old, unsightly walls and ceilings to make old rooms new, old homes modern. Cost is low, too—because, usually, you don't have to rip out old surfaces! And SHEETROCK adds *extra* fire protection, because its core of gypsum will not burn. If yours is a problem home, see us about remodeling TODAY!

remodel with
SHEETROCK
T. M. Reg. U. S. Pat. Off.
The Fireproof Gypsum Wallboard

Ad No. 251-B 1 col. x 100 lines

"Here's the finest dry-wall
that can be built"...



THE NEW LAMINATED

SHEETROCK

T. M. Reg. U. S. Pat. Off.

Fireproof Gypsum Wallboard

A DOUBLE WALL SYSTEM

Here's the ultimate in fine dry-wall construction—sturdy, smooth walls that last a housetime! Two layers of SHEETROCK, job laminated, will give your new home extra strength, extra fire protection—and extra value! It's quality construction at moderate cost! Come in and learn the details!

There is only one SHEETROCK wallboard . . . we sell it

BB026 1743

"Here's the finest dry-wall
that can be built"...



THE NEW LAMINATED
SHEETROCK

T. M. Reg. U. S. Pat. Off.

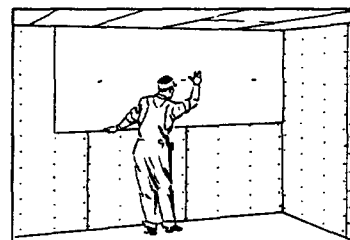
Fireproof Gypsum Wallboard
A DOUBLE WALL SYSTEM

Here's the ultimate in fine construction—sturdy, smooth walls that last a housetime! Two layers of SHEETROCK, job laminated, will give your new home extra strength, extra fire protection—and extra value! It's quality construction at moderate cost. Come in TODAY and learn the details!

There is only one SHEETROCK wallboard . . . we sell it

Ad No. 252-A 2 cols. x 105 lines

Here's the finest
Dry-Wall
that can be built



the New Laminated
SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

A DOUBLE WALL SYSTEM

Here's the ultimate in fine dry-wall construction—sturdy, smooth walls that last a housetime! Two layers of SHEETROCK, job laminated, will give your new home extra strength, extra fire protection—and extra value! It's quality construction at moderate cost. Come in TODAY and learn the details!

Ad No. 252-B 1 col. x 100 lines

BB026 1744

"It's perfect for Dad's room
... and for my room, too!"



the new Knotty Pine Woodgrained SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

fireproof
low in cost
decorates as
it builds

Choose the new Knotty Pine SHEETROCK for the walls of the den or playroom in your new home—and as Junior says, it's ideal for your son's room, too! You'll have the natural beauty of expensive wood paneling, *plus* the advantages of fireproof gypsum. *Also available* beautiful Bleached Mahogany

and Walnut woodgrain effects that faithfully reproduce all the details of the natural wood.

Goes right over old walls easily and inexpensively—ideal for remodeling. Needs no decoration, no joint treatment. Call or see us for full information—**TODAY!**

There is only one SHEETROCK wallboard . . . we sell it

BB026 1745

"It's perfect for Dad's room
... and for my room, too!"



the new Knotty Pine Woodgrained SHEETROCK

T. M. Reg. U. S. Pat. Off.
The Fireproof Gypsum Wallboard

fireproof
low in cost
decorates as
it builds

Choose the new Knotty Pine SHEETROCK for the walls of the den or playroom in your new home. You'll have the natural beauty of expensive wood paneling, *plus* the advantages of fire-proof gypsum. Also available—beautiful Bleached Mahogany

and Walnut woodgrain effects that faithfully reproduce all the details of the natural wood.

Ideal for remodeling. Goes right over old walls. Needs no decoration, no joint treatment. Call or see us for full information —TODAY!

There is only one SHEETROCK wallboard ... we sell it.

Ad No. 253-A 2 cols. x 105 lines



The new Knotty Pine
Woodgrained

SHEETROCK

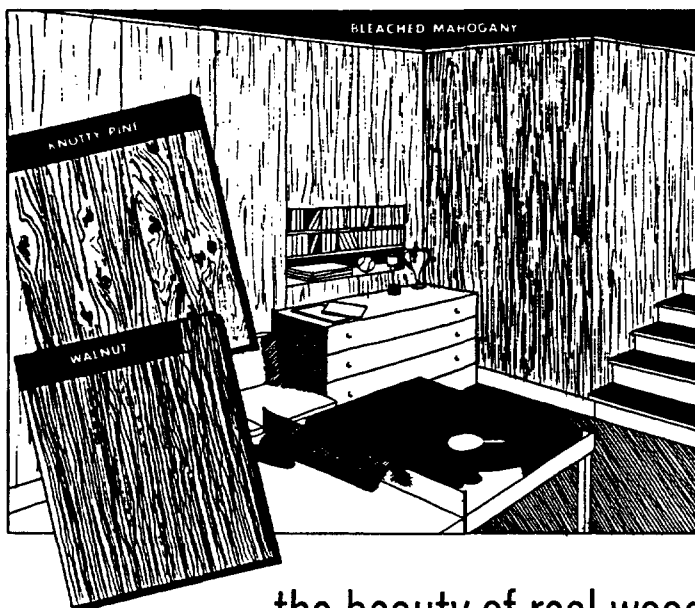
T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

fireproof, low in cost ...
decorates as it builds

Ad No. 253-B 1 col. x 100 lines

BB026 1746



the beauty of real wood
at less cost with . . .

SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

Woodgrained SHEETROCK has the beautiful wood graining pattern of natural wood—*plus* fire protection! It's the sure, low cost way to turn your week-end cabin into an attractive, comfortable cottage. Come in **TODAY** and see these beautiful new patterns—learn how economical remodeling with SHEETROCK really is.

There is only one SHEETROCK wallboard . . . we sell it

Ad No. 254

2 cols. x 105 lines



The beauty of real wood
at less cost with . . .

SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

Woodgrained SHEETROCK has the beautiful wood graining pattern of natural wood—*plus* fire protection! It's the sure, low cost way to turn your week-end cabin into an attractive, comfortable cottage. Come in **TODAY** and see these beautiful new patterns—learn how economical remodeling with SHEETROCK really is.

Ad No. 254-A

1 col. x 100 lines

BB026 1747

INSULATING SHEETROCK

T. M. Reg. U. S. Pat. Off.

The 3-in-1 Fireproof Gypsum Wallboard

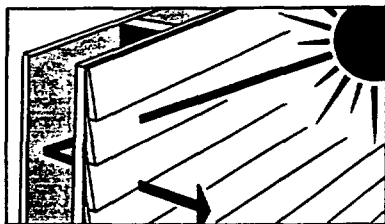
1 BUILDS

... smooth walls and ceilings in half the time, with half the trouble!



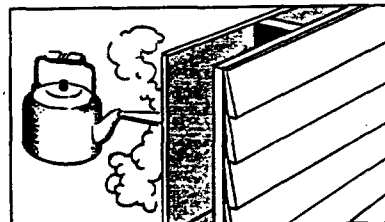
2 INSULATES

... will keep your house warmer in winter, cooler in summer, more comfortable all year long. Has the insulating value of a full half-inch of fiber insulation board.



3 CONTROLS VAPOR CONDENSATION

moisture condensation can cause peeled paint, warped siding, costly structural damage. Insulating SHEETROCK controls condensation—cuts repair bills!



**You get all three—at one time,
one application cost. Fire protection, too!
Ask us about Insulating SHEETROCK today!**

There is only one SHEETROCK wallboard ... we sell it

Ad No. 255

2 cols. x 105 lines

INSULATING SHEETROCK

T. M. Reg. U. S. Pat. Off.

3-in-1

Fireproof Gypsum Wallboard

1 BUILDS

... smooth walls and ceilings in half the time, with half the trouble!



2 INSULATES

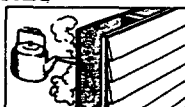
... will keep your home warmer in winter, cooler in summer, more comfortable all year long. Has the insulating value of a full half-inch of fiber insulation board.



3

CONTROLS VAPOR CONDENSATION

moisture condensation can cause peeled paint, warped siding, costly structural damage. Insulating SHEETROCK controls condensation—cuts repair bills!



**You get all three—at one time,
one application cost. Fire protection, too!
Ask us about Insulating
SHEETROCK today!**

Ad No. 255-A

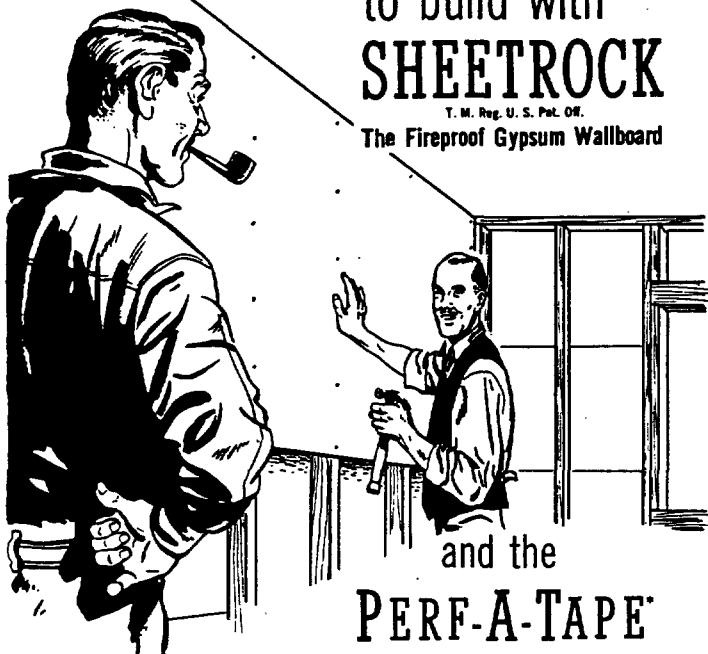
1 col. x 100 lines

BB026 1748

Smooth, sturdy walls are easy
to build with
SHEETROCK

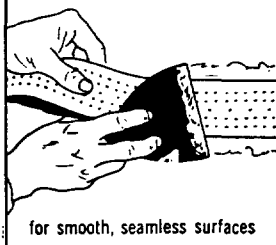
T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard



and the
PERF-A-TAPE
Joint System

PERF-A-TAPE Joint System



for smooth, seamless surfaces

Thanks to SHEETROCK thousands of American families are moving into their new homes *weeks and months* ahead of schedule . . . for fireproof SHEETROCK not only goes up fast, but saves decorating time, too! Come in TODAY, see how SHEETROCK and PERF-A-TAPE* reinforcement can help you build NOW!

*T. M. Reg. U. S. Pat. Off.

There is only one SHEETROCK wallboard . . . we sell it

Ad No. 256

2 cols. x 105 lines

Smooth
Sturdy
Walls



easy to build with

SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

Thanks to SHEETROCK thousands of American families are moving into their new homes *weeks and months* ahead of schedule . . . for fireproof SHEETROCK not only goes up fast, but saves decorating time, too! Come in TODAY, see how SHEETROCK and PERF-A-TAPE* reinforcement can help you build NOW!

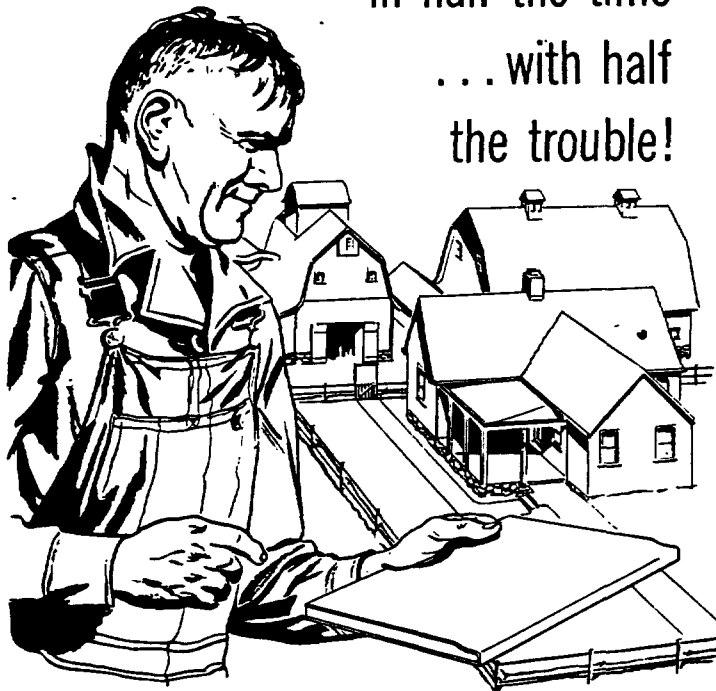
*T. M. Reg. U. S. Pat. Off.

Ad No. 256-A

1 col. x 100 lines

0802617484

In half the time
... with half
the trouble!



I built strong,
smooth walls
with
SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

Fireproof SHEETROCK goes up quickly and easily in *any* home, new or old . . . it's helping to get thousands of American families into their new homes *weeks and months* ahead of schedule. SHEETROCK can make it easier for *you* to build *your new home*! It's ideal for remodeling, too, and always easy to decorate. See us—learn how amazing SHEETROCK can save you time, save you trouble—save you money, too!

There is only one SHEETROCK wallboard . . . we sell it

Ad No. 257

2 cols. x 105 lines

"In half the time
... with half
the trouble!"



I built strong,
smooth walls"

Fireproof SHEETROCK goes up quickly and easily in *any* home, new or old . . . it's helping to get thousands of American families into their new homes *weeks and months* ahead of schedule. SHEETROCK can make it easier for *you* to build *your new home*! It's ideal for remodeling, too, and always easy to decorate. See us—learn how amazing SHEETROCK can save you time, save you trouble—save you money, too!

SHEETROCK

T. M. Reg. U. S. Pat. Off.

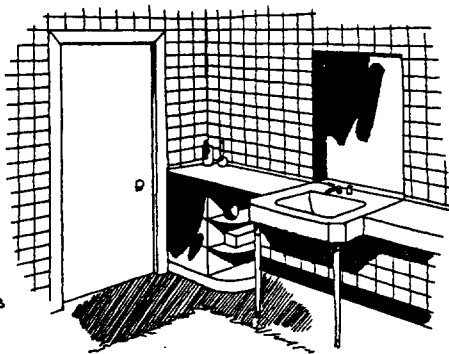
The Fireproof Gypsum Wallboard

Ad No. 257-A

1 col. x 100 lines

RECEIVED 174813

"We got the beauty
of tile at a
fraction of the cost!"



we remodeled with
SHEETROCK Tileboard™

T. M. Reg. U. S. Pat. Off. The Fireproof Gypsum Wallboard

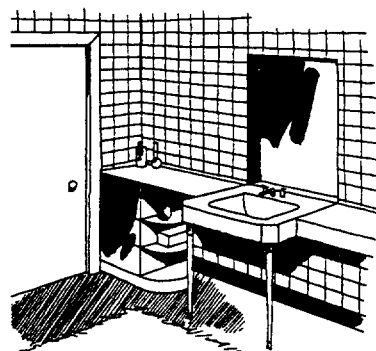
A beautiful, *modern* bathroom in a few days . . . for just a few dollars! You can do it with SHEETROCK Tileboard because it's easy to put up, and easy to decorate with gleaming enamel. Come in **TODAY**—learn how amazing SHEETROCK saves you time and money in every room.

There is only one SHEETROCK wallboard . . . we sell it

Ad No. 258

2 cels. x 105 lines

The Beauty of Tile
AT A FRACTION OF THE COST



remodel with
SHEETROCK
T. M. Reg. U. S. Pat. Off.
Tileboard

The Fireproof Gypsum Wallboard

A beautiful, *modern* bathroom in a few days . . . for just a few dollars! You can do it with SHEETROCK Tileboard because it's easy to put up, and easy to decorate with gleaming enamel. Come in **TODAY**—learn how amazing SHEETROCK saves you time and money in every room.

Ad No. 258-A

1 cel. x 100 lines

BB026 1749

My kitchen looks like tile . . .
washes like
tile . . .



we modernized with
SHEETROCK
T. M. Reg. U. S. Pat. Off.

Tileboard
The Fireproof Gypsum Wallboard

and made a
big saving!

Here's a kitchen that's clean and attractive . . . Want one just like it? Then ask **TODAY** about **SHEETROCK Tileboard**. It makes sparkling, modern kitchens in old homes and new! Fire-proof . . . Economical. Ask about it . . . see it . . . **TODAY**.

There is only one **SHEETROCK** wallboard . . . we sell it

Ad No. 259

2 cols. x 105 lines

My kitchen looks like tile...
washes like tile...



We modernized with
SHEETROCK
T. M. Reg. U. S. Pat. Off.

Tileboard

The Fireproof Gypsum Wallboard
and made a big saving!

Here's a kitchen that's clean and attractive . . . Want one just like it? Then ask **TODAY** about **SHEETROCK Tileboard**. It makes sparkling, modern kitchens in old homes and new! Fire-proof . . . Economical. Ask about it . . . see it . . . **TODAY**.

Ad No. 259-A

1 col. x 100 lines

BB026 1750

Here is a strong,
smooth wall
that takes any
decoration

SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

Ideal for new construction
or remodeling

Any decoration . . . paint, texture or wallpaper goes on just as soon as the wall is in place! There's no delay, no need for special skill with tools! Your carpenter and decorator can build the wall in just a few hours, or if you're handy with tools you can do it yourself. Fireproof SHEETROCK saves time, saves money . . . will last the lifetime of your home. Ask us about SHEETROCK TODAY!

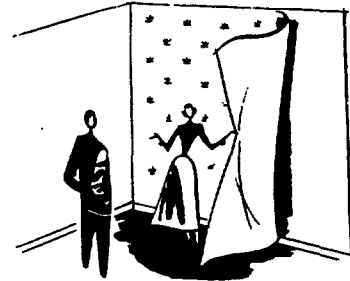


There is only one SHEETROCK wallboard . . . we sell it

Ad No. 260

2 cols. x 105 lines

Here is a strong,
smooth wall
that takes any
decoration



SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

Ideal for new construction
or remodeling

Any decoration . . . paint, texture or wallpaper goes on just as soon as the wall is in place! There's no delay, no need for special skill with tools! Your carpenter and decorator can build the wall in just a few hours, or if you're handy with tools you can do it yourself. Fireproof SHEETROCK saves time, saves money . . . will last the lifetime of your home. Ask us about SHEETROCK TODAY!

Ad No. 260-A

1 col. x 100 lines

BB026 1751



"We feel safe
in our summer home . . .

We used **SHEETROCK**"

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

There's an easy way to make your summer cottage a summer HOME . . . build or remodel with SHEETROCK, the *fireproof* gypsum wallboard! Low cost SHEETROCK goes up fast right over old walls or bare studs—adds extra fire protection, extra comfort—gives you walls and ceilings just like those in city homes. Come in TODAY—learn how easy it is—how little it costs!

There is only one SHEETROCK wallboard . . . we sell it

Ad No. 261

2 cols. x 105 lines

"We feel safe in our
summer home . . .



We used

SHEETROCK"

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

There's an easy way to make your summer cottage a summer HOME . . . build or remodel with SHEETROCK, the *fireproof* gypsum wallboard! Low cost SHEETROCK goes up fast right over old walls or bare studs—adds extra fire protection, extra comfort—gives you walls and ceilings just like those in city homes. Come in TODAY—learn how easy it is—how little it costs!

Ad No. 261-A

1 col. x 100 lines

BB026 1752



USG[®] SHEATHING

offers more
costs less

The gypsum core makes USG Sheathing fireproof—and it's asphalted to make it water-repellent! Here's *double protection* for your new home—at *less cost than ordinary sheathing*! Goes up fast, with tongue-and-groove edges that assure tight construction. If you're planning to build, investigate **TODAY!**

•T. M. Reg. U. S. Pat. Off.

The Difference is in the Core

Ad No. 262

2 cols. x 105 lines

USG

T. M. Reg. U. S. Pat. Off.

SHEATHING

offers more
costs less



The gypsum core makes USG Sheathing fireproof—and it's asphalted to make it water-repellent! Here's *double protection* for your new home—at *less cost than ordinary sheathing*! Goes up fast, with tongue-and-groove edges that assure tight construction. If you're planning to build, investigate **TODAY!**

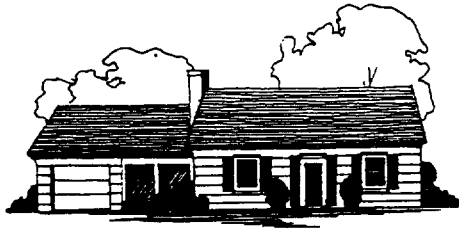
The Difference is in the Core

Ad No. 262-A

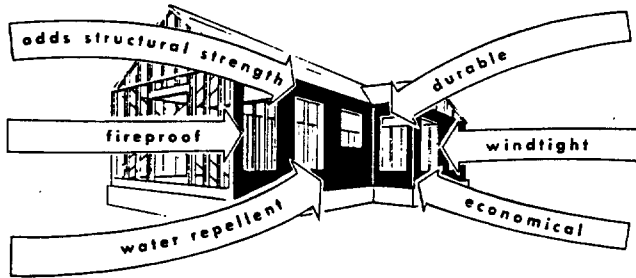
1 col. x 100 lines

BB026 1753

Now—more beauty from asbestos siding



plus the advantages of USG* Sheathing



**THANKS
TO THE
NEW**

SHADOW-LOCK ATTACHMENT SYSTEM

Now—you can attach asbestos cement siding such as GLATEX* directly to USG* Sheathing! You get all the advantages of both these popular products, *plus* remarkable eye-appeal! Precision-formed aluminum channels join

the courses, special angle strips close the corners. It's self-aligning, self-supporting, easier and costs less to erect. Ask about the new Shadow-Lock Attachment System TODAY!

*T. M. Reg. U. S. Pat. Off.

There is only one SHEETROCK wallboard . . . we sell it

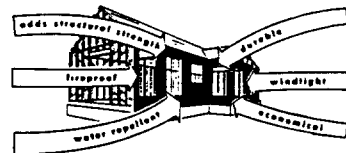
Ad No. 263

2 cols. x 105 lines

NOW More beauty from
Asbestos Siding



PLUS the advantages of
USG* Sheathing



thanks to the NEW

SHADOW-LOCK ATTACHMENT SYSTEM

Now—you can attach asbestos cement siding such as GLATEX* directly to USG* Sheathing! You get all the advantages of both these popular products, *plus* remarkable eye-appeal! Precision-formed aluminum channels join the courses, special angle strips close the corners. It's self-aligning, self-supporting, easier and costs less to erect. Ask about the new Shadow-Lock Attachment System TODAY!

*T. M. Reg. U. S. Pat. Off.

Ad No. 263-A

1 col. x 100 lines

BB026 1754

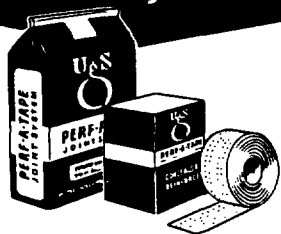
**A Sure Way
to build smooth walls...**

SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard

**plus the
PERF-A-TAPE
Joint System**



Building or remodeling? Use SHEETROCK, of course. And then conceal and reinforce the joints of these big gypsum board panels with the PERF-A-TAPE Joint System. You'll have smooth walls and ceilings that will last the lifetime of your home!

But be sure you specify PERF-A-TAPE* reinforcement tape and cement—the Joint System made exclusively by the manufacturers of SHEETROCK gypsum wallboard.

*T. M. Reg. U. S. Pat. Off.

Ad No. 264-A 1 col. x 84 lines

**A Sure Way
to build
smooth walls...**

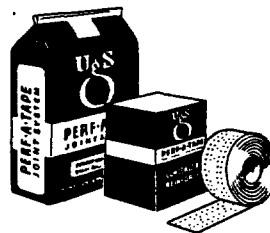
SHEETROCK

T. M. Reg. U. S. Pat. Off.

The Fireproof Gypsum Wallboard



**plus the
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But be sure you specify PERF-A-TAPE* reinforcement tape and cement—the Joint System made exclusively by the manufacturers of SHEETROCK gypsum wallboard.

*T. M. Reg. U. S. Pat. Off.

Ad No. 264 1 col. x 150 lines

BB026 1755

If it's a dream house
you're planning . . .

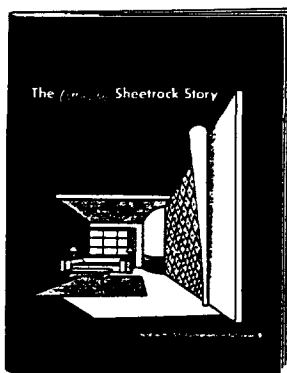


you'll
want to see
this sensational
new book

Beautifully illustrated with dozens of full-color pictures, *The Amazing SHEETROCK® Story* will show you how that home you've been dreaming about is going to look . . . and how you can build it NOW!

This big, beautiful, amazing new book will show you how SHEETROCK wallboard cuts building time and building costs . . . how this fireproof gypsum wallboard increases safety . . . how you can decorate SHEETROCK to suit your taste . . . how it makes smooth walls and ceilings in half the time, with half the trouble!

It's the book home owners and builders have been waiting for. Come in and see it TODAY!



*T. M. Reg. U. S. Pat. Off.

we have it . . . come in . . . see it today

Ad No. 265

2 cols. x 105 lines

If it's a dream house
you're planning



you'll want to see
this great new book

Beautifully illustrated with 153 full-color pictures, *The Amazing SHEETROCK® STORY* will show you how that dream home is going to look . . . how you can build it NOW!

You'll learn how SHEETROCK, The Fireproof Gypsum Wallboard, builds smooth, seamless walls and ceiling surfaces in half the time, with half the trouble!

It's the book home owners and builders have been waiting for.

*T. M. Reg. U. S. Pat. Off.

Ad No. 265-A

1 col. x 100 lines

BB026 1756

Your local radio station will sell **SHEETROCK**

T. M. Reg. U. S. Pat. Off.

Gypsum Wallboard, too!

These one-minute announcements will get you prospects and bring traffic into your store



Caution:

Be sure to insert your name and address where indicated,
before giving any of these scripts to your radio station

SHEETROCK book

Newsboy: (fading in) Extree, extree, read all about it! It's amazing—it's amazing!

Woman: What's amazing?

Newsboy: Haven't you heard—it's THE AMAZING SHEETROCK STORY!

Man: Come to (dealer's name and address) TODAY and see this big, beautiful, amazing new book that shows you how YOU can have smooth walls and ceilings—how SHEETROCK, the fireproof gypsum wallboard, saves half the time, half the trouble—how SHEETROCK saves you money, too!

Newsboy: Come to (dealer's name and address) and see this amazing new book that tells you why SHEETROCK makes it easier to get that new home you want . . . NOW!

Man: And get your copy of the FREE folder that shows how SHEETROCK cuts weeks from building time! Come in TODAY—come to (dealer's name and address) TODAY!

Newsboy: (fading off) Read all about it—THE AMAZING SHEETROCK STORY! It's amazing—it's amazing!

SHEETROCK book

Woman: Have you seen it—have you read it? It's amazing!

Man: It's THE AMAZING SHEETROCK STORY—the big, beautiful, amazing new book that's waiting for you at (dealer's name and address). Come in TODAY!

Woman: THE AMAZING SHEETROCK STORY shows you how SHEETROCK, the fireproof gypsum wallboard, gives you smooth walls and ceilings in half the time, with half the trouble . . . how SHEETROCK saves money . . . how SHEETROCK helps you get your new home . . . NOW!

Man: Come to (dealer's name and address) TODAY and get your FREE folder . . . shows how fireproof SHEETROCK cuts weeks from building time . . . how to paint or paper SHEETROCK any way you want!

Woman: It's amazing!

Man: Yes, it is amazing—THE AMAZING SHEETROCK STORY! Come to (dealer's name and address) and learn all about it TODAY!

SHEETROCK saves building time

(Doorbell rings)

(Door opens)

First Woman: Goodness, Ginny, I'm glad to see you—come right in and see our new home.

Second Woman: Marge, it's marvelous—and you moved in 'way ahead of time!

First Woman: Two months ahead of schedule—thanks to SHEETROCK!

Announcer: Thanks to SHEETROCK, the fireproof gypsum wallboard, thousands of American families are moving into their new homes months ahead of schedule . . . for SHEETROCK makes smooth walls and ceilings in half the time, with half the trouble! Come to (dealer's name and address) TODAY—learn all about amazing SHEETROCK . . . how it saves time and money . . . makes it easier for you to build your new home NOW! Learn how easily you paint or paper SHEETROCK to suit your own taste! Sturdy, rugged SHEETROCK lasts a houseful! Come to (dealer's name and address) and learn all about SHEETROCK TODAY!

SHEETROCK saves building time

Half the time—half the trouble—and a lot less money! You save all three ways when you use SHEETROCK, the fireproof gypsum wallboard, for your walls and ceilings! Fireproof SHEETROCK goes up quickly and easily in any home, new or old . . . and SHEETROCK makes smooth walls and ceilings that are easy to decorate with paint or wallpaper. Drop in at (dealer's name and address) TODAY and learn THE AMAZING SHEETROCK STORY . . . see how fireproof SHEETROCK can help you build or remodel NOW—get you in quicker, and at lower cost, too! Remember the name—(dealer's name)—and the address—(dealer's address). Come in TODAY and see for yourself. You save all three ways with fireproof SHEETROCK!

EETROCK in summer cottages

Be close to Nature all summer long—in a cottage that's as neat and attractive as any city home. How? By lining your summer cottage with SHEETROCK, the fireproof gypsum wallboard that goes up fast, is low in cost, and makes smooth walls and ceilings. It's the easy, low cost way to turn your summer cottage into a summer HOME... to get that important extra protection from fire! Stop in at (dealer's name and address), and learn how easy it is—how little it costs—to make your summer place cozy and comfortable. Remember, SHEETROCK adds extra protection... because SHEETROCK is made of fireproof gypsum, the mineral that will not burn. Come to (dealer's name and address) TODAY—learn what SHEETROCK can do for you!

Fire resistance

Announcer: Hear that noise? The Fire Department is under way... let's hope that wherever the fire is, it's delayed until the firemen arrive! SHEETROCK, the fireproof gypsum wallboard, delays fire—furnishes that extra fire protection that can make all the difference between minor damage and total loss—that can save life as well as property whenever there's a fire! Standard 1/2-inch SHEETROCK will confine a fire to the room of its origin for one-half hour or longer—plenty of time for the Fire Department to arrive! Drop in at (dealer's name and address) TODAY and learn all about amazing SHEETROCK—what it means to you in added fire protection, how quickly it goes up! Got that name and address? It's (dealer's name and address)... come in TODAY!

Insulating SHEETROCK

Announcer: Planning to build a new home? Then there's a three-in-one building material you must not overlook... Insulating SHEETROCK wallboard. It has the same tough, fireproof gypsum core as standard SHEETROCK—plus a sheet of aluminum foil permanently laminated to the back. This aluminum foil prevents dangerous moisture condensation inside walls—and that's the common cause of peeled paint and warped siding. And—insulating SHEETROCK insulates. Aluminum foil will keep your home up to 15 degrees cooler in summer, warmer in winter, more comfortable all year long! Now you know why insulating SHEETROCK is called the three-in-one material. It does all three things at one time—at one application cost! Ask (dealer's name and address) about insulating SHEETROCK TODAY! That's (dealer's name and address)... come in TODAY!

EETROCK in summer cottages

Make your summer cottage a summer HOME—be sure that it's as attractive and pleasant as your place in the city! There's an easy, low cost way to do it—in one operation, with one material. What is it? SHEETROCK, of course... SHEETROCK, the fireproof gypsum wallboard. And the new Knotty Pine SHEETROCK has the beauty of natural wood—plus that important extra protection from fire! Drop in at (dealer's name and address) TODAY, and learn all about amazing new Knotty Pine SHEETROCK—learn what extra fire protection these fireproof gypsum panels provide. Come to (dealer's name and address) TODAY—learn all about it! Come to (dealer's name and address) TODAY, and learn THE AMAZING SHEETROCK STORY!

Fire resistance

Announcer: Where's the fire? Suppose it's 'way out on the edge of town—or further out, beyond the city limits? That fire has got to be delayed until the fire department arrives! SHEETROCK, the fireproof gypsum wallboard, delays fire—because the core of SHEETROCK is made of gypsum, the mineral that will not burn. When your walls and ceilings are SHEETROCK, you're sure of extra fire protection! Standard 1/2-inch SHEETROCK will confine a fire for half an hour or even longer—plenty of time for the Fire Department to arrive! Drop in at (dealer's name and address) TODAY, and hear the amazing, fireproof SHEETROCK story! Got that name and address? It's (dealer's name and address)... come in TODAY!

Insulating SHEETROCK

First Voice: It does all three things at one time—

Second Voice: At one application cost!

First Voice: Yes, Insulating SHEETROCK wallboard, the three-in-one building material, does all three at one time—insulates, controls moisture condensation, and forms smooth walls and ceilings.

Second Voice:—has the same insulating value as a full half inch of fiber insulation board—keeps your home cooler in summer, warmer in winter, more comfortable all year long!

First Voice: Ask (dealer's name and address) about Insulating SHEETROCK TODAY!

Second Voice:—prevents moisture condensation inside walls—and that's the common cause of peeled paint, warped siding, much serious structural damage!

First Voice: No wonder they use Insulating SHEETROCK in the finest new homes! Ask (dealer's name and address) about Insulating SHEETROCK TODAY!

G Sheathing

Notice all the new homes going up around town? Well, the black panels they put right over the framework of these new houses certainly speed up construction... they're one of the big reasons why you may be able to move into that new home you've been dreaming about this year! Know what those black panels are? They're USG Sheathing—they give you extra fire protection and strengthen the home—and USG Sheathing is water-repellent too! A product of United States Gypsum, it weathers all weather. Drop in at (dealer's name and address) TODAY, and learn all about amazing, low cost USG Sheathing—see how it will help you build a better, stronger home NOW! Got that name and address? It's (dealer's name and address)... come in TODAY!

Double Wall System

First Man: I'm certainly impressed with your new home, Joe—I've looked at a lot of these new houses, and none of them come up to yours.

Second Man: Of course, I'm glad you like our place, Ed. It's built of the best all the way through. Take these walls, for instance—they're the last word in fine construction—they're laminated SHEETROCK gypsum board, a double wall system!

Announcer: Yes, laminated SHEETROCK wallboard is the last word in fine construction! Two layers of SHEETROCK, securely bonded together with SHEETROCK adhesive, give you sturdy walls that last a lifetime! There's extra fire protection, too, because a full 3/4 inch of fireproof gypsum, the mineral that will not burn, covers every wall! Come to (dealer's name and address) TODAY and learn all about the SHEETROCK Double Wall—the last word in fine construction!

SHEETROCK on the farm

First Voice: SHEETROCK makes it easy!

Second Voice: How's that?

First Voice: SHEETROCK makes it easy for me to do my own building and remodeling on my farm!

Announcer: Yes, SHEETROCK, the fireproof gypsum wallboard, makes it easy for you to do your own building and remodeling around the farm... to build smooth walls and ceilings in farm homes... to make barns and stock buildings safer, warmer, more comfortable... to increase cattle, hog and poultry profits! And SHEETROCK adds vital extra protection against fire because SHEETROCK is made of gypsum, the mineral that will not burn! Drop in at (dealer's name and address) next time you're in town and learn all about amazing SHEETROCK... how it can cut your building costs, save you time—and increase farm profits, too! Got that name and address? It's (dealer's name and address)... we'll be looking for you next time you're in town!

USG Sheathing

mer: It's all the siding I need for any building on my farm!

nouncer: What is it that's all the siding you need?

mer: USG Sheathing, of course. It's water-repellent, fireproof and strong—will do everything that lumber will, and costs a whole lot less. As far as I'm concerned, it's the ideal siding for service buildings—and when I build my new house, you can be sure I'll use it over the frame and underneath the siding.

nouncer: Yes, USG Sheathing is the ideal siding for any service building—and the ideal gypsum sheathing for YOUR new home! Next time you're in town learn all about this amazing material. When you build with USG Sheathing you do not need building paper... it's a big money-saver and time-saver that will help you get that new home NOW! That's (dealer's name and address).

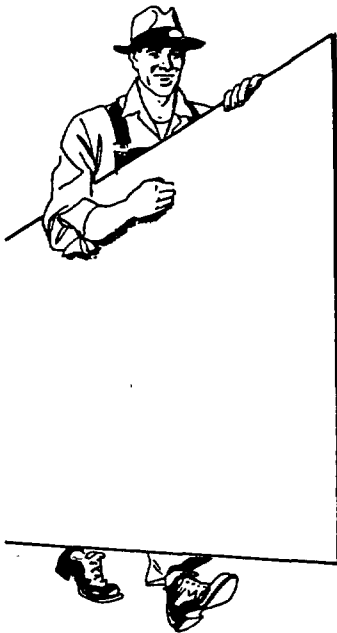
Double Wall System

Announcer: Have you noticed? All the leading styles of architecture are represented in the fine new homes going up out on the edge of town. Modern—Colonial—Georgian—you can see every style. But no matter what kind of architecture you prefer, you'll find one thing that many of the very finest new homes have in common. They're built with laminated SHEETROCK gypsum board, a double wall system! It's the last word in fine construction—gives extra fire protection, adds strength, and lasts a lifetime... no wonder it's used in the finest new homes! Visit (dealer's name and address) TODAY and learn all about laminated SHEETROCK wallboard—see how two layers of SHEETROCK will improve the value of your new home—learn what this means in added strength, added fire protection. Come to (dealer's name and address), and hear this amazing chapter in the amazing SHEETROCK story!

SHEETROCK on the farm

Announcer: Here's a tip for every farmer and home maker who does his own building and remodeling... you can do it with SHEETROCK! SHEETROCK, the fireproof gypsum wallboard, makes smooth walls and ceilings in half the time, with half the trouble—and it's ideal for building partitions and lining work buildings, too! With this fireproof gypsum wallboard you can do jobs you'd be afraid to tackle with any other material! And SHEETROCK adds extra fire safety, because the core of SHEETROCK is fireproof gypsum, the mineral that will not burn... that's awfully important to families that live out in the country, away from city fire protection! Next time you're in town stop in at (dealer's name and address)... we'll show you sample plans for any job you have in mind... help you figure the materials required, and give you our suggestions. Got that name and address? It's (dealer's name and address)... we'll be looking for you!

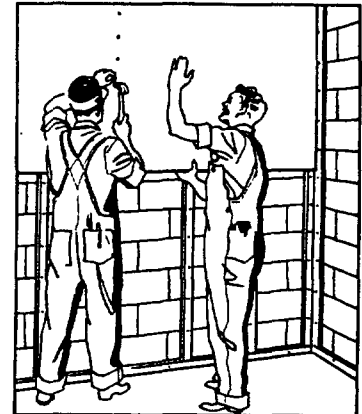
CUTS YOU'LL WANT TO MAKE YOUR OWN ADS



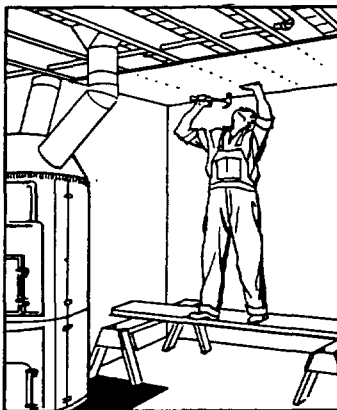
SHEETROCK HANDLES EASILY
S-100



ATTIC REMODELING
S-101



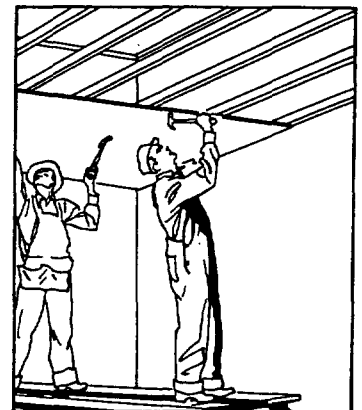
BASEMENT REMODELING
S-102



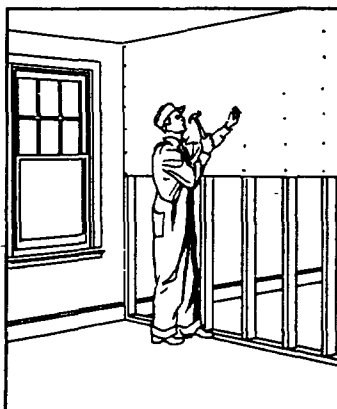
BASEMENT REMODELING
S-103



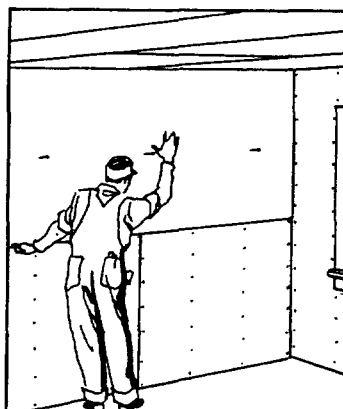
REMODELING
S-104



LOWERED CEILINGS
S-105



PARTITIONING
S-106



DOUBLE WALL SYSTEM
S-107



SHEETROCK TILEBOARD
S-108

SHEETROCK

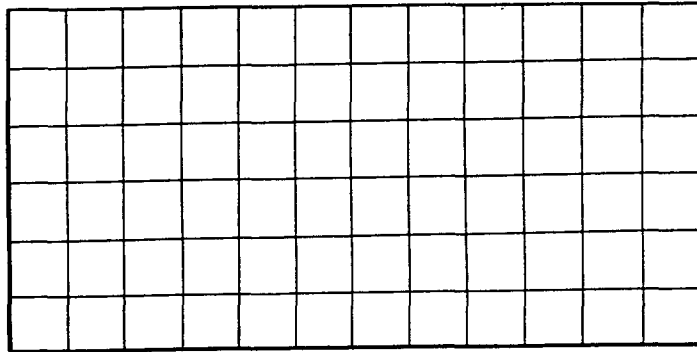
T. M. Reg. U. S. Pat. Off.
S-109

SHEETROCK

T. M. Reg. U. S. Pat. Off.
S-110

SHEETROCK

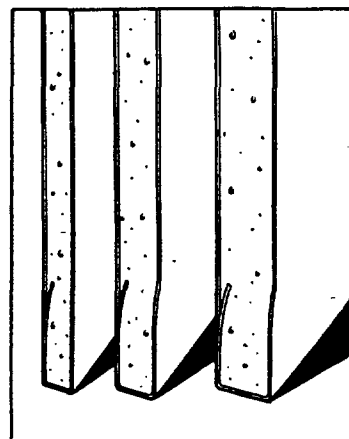
T. M. Reg. U. S. Pat. Off.
S-111



SHEETROCK TILEBOARD
S-112



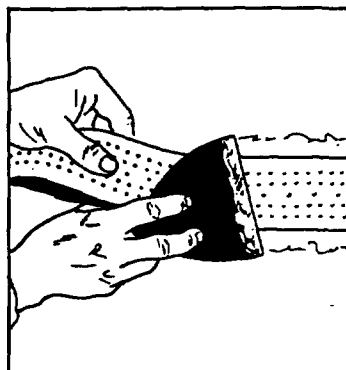
SHEETROCK ON THE JOB
S-114



3 THICKNESSES
S-113

PERF-A-TAPE
S-115

PERF-A-TAPE
S-116

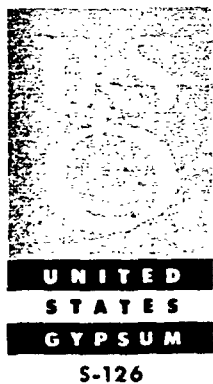


USG SHEATHING
 T. M. Reg. S-124
 U. S. Pat. Off.

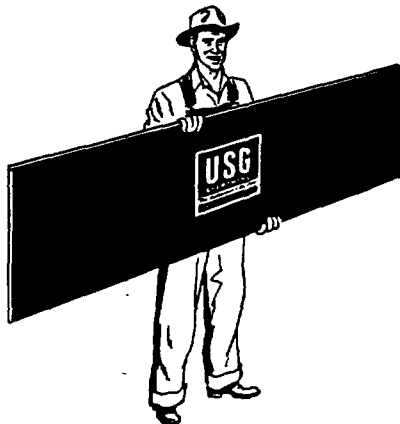
USG SHEATHING
 T. M. Reg. U. S. Pat. Off. S-125



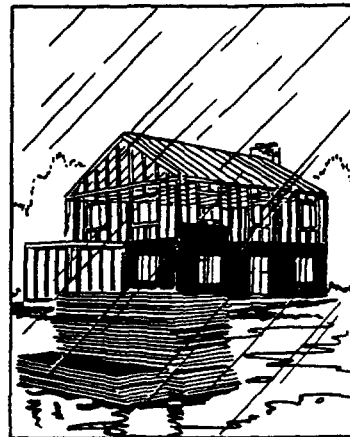
S-132



S-129



S-130



S-131

HANDY RECORD CHART FOR YOUR LOCAL NEWSPAPER AND RADIO ADVERTISING

MONTH	NEWSPAPER	RADIO
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

BB062-17624

January 1949	February 1949	March 1949
S M T W T F S	S M T W T F S	S M T W T F S
1	1 2 3 4 5	1 2 3 4 5
2 3 4 5 6 7 8	6 7 8 9 10 11 12	6 7 8 9 10 11 12
9 10 11 12 13 14 15	13 14 15 16 17 18 19	13 14 15 16 17 18 19
16 17 18 19 20 21 22	20 21 22 23 24 25 26	20 21 22 23 24 25 26
²³ ₃₀ ²⁴ ₃₁ 25 26 27 28 29	27 28	27 28 29 30 31
April 1949	May 1949	June 1949
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6 7	1 2 3 4
3 4 5 6 7 8 9	8 9 10 11 12 13 14	5 6 7 8 9 10 11
10 11 12 13 14 15 16	15 16 17 18 19 20 21	12 13 14 15 16 17 18
17 18 19 20 21 22 23	22 23 24 25 26 27 28	19 20 21 22 23 24 25
24 25 26 27 28 29 30	29 30 31	26 27 28 29 30
July 1949	August 1949	September 1949
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3
3 4 5 6 7 8 9	7 8 9 10 11 12 13	4 5 6 7 8 9 10
10 11 12 13 14 15 16	14 15 16 17 18 19 20	11 12 13 14 15 16 17
17 18 19 20 21 22 23	21 22 23 24 25 26 27	18 19 20 21 22 23 24
²⁴ ₃₁ 25 26 27 28 29 30	28 29 30 31	25 26 27 28 29 30
October 1949	November 1949	December 1949
S M T W T F S	S M T W T F S	S M T W T F S
1	1 2 3 4 5	1 2 3
2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10
9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17
16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24
²³ ₃₀ ²⁴ ₃₁ 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31

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