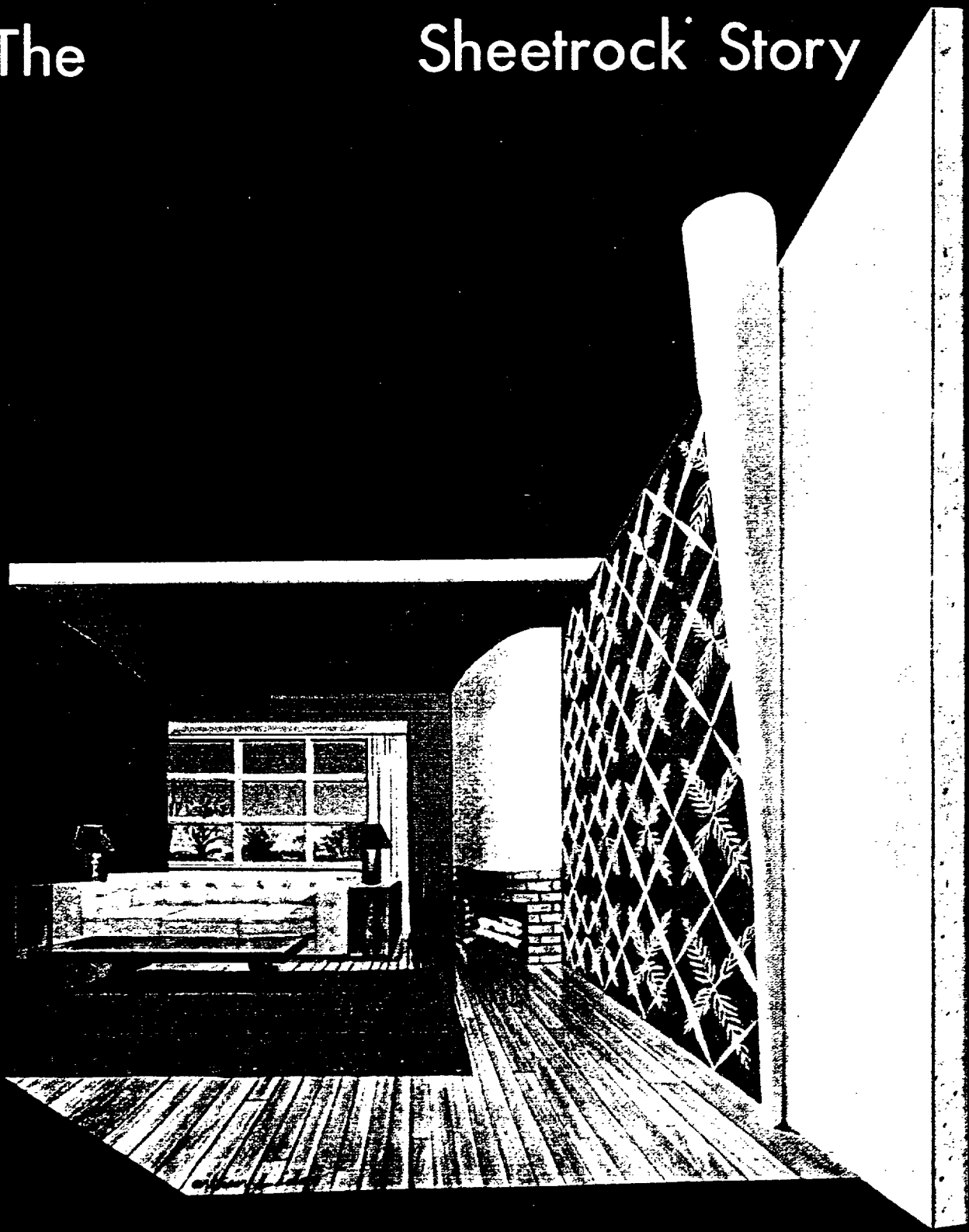
PLAINTIFF'S EXHIBIT
USG-1766

The Sheetrock® Story



told with 153 illustrations in full color

BB026 1776

Tremendous bookcase wall dominates this brilliant apartment living room. Delicate wallpaper in the dining alcove echoes the Chinese atmosphere. Wall arrangement at left gives importance to a collection of tiny curios.



Now you can build and decorate better WALLS and CEILINGS in ½ the time

Visualize the decoration peeled away from the interiors shown on these pages. Picture the basic wall or ceiling exposed.

You'd see a broad flowing expanse—apparently a one-piece surface, smooth and seamless to the most critical eye—ready to enhance any form of decoration.

You'd see walls and ceilings that are fire-resistant and so strong and durable that they last for the lifetime of the building, remaining beautiful year after year.

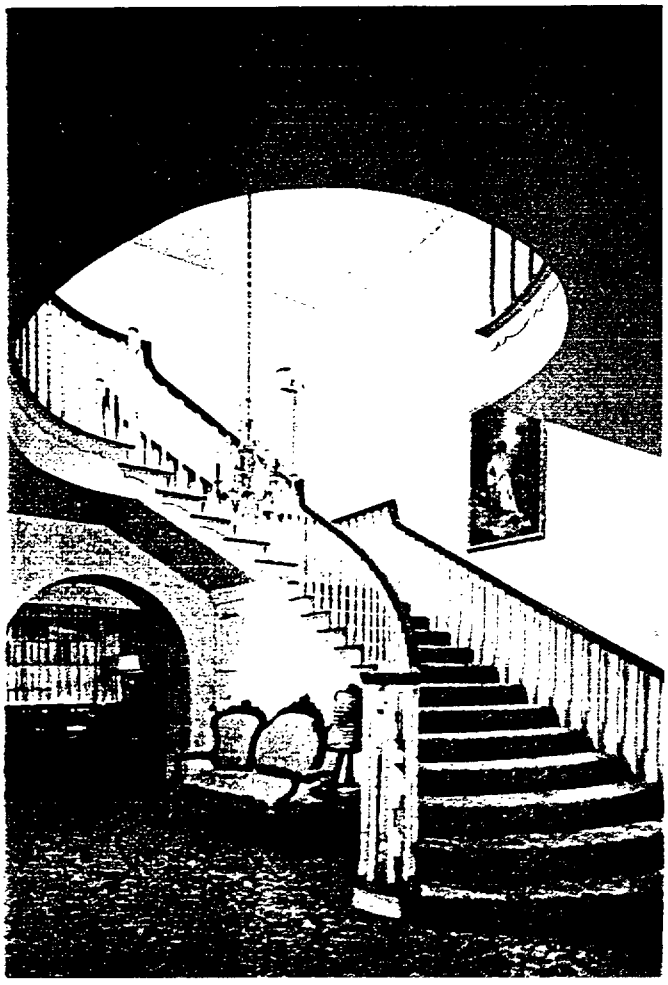
You'd see walls and ceilings of SHEETROCK—better walls and ceilings that were built and decorated in ½ the time!

BB026 1727



Sunny-colored set-back ceiling permits installation of heating ducts, flush-light, and blower over range. Remote ceiling areas are expertly finished by the PERF-A-TAPE Joint System—a case in point, the outside corners in this kitchen.

The sweep and drama of this superb entrance hall, with gently rising stairs and breathtaking curved stairwell, is achieved with SHEETROCK.



This master bedroom features a restful view through big picture windows. Note the neat organization of storage space around the headboards of the beds.



There is only ONE

SHEETROCK

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

THE FIREPROOF GYPSUM WALLBOARD

BB026 1728



There's a SHEETROCK for every purse and purpose

Here's how it builds!

The big sections are nailed right over the framing, and rooms take shape like magic—good solid-walled rooms.

Cutting to any measure is simple and fast, too. There's no need for sawing because the board is merely scored with a knife, then the core is snapped.

Ceilings go on first, followed by the sidewalls, applied from the ceiling down. Horizontal or vertical application may be used, depending on ceiling height.

Before you know it, your room is finished. Then after wood trim is applied, you can decorate without delays for drying.

The outstanding SHEETROCK advantages

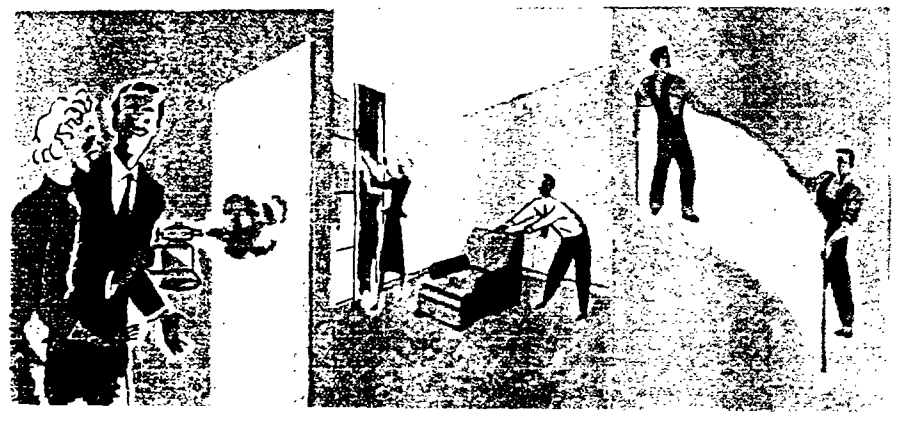
Fights fire—protects your home

Goes up fast—saves money

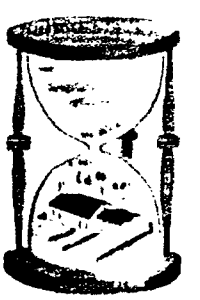
Strong—yet it forms to almost any contour

Smooth—and it stays smooth

Durable—lasts a "housetime"







BB026 1729

Now for the ultimate in fine interiors . . . the new Laminated SHEETROCK Wallboard

A DOUBLE WALL SYSTEM

Imagine two layers of SHEETROCK on the walls and ceilings of your new home . . . a double thickness of that magic mineral, gypsum, in board form!

Undeniably, here's one of the finest dry-wall interiors that money can buy. You're assured extraordinary advantages like these:

Stronger, more rigid walls and ceilings that remain practically crack-free for the lifetime of your home . . . that are more resistant to sound transmission between rooms . . . that are level-smooth and *stay* smooth.

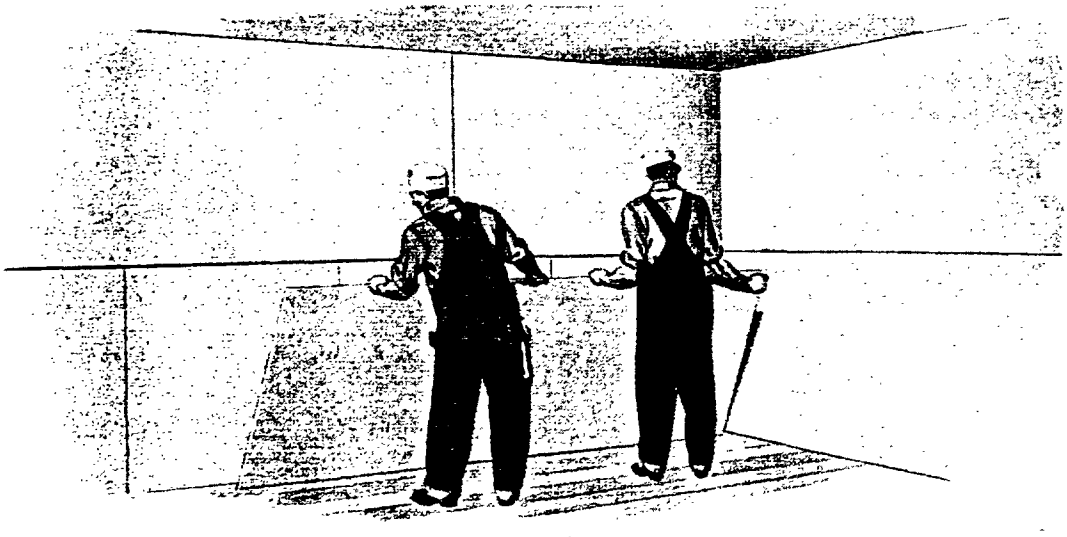
And most important, these walls and ceilings provide added fire protection for your family, for your properties.



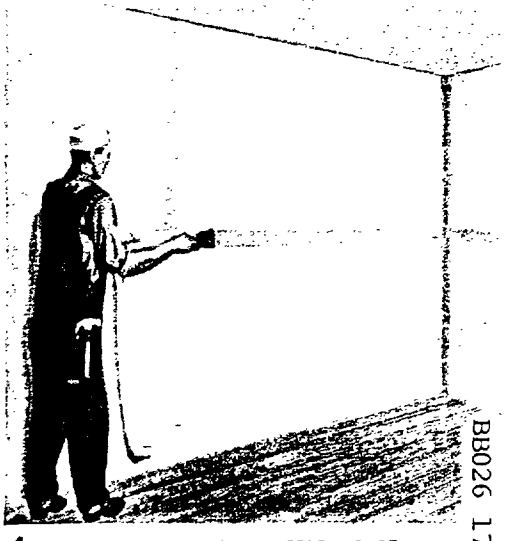
1. Conventional vertical application is first step in this ultimate in dry-wall construction.



2. After the first layer is up, each board of the face layer is covered and combed with USG Adhesive which is specially formulated and possesses tremendous bonding power.



3. Face layer is then nailed up horizontally. When adhesive is dry, nails are countersunk. The bond between the two layers is then secure for the lifetime of the building.



4. In the final step, the famous PERF-A-TAPE Joint System goes to work reinforcing and concealing all joints, thus making the entire wall and ceiling surface smooth.

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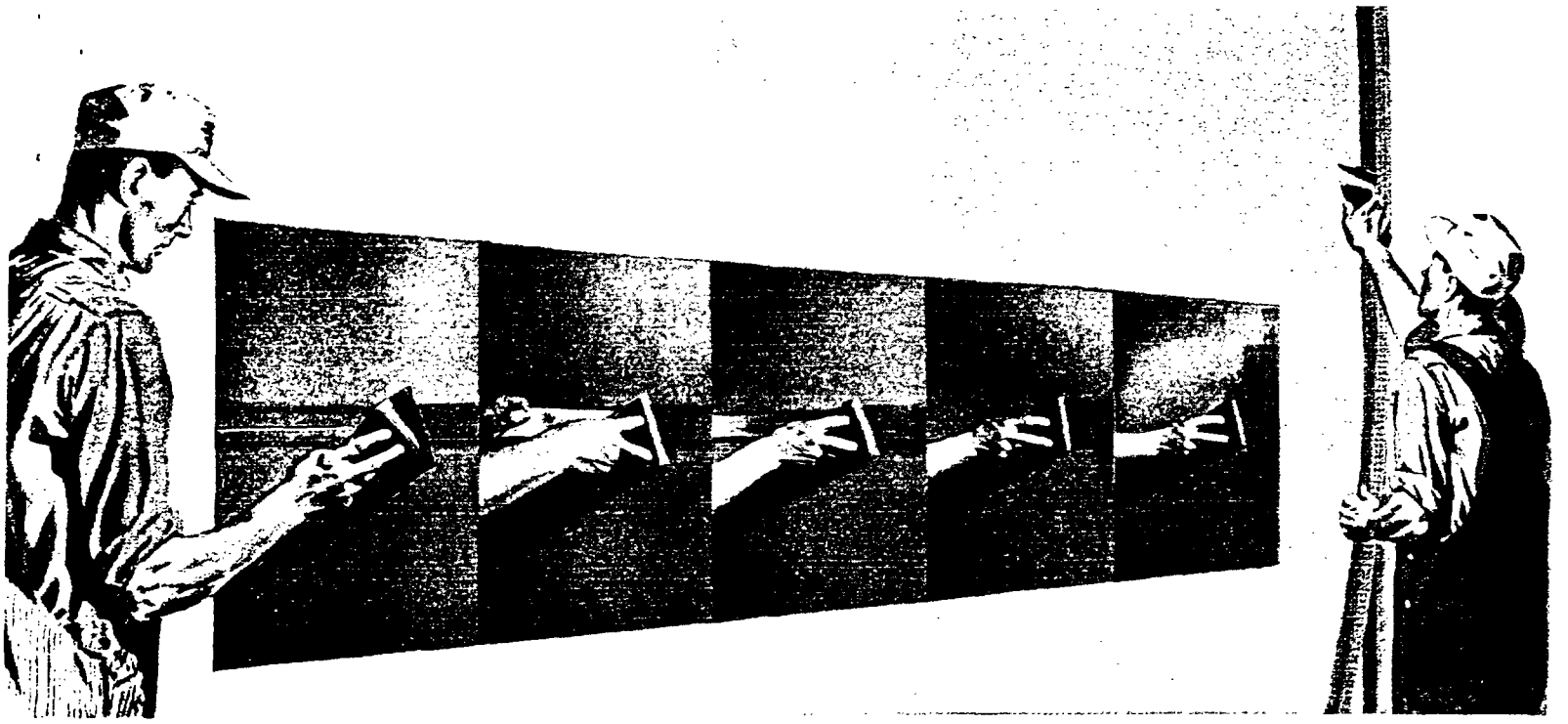


1. With a broad knife, PERF-A-TAPE cement is buttered into the recessed channels between the panels.

2. Next comes reinforcement tape. It is centered over, then embedded into cemented channels.

3. The first coat of cement follows, covering tape and filling channels even with board surface.

4. The second coat is applied after first has dried. It's spread an inch or two beyond channel edges.

5. After light sanding, third coat is spread about two inches beyond second, thus leveling any defects.

Single or double . . . walls and ceilings of SHEETROCK are built wonder-smooth with the famous PERF-A-TAPE Joint System

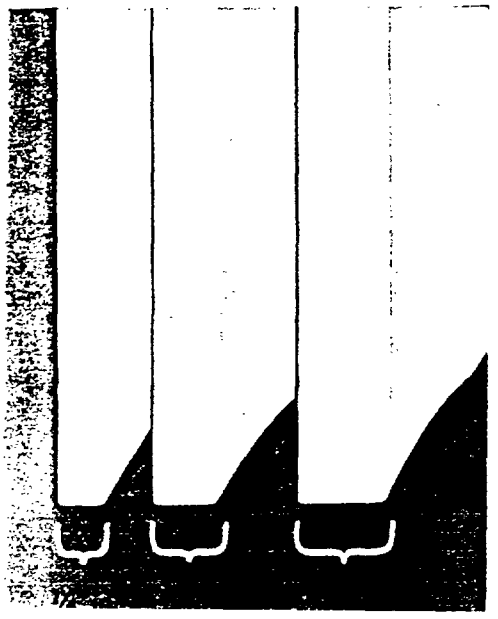
There's an all-important factor in this superior dry wall. It's the PERF-A-TAPE Joint System . . . It consists of special tape and cement that "welds" panels into one smooth surface.

And such walls and ceilings stay smooth, because joints finished with PERF-A-TAPE* reinforcement and cement are as strong as the board itself.

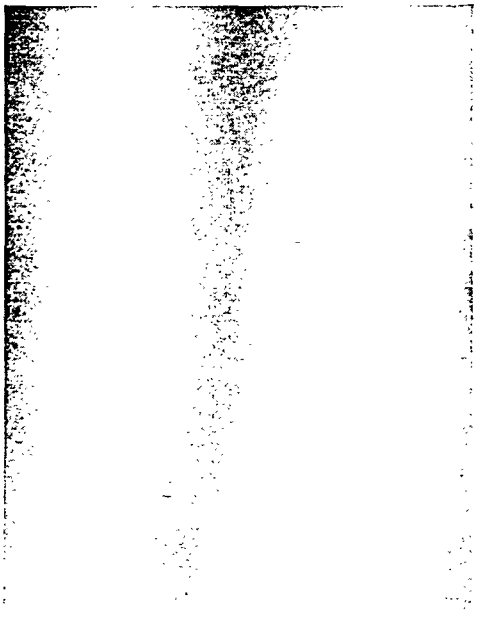
Developed and perfected by United States Gypsum, this System is backed by years of dry-wall experience. So, for your new home, insist on SHEETROCK plus the PERF-A-TAPE Joint System.

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

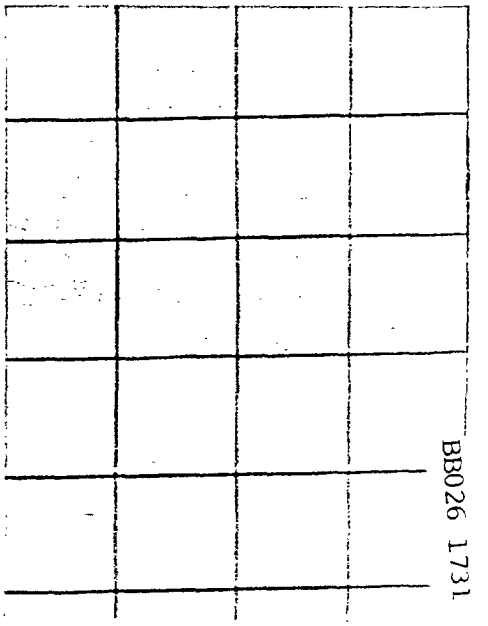
Regular SHEETROCK Wallboard—½-in. board has recessed edges; ⅜-in. has recessed, square, or beveled edges; ¼-in. has square edges. All available in 4 foot widths and lengths up to 12 feet.



Insulating SHEETROCK Wallboard — Aluminum foil laminated to one side is a vapor barrier and affords year round insulation. ½ or ⅜-in. thickness; lengths up to 12′; edges same as Regular SHEETROCK.



SHEETROCK Tileboard—the beauty of tile for bathrooms and kitchens at a fraction of the cost. Square edges. ⅜″ thick. Available in 4 foot widths and 8 and 10 foot lengths.



BB026 1731



PAINT using roller, brush or spray. It's good painting practice to first apply coat of sealer.

PAPER after SHEETROCK has been coated with varnish size for later removal of decorative material.

TEXTURE WALL with any good texture paint. To finish, paint with the color selected.

STIPPLE with a roller as illustrated. Paint is first brushed over sealed surface and then rolled.

These smooth surfaces are ideal for any form of decoration

Whether you prefer paint or wallpaper, texture or stipple, these seamless surfaces take them all in stride.

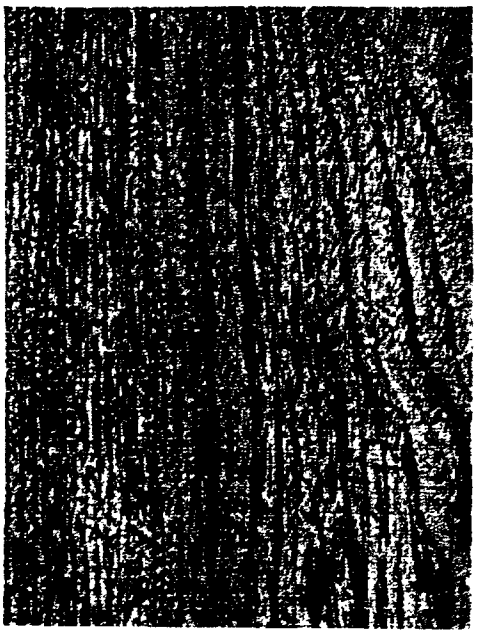
For example, TEXOLITE*, or any other fine paint, can be used in colors of your choice—deep and dramatic or cheery and bright.

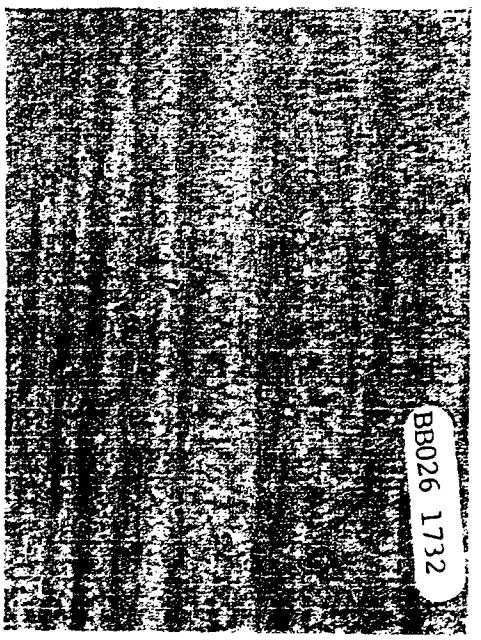
This fine dry wall is equally suitable for texture finishes, such as TEXTONE*, or the popular oil stipple.

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

Woodgrained SHEETROCK Wallboard lends distinction to dens, libraries, playrooms, any interior. 3/8" thick; 4' wide; lengths 8 and 10 feet. Knotty Pine has square edges; Bleached Mahogany and Walnut, beveled edges.







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