PLAINTIFF'S EXHIBIT

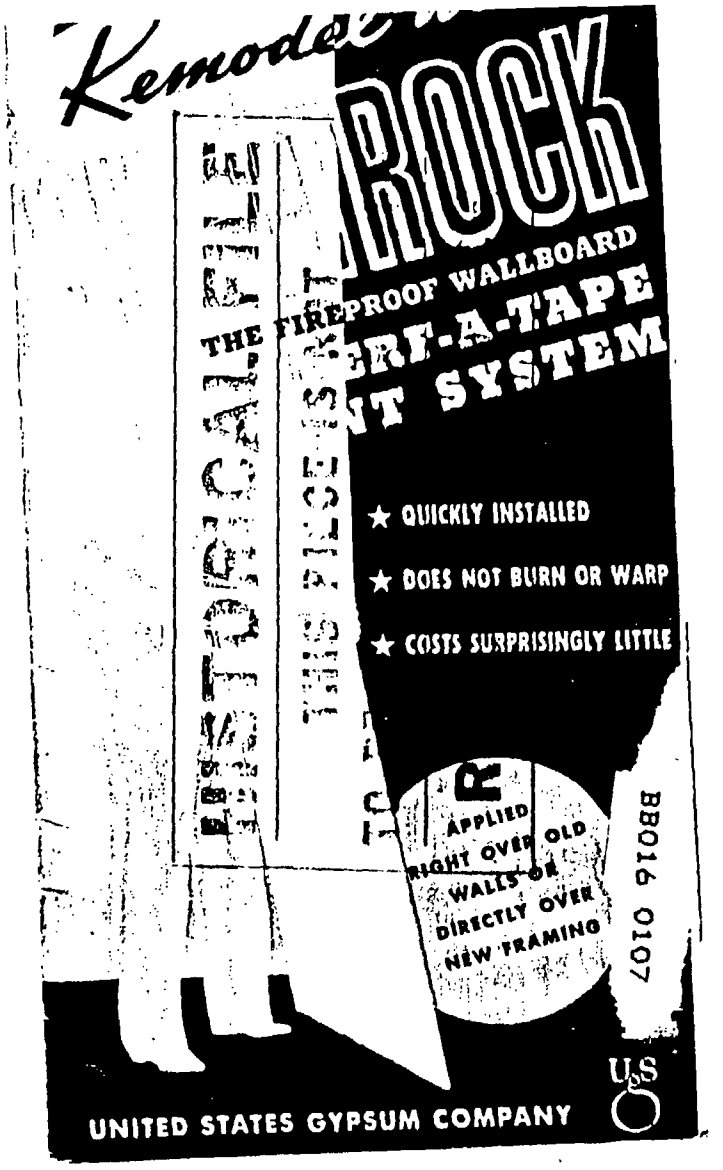
USG-1570

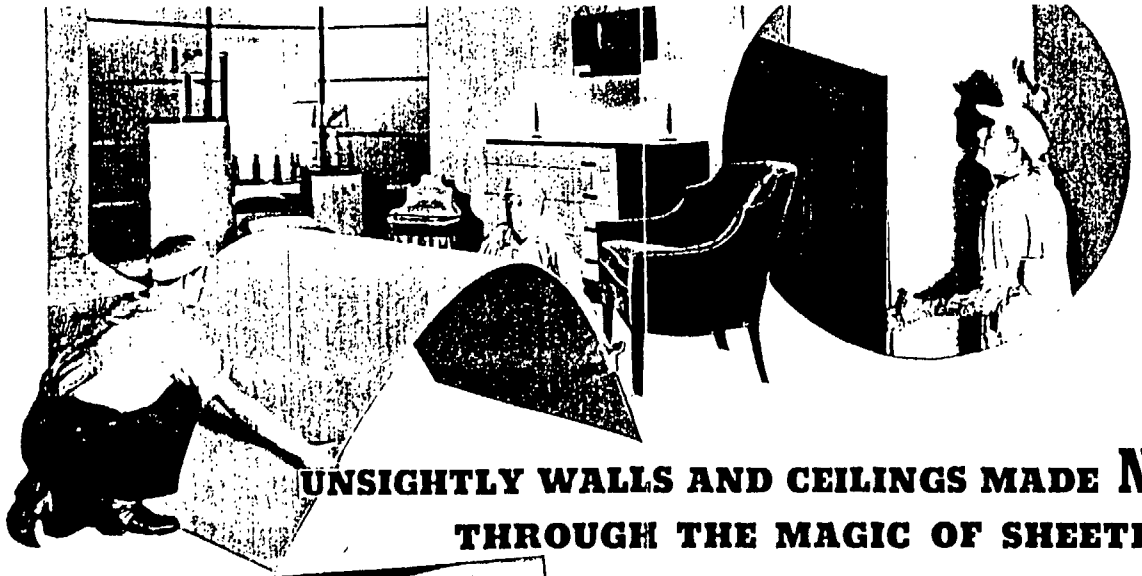
DRYWALL AGE

Issue 4, 1962 p. 20

Article	Products Used
DRYWALL DIGEST - Faster Metal Stud Erection is now possible with new USG metal lock fastener.	
FULL-COLOR BOOKLET (WB-466) on Vinyl-coated SHEETROCK gypsum wallboard will help you sell this washable, predecorated wallboard.	SHEETROCK gypsum wallboard
1-HOUR FIRE RATING announced for unfinished joints and nailheads of 5/8 in. SHEETROCK FIRECODE gypsum wallboard partitions and for USG 1-5/8-in. metal stud drywall partitions faced with 5/8-in. SHEETROCK FIRECODE wallboard, screw applied.	SHEETROCK FIRECODE PERF-A-TAPE USG metal stud drywall partitions
TWO NEW screwdrivers for drywall application are available.	
"I SELL QUALITY...NOT PRICE"	
This is the motto of Bill Sillimen, Sillimen Drywall Co., Lexington, Ky. Today, the largest drywall contractor in the area, emphasis is on volume operation. Long range plans are to the 'the commercial drywall applicator in the area'."	SHEETROCK Gypsum wallboard SHEETROCK brand adhesive PERF-A-TAPE joint compound USG type "W" screws SHEETROCK ceiling
"UNDERWRITING FIRE SAFETY	
in Insurance Capital of the World.	
Hartford, Conn., insurance capital of the world, (headquarters of 36 insurance companies) is one of the most loss-conscious cities in the world. It is also the site of one of the largest drywall jobs in Connecticut, the $2,500,000 Jefferson Street Medical Building. In this eight-story addi-addition to the Hartford Hospital, the drywall contractor erected "custom designed" walls that satisfied both fire-resistance and sound requirements, erected in less time, at lower cost."	SHEETROCK Gypsum wallboard SHEETROCK wallboard FIRECODE USG double-solid partition USG metal studs USG gypsum coreboard
"BACK PAGE AD	
What spreads so easily but shrinks so little? PERF-A-TAPE ready-mixed compound.	PERF-A-TAPE

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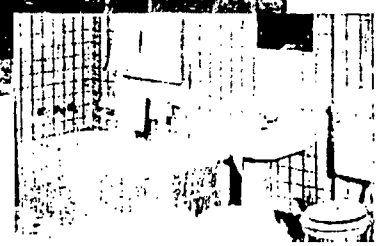

ROCK
THE FIREPROOF WALLBOARD
ERF-A-TAPE
NT SYSTEM
★ QUICKLY INSTALLED
★ DOES NOT BURN OR WARP
★ COSTS SURPRISINGLY LITTLE
APPLIED
RIGHT OVER OLD
WALLS OR
DIRECTLY OVER
NEW FRAMING
BB016 0107
UNITED STATES GYPSUM COMPANY
USG



UNSIGHTLY WALLS AND CEILINGS MADE NEW THROUGH THE MAGIC OF SHEETROCK



This attractive basement interior is a good example of one of the many uses for Sheetrock.



The modern charm of these bathroom walls easily and quickly made possible with Sheetrock Tile Board.

Sheetrock*, the Fireproof Wallboard, has a distinct advantage for use over old walls; it can be applied over them without removing the trim. You can remodel with Sheetrock in quarter-inch thickness, conveniently, economically, with a minimum of interference in the home while the work is being done. And the results are always what you want—smooth, durable walls that will take any decoration. Sheetrock is a finished product worthy of the erection skill of the best mechanic.

EXCELLENT FOR CURVED SURFACES AND CEILINGS

While curved surfaces involve considerable of a problem for the average wallboard, Sheetrock, because of its flexibility, is unusually adaptable to this type of remodeling. The strength of this gypsum board is an aid in erection and an asset after it is permanently nailed in place. Sheetrock is light in weight, less than a pound to the square foot, and large areas can be covered with a single piece of board. Old ceilings, usually the least accessible surface for repairs and remodeling, can be renewed without tearing off the old finish—a most desirable advantage because it saves unnecessary dirt, helps protect floors, woodwork, decoration, and furnishings.

*Reg. Trade Mark

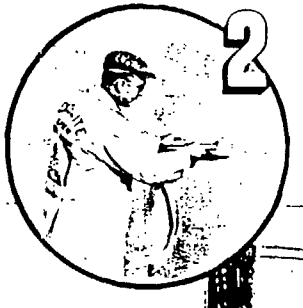
WH-6—Copyright 1937, U.S. Gypsum Co. 1001

BB016 0108



THIS WASTE SPACE PLUS THESE THREE EASY STEPS







PRODUCED THIS CHARMING ROOM



The attic is too often waste space used only for storage purposes. In many homes it can, at little cost, be converted into attractive, livable space. A den or lounging room, a play room, or an extra bedroom can be inexpensively created with a few pieces of Sheetrock.

THREE EASY STEPS

In a surprisingly short time the attic space pictured above was transformed into the charming bedroom you see at the right—in these three easy steps.

❶ APPLYING SHEETROCK. A thicker, stronger board is required for this type of remodeling than that used for application over old walls, preferably one with a special joint construction. So Recessed-Edge Sheetrock in three-eighths inch thickness, with its patented depressed edges, was used. The boards were first cut to size by scoring with a sharp tool (linoleum knife, chisel, or ice pick) and breaking them apart clean and true at the score. Joints were reduced to a minimum by applying the boards horizontally across the supports rather than in the same direction, Recessed-Edge Sheetrock being one of the few boards that permit of this method of erection. Very little time was required to nail the large, light-weight sheets in place.

❷ FINISHING JOINTS. Nothing is more important to good wallboard construction than the joint ment, for it is at the joints that reinforcement is needed Perf-A-Tape Joint System was selected for this job becaus the latest, most improved and best system for reinforcing concealing Sheetrock joints. It is the ideal joint treatment for R ssed-Edge Sheetrock. The shallow channel formed at the joi where the depressed edges of the board come together permi the strong, perforated fiber tape to be completely concealed, pr iding joints as smooth and as strong as the board itself, with no hint of a bulge or crack to mar the decorative finish. Other USG joint systems are available that have proven their value in treating Sheetrock joints.

❸ DECORATION. Sheetrock takes any type of decoration—oil paint, wallpaper, canvas, enamel, etc. Quick, easy and economical application suggested USG's new, low-cost method of texture decoration for this bedroom job—Textone*, The Plastic Paint, for texture, and Texolite*, The New Principle Paint, for color. The beauty and brilliance of the colorful finish justified the selection. Had a smooth finish wall been desired, with no texture decoration, Texolite would have been the ideal paint to use.

*Reg. Trade Marks

SHEETROCK • THE FIREPROOF WALLBOARD

BB016 0109

ıportant reasons why you will

for Home Remodeling

n you combine the many advantages of Sheetrock and Perf-A-Tape for home odeling, the result is just what you are looking for—a finished job of superior lity. This modern, fireproof gypsum board will give you strong, beautiful ls that will make you proud you selected Sheetrock for your own home. nodeling with Sheetrock is low in cost when you consider its many advantages.

ASILY APPLIED. Sheetrock is made in large, light-weight units that fit ndard spacing in wood frame construction, is easily cut and quickly erected.

OW IN COST. Sheetrock's light weight makes it an economical board to ansport, handle and erect. With all its advantages Sheetrock costs no more an many wallboards of inferior value.

FIREPROOF. Sheetrock refuses to pass temperatures higher than 212° F. so long as it remains intact—helps to confine fire to the room in which it originates.

DOES NOT WARP. Because it is made of gypsum, a mineral rock, Sheetrock does not warp or buckle. It stays in place where it is nailed and is little affected by temperature and humidity changes.

TAKES ANY DECORATION. Any decoration can be used over Sheetrock —wallpaper, paint, calcimine, enamel, lacquer, Texolite New Principle Paint, or Textone, The Plastic Paint. Sheetrock may also be left plain.

DURABLE. Sheetrock is as permanent as the gypsum from which it is made. It has been in use for many years, during which time billions of square feet of it have been sold and used.

HAS SUPERIOR JOINT TREATMENT. Perf-A-Tape Joint Treatment provides joints that are as strong, as smooth, and as permanent as Sheetrock itself. Made exclusively for Sheetrock, it's the best joint reinforcement and concealment ever produced.



Sheetrock can be easily cut to size by scoring with a sharp knife, chisel, or other suitable tool, and breaking away at the score.

Sheetrock is fireproof. Its core is made of gypsum, a noncombustible mineral rock of proven fire-resisting quality.

SHEETROCK

IS MADE IN VARIOUS TYPES AND FIN TO MEET EVERY NEED

An unusually practical wallboard for renewing old walls and ceilings

Patented joint feature assures better, stronger wallboard construction

Has tile indentations, similar to ceramic tile joints, permanently embossed in its surface

Bright metal foil on reverse side. Equal in insulation value to half-inch fiber board insulation when used in walls and ceilings

True reproductions of actual wood on a background of Sheetrock. Four finishes: Douglas Fir, Knotty Pine, Walnut and Matched Walnut



YEARS AHEAD IN JOINT TREATMENT

For twenty years the United States Gypsum Company has been manufacturing Sheetrock. In that time billions of feet have been sold in all parts of the country. Ever since the first piece of Sheetrock was made, the company has worked toward the development of better types of joint treatment. Perf-A-Tape* Joint System—for use exclusively over Sheetrock—is the latest and best result of this continuous research work.

Strong, smooth joints assured with patented Sheetrock joint concealment and reinforcement

FILLS NEED PERFECTLY

Perf-A-Tape, a strong fibrous, patented tape, fills perfectly the need for a joint treatment that effectively conceals and reinforces wallboard joints at low cost. Perf-A-Tape can be used with any type of Sheetrock, but it finds its best use with Recessed-Edge Sheetrock, which has a special joint construction that permits the Perf-A-Tape to be completely hidden within the shallow channel formed when the depressed edges of the board are nailed in place. Perf-A-Tape, the joint treatment, and Recessed-Edge Sheetrock joint construction are fully patented by U S G.

*Reg. Trade Mark



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

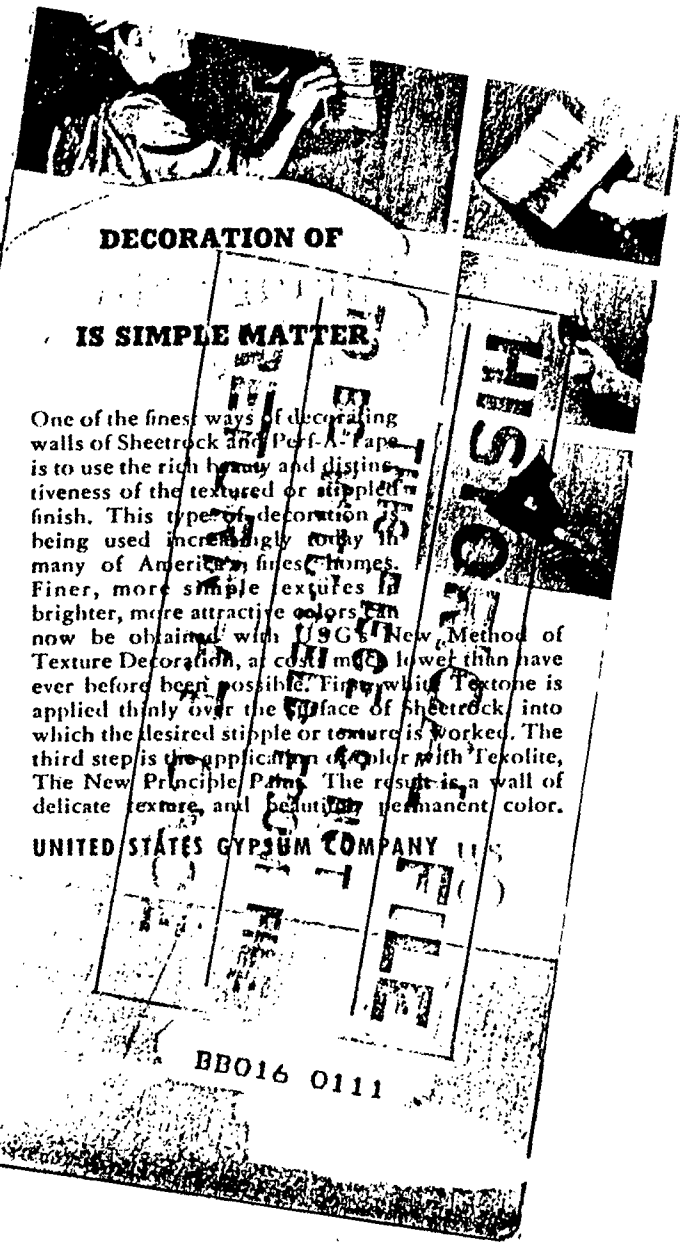
This channel is filled with a special cement, which it flush and quickly applied.

Perf-A-Tape, a strong, perforated fiber tape with sheets of rubber, is embedded in the cement.

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

UNITED STATES GYPSUM COMPANY US

BB016 0110



DECORATION OF

IS SIMPLE MATTER

One of the finest ways of decorating walls of 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. Finer, more simple textures in brighter, more attractive colors can now be obtained with USG's New Method of Texture Decoration, at cost much lower than have ever before been possible. First, white Textone is applied thinly over the surface of Sheetrock, into which the desired stipple or texture is worked. The third step is the application of color with Texolite, The New Principle Paint. The result is a wall of delicate texture, and beautiful, permanent color.

UNITED STATES GYPSUM COMPANY

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