

I N S U L A T I N G S H E E T R O C K

PLAINTIFF'S EXHIBIT

USG-1652

BRIEF HISTORY

A few years ago, foil insulation was unknown in this country. Its introduction was a slow, laborious process. The principle of reflective insulation was received by the public with much doubt, skepticism and argument. Many stocks of foil board and foil covered paper lay in dealer's warehouses for lack of demand.

For a salesman to open the subject of foil insulation was equivalent to a challenge to debate. The prospect could tell dozens of reasons why it wouldn't work. It would "oxidize, collect dust, corrode, peel off, refuse to insulate except under ideal summer conditions", and many other gloomy drawbacks. The salesmen were too busy selling bread-and-butter products to spend hours wrangling over theories.

IT'S DIFFERENT NOW!

Let us skip over the intervening years.

It's 1941 now. Millions of feet of Sheetrock and Rocklath foil are "in there pitching". Architects no longer question it. Kirchhoff's law of emissivity must have been repealed, because nobody seems to enjoy a good argument about it any more. Now-a-days we say "Of course it works - Ten years of experience in actual buildings backs up the findings of 71 years in scientific laboratories."

Even the die-hards are asking where they can get it, instead of asking how it works.

NO RESTRICTIONS ON SHIPMENTS OF FOIL SHEETROCK

WANTED - Orders for Insulating Sheetrock.

Check with the Wallboard Department before taking large Government orders. This

BB026 1506

will permit proper handling of foil stocks. Normal dealer orders for foil board can be solicited and taken without checking with Chicago.

WHAT ARE WE WAITING FOR ?

A conventional wall of plain Sheetrock with Insulation Sheathing has an insulation value of approximately .19. A wall of foil Sheetrock with Gyplap Sheathing has an insulation value of about .22. This .22 value wall is an attractive proposition as compared to the uninsulated wood sheathed wall with .25 insulation value, or as compared to the more expensive insulation sheathing wall.

The three types of walls mentioned are tabulated below, showing cost of Sheetrock and sheathing (material only):

<u>Insulation value</u>	<u>Type of Sheetrock</u>	<u>Sheathing</u>	<u>Comparative cost not incl.framework</u>
.22	3/8" Ins. S.R. - \$50	Gyplap \$35	\$85
.19	Plain 3/8" SR - \$40	25/32 WW \$60	\$100
.25	Plain 3/8" SR - \$40	25/32 wood \$62.92	\$102.92

UNBEATABLE COMBINATION

In wall #1 we have 5 outstanding characteristics:

1. Availability - 15 plants on coast-to-coast "hookup"
2. Insulation - A necessity in modern homes
3. Low cost - The salesman's best helper.
4. Fireproof - Saves lines & property.
5. Perfect Vapor Barrier - Solves Condensation Problem

An uninsulated house is an inferior house. But what is a builder to do when he is unable to obtain fibre insulation lath or sheathing? We have the foil insulation to sell, and the cost is lower.

Let's capitalize on Insulation Sheetrock. The time is right, the product is right, the price is right.