

PERF-A-TAPE

THE PERFECT JOINT REINFORCEMENT
FOR SHEETROCK THE FIREPROOF WALLBOARD

**1 PUTS AN END TO
JOINT PROBLEMS**

2 TESTED AND PROVED

**3 COMPLETELY HIDDEN
BY DECORATION**

**4 QUICKLY AND
EASILY APPLIED**

5 LOW IN COST

6 PATENTED

PLAINTIFF'S EXHIBIT

USG-964

BB007 1653

UNITED STATES GYPSUM COMPANY 

PERF-A-TAPE PROVIDES PERFECT JOINT CO

DEVELOPED BY EXPERIMENTS AND IMPROVEMENTS

Over fifteen years of USG Research, USG Experimentation, and USG Improvements over existing methods of joint treatment preceded the introduction of Perf-A-Tape. The United States Gypsum Company has manufactured and sold billions of feet of Sheetrock, The Fireproof Wallboard—and the company

has led the industry in pioneering better methods of joint treatment. USG Perf-A-Tape, for use over Sheetrock* exclusively, is the result of this constant pioneering effort. That is why Perf-A-Tape over Sheetrock assures *real* joint concealment and reinforcement at low cost.

THOROUGHLY TESTED AND PROVED

For over three years Perf-A-Tape has been constantly tested in the USG Laboratories. For two years Perf-A-Tape has been in use on actual jobs—jobs erected by contractors and contractors' mechanics. During this period the use of Perf-A-Tape has included finishing by

texturing, by painting, and by wall papering. In every test in the Laboratories—and on every actual job in the field the performance of Perf-A-Tape has been thoroughly satisfactory—satisfactory to engineers, contractors, and owners.

WIDELY USED IN CHICAGO BEFORE GENERAL INTRODUCTION

Hundreds of homes in every part of the country are finished with Perf-A-Tape over Sheetrock, The Fireproof Wallboard. In every case Perf-A-Tape has performed satisfactorily as to strength, joint concealment,

satisfactory bond, and adaptability to any desired type of decoration. The Perf-A-Tape and Sheetrock walls in these homes prove that Perf-A-Tape is practical, economical and easy to apply. They prove that Perf-A-Tape can be completely hidden by decoration. And they prove that Perf-A-Tape will overcome all ordinary joint problems. These homes were finished by representative contractors employing representative mechanics. Thus they demonstrate that Perf-A-Tape ably meets the needs of the modern building industry.

TESTS SHOW GREAT STRENGTH

The photograph at the left shows a standard Perf-A-Tape and Sheetrock joint supporting the combined weight of three men and a heavy wooden platform (see arrows in cut). The single strip of Perf-A-Tape used in this interesting strength test was applied in the standard manner with Perf-A-Tape Cement.

After the photograph was taken the joint was tested to destruction. A very considerable pressure had to be applied to the platform to secure the break which finally resulted.

This test very obviously demonstrates that Perf-A-Tape and Sheetrock walls and ceilings constitute a "one-unit construction" of superior strength—a construction that will assure longer life and lower upkeep costs in many types of buildings.



CONCEALMENT AND REINFORCEMENT AT LOW COST



BETTER BASE FOR DECORATION

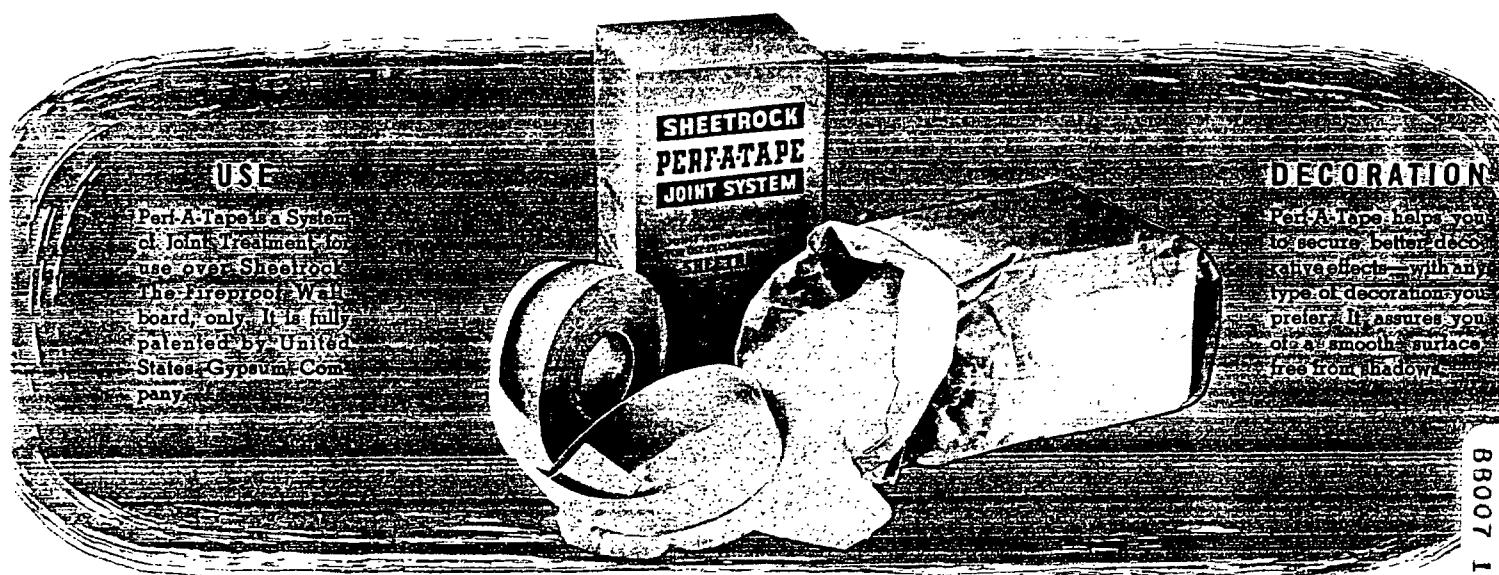
New character is acquired by wallboard construction with the introduction of Perf-A-Tape joint treatment.

Perf-A-Tape over Sheetrock assures *real* joint concealment—*real* joint strength—at a cost surprisingly low. Perf-A-Tape provides joints as strong as the Sheetrock itself. It does this without slightest semblance of a bulge—and without interfering with smooth decorative background that Sheetrock provides. Perf-A-Tape is fully patented.

PRODUCT AND PACKING DATA

Perf-A-Tape Joint System consists of a specially processed patented Perforated Fiber Strip and a joint cement of unusual strength and adhesiveness. Perf-A-Tape Joint System comes in packages containing the following items:

- 1—A roll of Perf-A-Tape $2\frac{3}{16}$ inches wide and 250 feet long.
- 2—A bag of Perf-A-Tape Joint Cement, containing 17 pounds powder form, to be mixed as directed and used for applying Fiber Strip, and to spot intermediate nailheads.
- 3—A direction sheet.



USE

Perf-A-Tape is a System of Joint Treatment for use over Sheetrock, the fireproof wall board, only. It is fully patented by United States Gypsum Company.

DECORATION

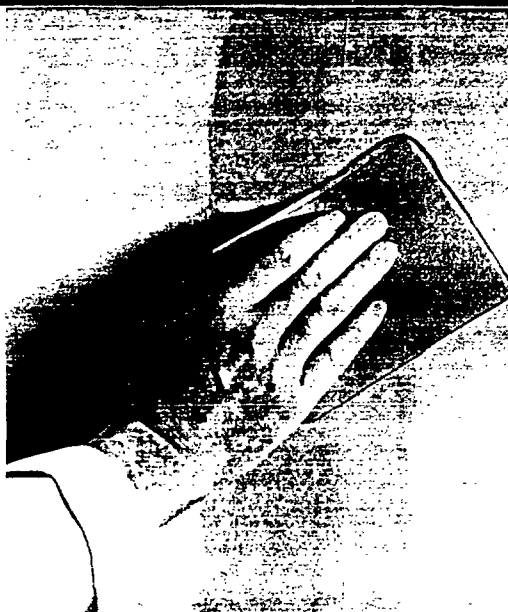
Perf-A-Tape helps you to secure better decorative effects—with any type of decoration you prefer. It assures you of a smooth surface free from shadows.

PICTURES SHOW HOW QUICKLY AND EASILY PERF-A-TAPE IS APPLIED



First step in Perf-A-Tape joint treatment: "Buttering" the Sheetrock joint with Perf-A-Tape Cement.

Forcing cement through perforations and leveling the face of Perf-A-Tape strip centered over joint.



Applying cement over Perf-A-Tape, leveling surface and feathering edges to produce smooth, level joint.

Sandpapering joint after cement has dried to remove any slight roughness and assure smooth decoration.

PERF-A-TAPE FOR USE OVER SHEETROCK EXCLUSIVELY

Perf-A-Tape is fully patented by the United States Gypsum Company, Inc. and is a System of Joint Treatment for use over Sheetrock. The Fireproof Wallboard, only Perf-A-Tape can be purchased by builders from United States Gypsum Company dealers stocking Sheetrock and selling Perf-A-Tape as part of the U.S.G. System of Joint Treatment.

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Sheetrock is quickly and easily applied. It provides a practical background for beautiful interiors. Perf-A-Tape and Sheetrock assure "one-unit construction" for walls and ceilings in many types of buildings.

SIMPLE DIRECTIONS TELL HOW TO APPLY PERF-A-TAPE

GENERAL DIRECTIONS To secure best results, Sheetrock should be securely nailed to the framework with butted edges, except that where the gypsum core is exposed on a cut edge there should be a space of not to exceed $\frac{1}{8}$ inch. It is important that the face edge of all cut ends be beveled with coarse sandpaper. Application in strict accordance with our illustrated Sheetrock Direction Sheet will add to the quality of the work.

EASY TO USE One box will treat joints of approximately 500 to 650 square feet of Sheetrock.

Mix only sufficient cement for one day's work. Do not allow cement to stand overnight.

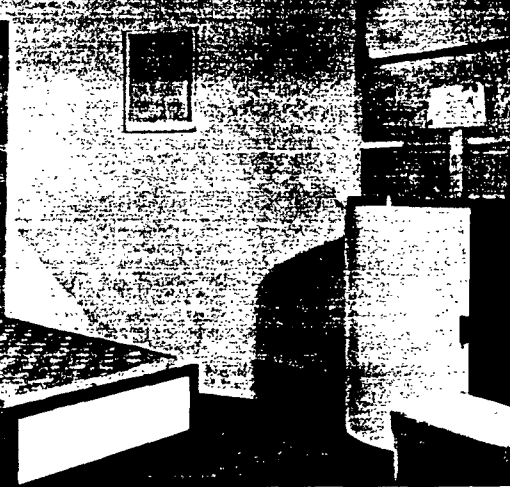
Gradually stir cement into water and completely mix to a consistency slightly thinner than putty. Let cement stand for half hour before using.

With flexible Sheetrock knife 4 inches wide liberally butter joint with cement, working

into joint and completely covering area to receive tape. Immediately place Perf-A-Tape strip over applied cement centering on joint. Draw knife over Perf-A-Tape with sufficient pressure to force out excess cement leaving some cement under tape to bond it to the Sheetrock. Work on just two or three feet of joint at a time using the excess cement, that has been squeezed out, on the surface of the tape to keep it wet, bringing joint to a smooth surface, completely covering the tape. Any irregularity in tape may be smoothed out by working knife from center to edge of tape. Spot all intermediate nailheads with Perf-A-Tape Cement.

Let joint dry thoroughly, scrape off excess bits of dry cement with Sheetrock knife or coarse sandpaper, and apply second coat of cement to level surface and feather out edge of joint.

Detailed instructions are contained in direction sheet in each package of Perf-A-Tape.



(Above left)
Cheerful and charming interior
achieved with Sheetrock and Perf-
A-Tape walls finished with wallpaper
(Above right)

Quarter-inch Sheetrock and Perf-
A-Tape used for curved walls and
for ceiling of this bedroom
(Below left)

The beauty of this store window
display owes much to Sheetrock
Wallboard

(Below right)
Sheetrock is ideal for remodeling.
Here it transformed an attic into
a cozy and attractive bedroom

