PLAINTIFF'S EXHIBIT

USG-1781

from the people who know gypsum drywall best!

new DURABOND* adhesives

for finer drywall interiors fast (and far less chance of call-backs)

Use DURABOND Adhesives to build drywall interiors that stay smooth. With DURABOND, you'll prevent most drywall imperfections caused by fasteners. Because these modern adhesives eliminate all field fasteners, up to 75% of all fasteners that cause wall problems, and most fasteners that cause ceiling problems.

DURABOND Adhesives provide up to 100% more tensile strength, 50% more shear strength than conventional nailing. They minimize problems of twisted studs and misaligned framing. Maintain bond, remain flexible with age. Absorb stresses from lumber shrinkage and structural movement. Walls stay smooth. Customers stay satisfied.

See your U.S.G. man. Or write us at 101 S. Wacker Dr., Dept. 122, Chicago, Ill. 60606.

DURABOND 200 Adhesive: Solvent-based. For wallboard application to wood or metal framing. 1-qt. cartridges and 5-gal. cans

DURABOND 300 Adhesive: Water-based. For wallboard application to wood or metal framing and polystyrene rigid foam insulation. 1-qt. cartridges and 5-gal. cans

DURABOND 400 Adhesive: Water-based. For application of prefinished wall paneling to wood or metal framing, and furring. 1/10-gal and 1-qt. cartridges and 5-gal. cans

DURABOND 500 Adhesive: Water-based. For laminating gypsum wallboard to gypsum board, monolithic concrete, concrete block, wood fiber board and most other wall surfaces in non-fire rated construction. 5-gal. cans.

DURABOND 600 Adhesive: Water-based. For contact lamination of gypsum wallboard in non-fire rated double layer systems. 5-gal. cans

*Reg. U.S. Pat. Off.

UNITED STATES GYPSUM

BB029 0322

GEYER • OSWALD • INC.
Ad No. 28-2232-29
GDI Newsmagazine – June/July, 1969
Dec./Jan., 1970
Calif. Drywall Ind. – July, 1969
1 Page – Bleed – B & W
UNITED STATES GYPSUM – Institutional

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build finer drywall interiors fast (build greater profits for you)

You're sure to increase profits with these new construction adhesives because they help your customers build drywall interiors that stay smooth. DURABOND Adhesives prevent most drywall imperfections caused by fasteners. These modern adhesives eliminate all field fasteners, up to 75% of all fasteners that cause wall problems, and most fasteners that cause ceiling problems.

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UNITED STATES GYPSUM

GEYER • OSWALD • INC.
Ad No. 36-2233-29
Illinois Building News – July, 1969
Lumber Cooperator – July, 1969
Northwest Lumber Dealer – July, 1966
The Plan – July, 1969
Building Materials Merchandiser – August, 1969
Building Supply News – August, 1969
Iowa Lumber Dealer – August, 1969
Lumber Merchant – August, 1969
Retail Lumberman – August, 1969
Wood Construction – August, 1969
1 Page – B & W
UNITED STATES GYPSUM – Institutional

BB029 0323

APPROVALS

Init.	Date