

Now!... Build New Walls...

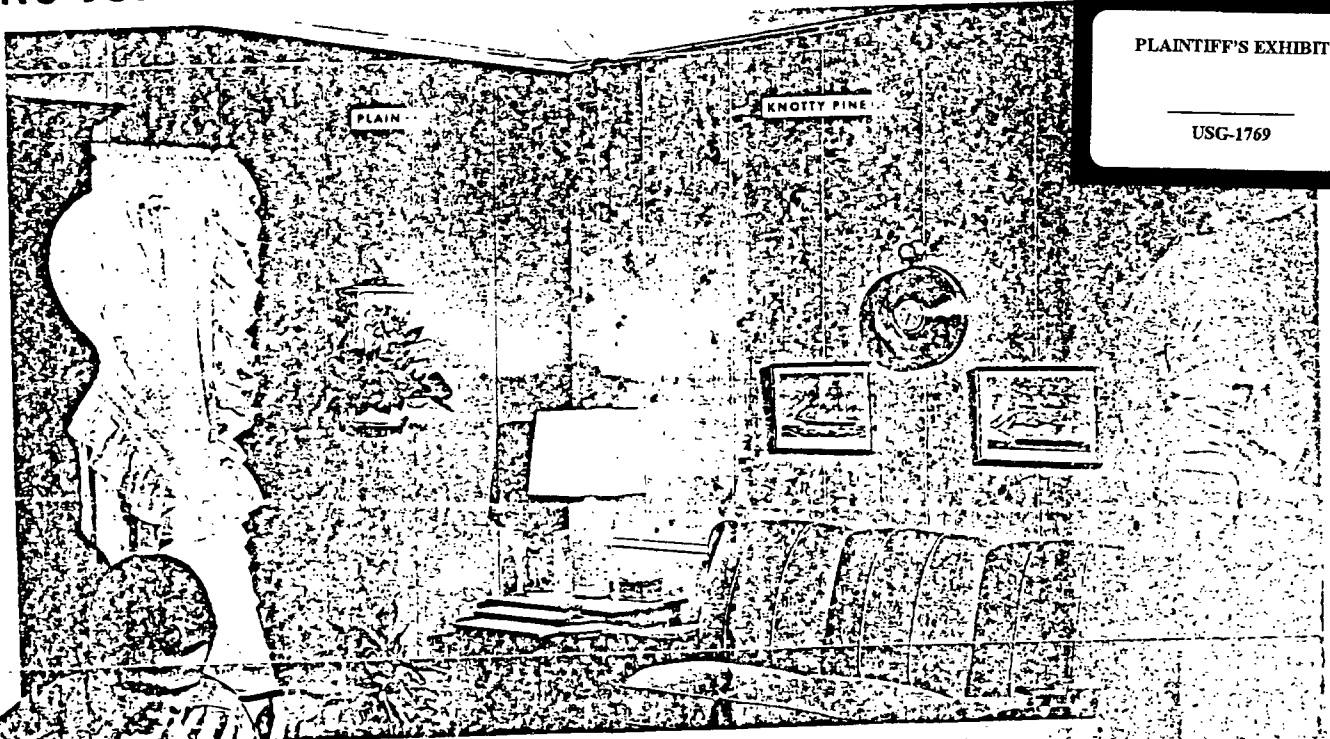
NEW PANEL

NO JOINTS TO TREAT

NO NAILS TO CONCEAL

PLAINTIFF'S EXHIBIT

USG-1769

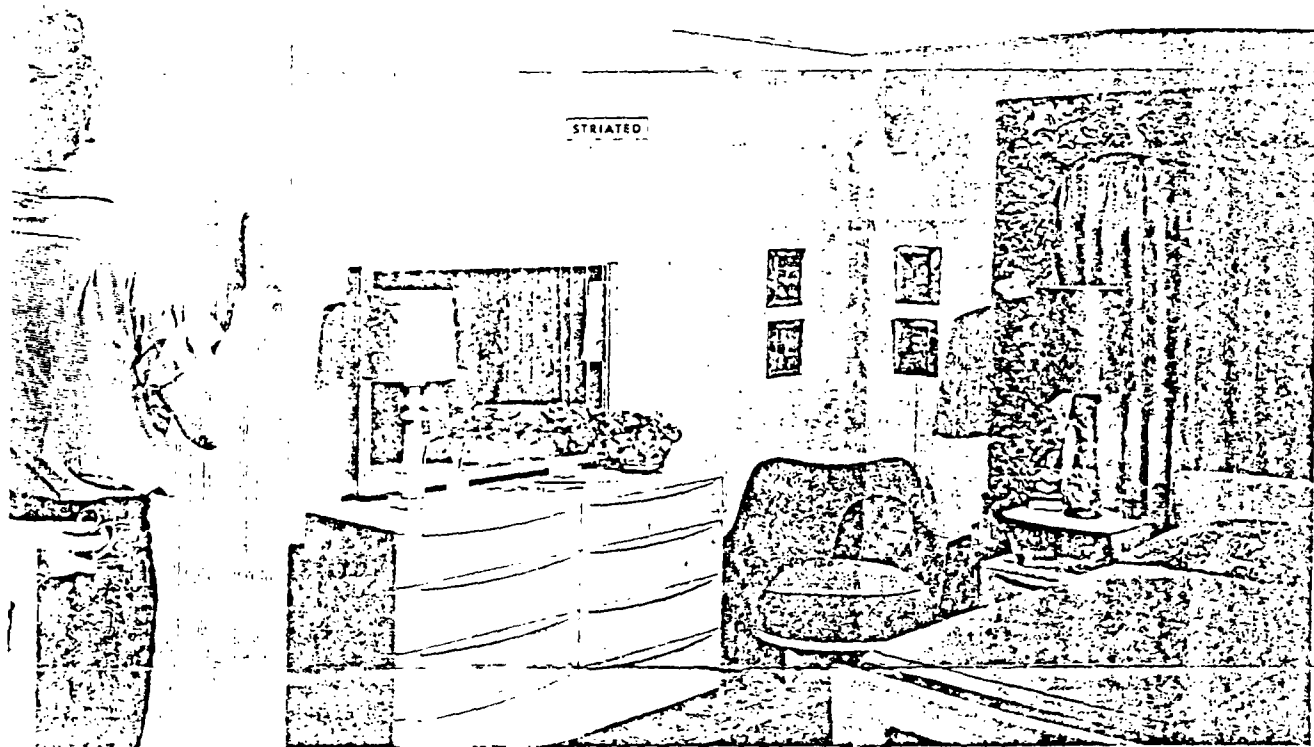


Simply spread PERF-A-TAPE
Cement on back of panels...
press into place—and PRESTO:
new walls as lovely as these!



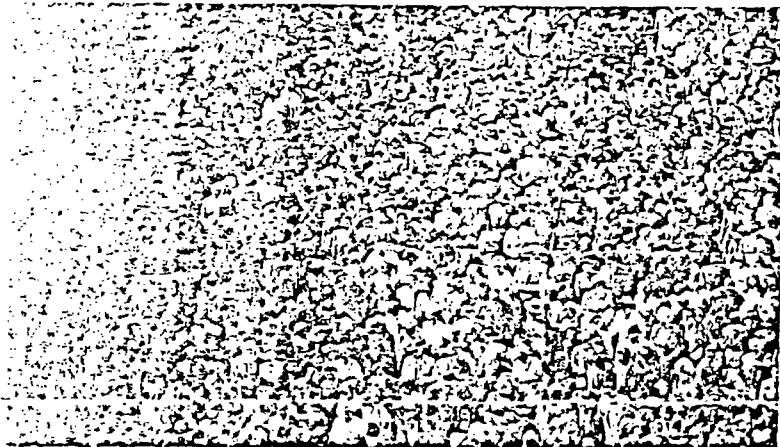
as Fast as Hanging Wallpaper!

SHEETROCK



- Unlimited decorative possibilities
- Economical-decorate as you build
- Rounded edges enhance panel effect
- Transforms old walls in a jiffy
- Lightweight-Easy to handle-16" widths
- Fireproof-because it's gypsum wallboard

NEWS OF PANEL SHEETROCK IS SWEEPING THE COUNTRY



Big Sales-Advertising- Merchandising Sendoff Ready

Already, advance word of new Panel SHEETROCK wallboard is spreading fast, spreading like wildfire. And the public response is terrific. Now comes the really BIG sendoff... with a tightly knit sales and merchandising plan spearheaded by intensive advertising and publicity.

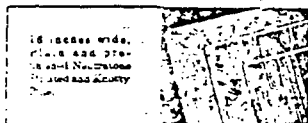
Millions of families will see the smashing 4-color, two-page announcement of an amazing new way to build walls—Panel SHEETROCK—in leading snifter magazine advertisements. While you're reading of it in trade advertising, remember—your customers are reading about it, too. In addition, full-color literature will carry the story of Panel SHEETROCK and explain its application and advantages. Counter-displays will show actual samples and dramatize the decorative possibilities.

Publicity Campaign Will Reach Millions

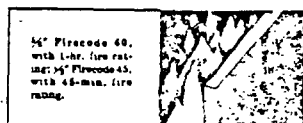
Closely coordinated with the advertising effort, a widespread publicity drive will carry the news of new Panel SHEETROCK to millions in special press conferences arranged by U.S.G. Editors and publishers will hear explained the revolutionary new way to build walls. Hundreds of publicity releases and photographs will be distributed. When the full force of this advertising and publicity drive is exerted, the effect is certain to be felt by the entire building industry.

A BANNER YEAR OF AMAZING ADVANCES IN SHEETROCK WALLBOARD

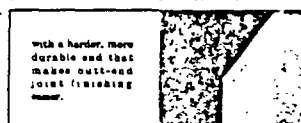
NEW PANEL SHEETROCK



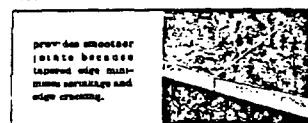
NEW SHEETROCK FIRECODE



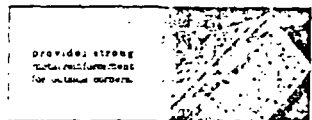
NEW SMOOTH END SHEETROCK



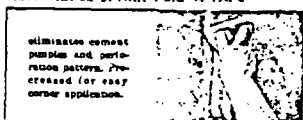
NEW TAPERED EDGE SHEETROCK



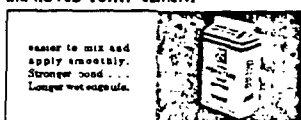
NEW PERF-A-BEAD CORNER REINFORCEMENT



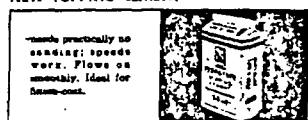
NEW TRIPLE SPARK PERF-A-TAPE



IMPROVED JOINT CEMENT



NEW TOPPING CEMENT

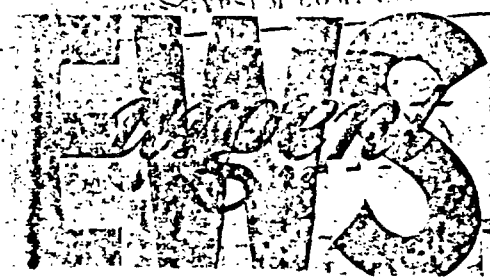


U.S. Gypsum Company
300 West Adams Street
Chicago 5, Illinois

See 3000 P.C.E. in 5 POSTAGE PAID
Circle 10 on Reader Service

EXTRA

U.S. GYPSUM COMPANY, 300 WEST ADAMS STREET, CHICAGO 5, ILLINOIS



*Biggest News in
Dry-wall since 1917!*



SHEETROCK

THE FIRE-PROOF GYPSUM WALLBOARD

EXTRA

UNITED STATES GYPSUM COMPANY, 300 WEST ADAMS STREET, CHICAGO 6, ILLINOIS

BIGGEST NEWS IN 35 YEARS— PANEL SHEETROCK WALLBOARD!



Most sensational forward step in
gypsum dry-wall since United States
Gypsum invented SHEETROCK in 1917

here are the
panel features that
start a new era

- Distinctive beauty... unlimited decorative possibilities.
- New Plain Panel—takes any decorative treatment.
- New Neutraltone Striated Panel—Striated and over-copper Knotty Pine finishes.
- Beveled Edges at butt joints—no loose joints or cracks.
- Light weight—approximately 16 lbs. per 8' x 4' panel.
- Easy to handle—no cumbersome bulky panels.
- Quick and simple to apply with PERP-A-TAPE Cement—no mortar, no plaster, no lath.
- Old plastered walls in need of renovation can be resurfaced by direct application.
- No grout and bands to install, no joints to trim.
- Special PERP-A-TAPE Cement—Spreeder Tool—simplifies application.

The announcement of new 16-in. wide Panel SHEETROCK—in regular and two distinctive predesigned surfaces—marks a step forward in dry-wall materials surpassing any other single advancement since United States Gypsum introduced folded edge SHEETROCK 35 years ago. Not only does it widen the field of application, but it opens practically limitless possibilities in decorative treatment—and makes application amazingly fast and easy. It is equally suitable for new construction or over existing walls—ideal for remodeling and alteration work.

New Striated Finish

Now also available in Plain Panel, Knotty Pine Panel and a distinctive new Neutraltone Striated Panel, SHEETROCK Wallboard today offers a remarkable variety of wall treatments and decorative possibilities. The finished surface of the new Neutraltone Striated Panel is finely grooved, and predecorated in a neutral tone to approximate the pattern.

Ever-popular Knotty Pine is photographically reproduced in natural color on high-quality paper that covers the face of the Knotty Pine Panel. The rounded edges of the panels butted together every 16" give proportion and depth to Knotty Pine Gypsum Wallboard installations never before achieved.

The face of Plain Panel SHEETROCK is highly calendered manila paper suitable for any type of decorative treatment.

Almost Anybody Can Apply

New Panel SHEETROCK is so easy to apply that almost anyone can do it. Application is fast—even faster than hanging wallpaper—and requires fewer

tools. The 16-unc round edge units are butted together. They are applied with PERP-A-TAPE Cement which normally holds the panels in place without temporary or other nailing.

Although joint treatment is not required, when Plain Panel SHEETROCK is used, apply PERP-A-TAPE Joint System on inside corners and PERP-A-BEAD reinforcement, with PERP-A-TAPE Cement on outside corners.

Panels Offer Many Extra Advantages

New Panel SHEETROCK products offer all the advantages of regular SHEETROCK wallboard and, in addition, bring the user such important plus benefits as outstanding ease-of-handling, fast and easy erection, attractive panel joints that require no special treatment—no face nailing—no nailheads to conceal.

The 15-inch width makes handling remarkably easy. A panel 8-feet long weighs only about 16 lbs., so it's easy to carry into buildings and up narrow or turning stairs to finish "hard-to-get-at" attic or basement space.

Get all the facts
FILL-IN AND
MAIL COUPON

United States Gypsum, Dept. 143
300 W. Adams St., Chicago 6, Ill.

Gentlemen: Please have your Representative call this coupon and full details of the new Panel SHEETROCK Wallboard line.

NAME

FIRM

ADDRESS

CITY STATE

The Material Ever for Remodeling and Alteration Work!

Many and some owners slide into the remodeling and alteration work over the new Panel SHEETROCK. The new Panel SHEETROCK offers two amazing adaptable patterns—the new Neutraltone Striated that harmonizes with almost any conceivable decorative scheme, and the new Knotty Pine so widely favored for everything from rumpus rooms to hallways—Plain Panel provides countless other possibilities for unusual decorative treatment.

There is a distinct economy advantage, too, for the remodeler and new home owner, in the pre-decorated panels. When the new panels are in place, the trim applied and

shaved, the room is ready to live in.

The latest advance in SHEETROCK Wallboard is seen by the architectural profession and the building trade as a means of greatly decreasing homeownery interest in remodeling and alteration. Apart from the interest aroused by the new trend, the beauty and adaptability of the panels have tremendous "suggestion power"—stimulates the owner to picture new rooms finished, old rooms remodeled in the new Panel SHEETROCK.

5000 1004



SHEETROCK EXTRA

THE FIREPROOF GYPSUM WALLBOARD

UNITED STATES GYPSUM COMPANY, 300 W. ADAMS STREET, CHICAGO 6, ILLINOIS

NEW SMOOTH END SHEETROCK READY

ENDS ARE HARD



When U.S.G. field service investigators went out looking for ways and means to make a fine product even better, they came back with this suggestion: "Make the ends harder." U.S.G. engineering and research specialists went right to work on the problem—came up with the latest SHEETROCK improvement, a Smooth End that is a uniformly hard end—the hardest in SHEETROCK history.

Latest U.S.G. Improvement Makes Butt-end Joint Finishing Easier, Faster and Better

Summary Lineup of New Smooth End Plus Benefits

- 1 Means harder ends—minimizes soft-end difficulties.
- 2 Permits smoother, faster and better finishing of butt and joints.
- 3 More positive dimensional control—ensures accurate lengths.
- 4 A better looking, tighter package that affords maximum protection.
- 5 Outstanding product appearance builds customer confidence.
- 6 Upgrades the quality of finished work done with SHEETROCK, the fireproof gypsum wallboard.

ACCURATE LENGTHS MAKE JOB EASIER

Already noted for its uniform quality new Smooth End SHEETROCK Wallboard now brings users the benefits of yet more positive dimensional control.

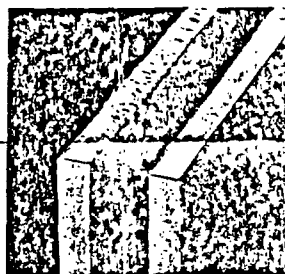
On the job, the almost unbelievable degree of uniformity of length achieved in the new manufacturing process means even faster, smoother, easier work, with marked benefits for all concerned. The time saved represents a saving in money. The beautifully end-finished SHEETROCK is a pleasure to work with. Smoother, higher quality work results, with benefits to owner, architect, operative builder, general contractor, and the carpenter himself.

Like the other recent improvements in SHEETROCK, the new Smooth End feature was the result of months of study of the product in use in the field. Research of this kind is a day-in-and-day-out business for a large staff of U.S.G. specialists.

Another in a long list of major improvements to speed and ease SHEETROCK Wallboard construction, and further raise the quality of the finished job, is announced by United States Gypsum. New Smooth End is another outstanding U.S.G. improvement offering real benefits to general contractors, operative builders and architects, as well as to the dealers who stock and sell it to the carpenters who install it.

Among many noteworthy benefits, the virtual elimination of time-consuming hand smoothing of ragged paper at butt ends is receiving special attention in the field. Thanks to new improved production methods, the ends are machine-smoothed before they leave the plant.

Comparison Shows Advantages of New Smooth End SHEETROCK



The important difference in the new Smooth End SHEETROCK is evident at a glance—no rough, uneven edges to sand down. The new, factory-smoothed ends make beautiful butt joints.

UPGRADES QUALITY

Construction of SHEETROCK, the fireproof gypsum wallboard, is quality construction—all America knows that. Now, even finer quality is easier than ever to attain, thanks to the superior working qualities of the new Smooth End SHEETROCK.

The outstanding appearance of this newly improved gypsum wallboard, the snug fit made possible by yet more positive dimensional control, and the generally superior workmanship that goes hand in hand with top quality material of this kind—all give the owner-inspector an impression of quality work that unmistakably says, "SHEETROCK."

Further, the same new processing techniques that bring about the new Smooth End also provide dimensional control. This accuracy in turn, effects further economies in man-hours; helps eliminate unnecessary trimming and waste of material. In addition, all these advantages bring you U.S.G. unit responsibility of materials.

Outstanding Appearance

Not only does the new Smooth End make possible easier, faster and better finishing of butt-end joints—it gives SHEETROCK, now more than ever, a quality appearance that builds confidence in the mind of the customer. In a minimum of time, without costly on-the-job preparation, the new SHEETROCK turns out the kind of clean-fitted, accurate job that benefits everyone concerned.

Equally important to all who apply, buy, specify or stock and sell SHEETROCK is the fact that the new Smooth End is a hard end. This hard quality gives the wallboard definite advantages in shipment, storage and handling, as well as on the job.

Those who have inspected the new product have commented on the improved appearance of the package. They have noted, too, that end bundling tapes can be applied more smoothly and tightly to the Smooth End SHEETROCK, assuring maximum protection.

Now ready for delivery in this territory, SHEETROCK, the fireproof gypsum wallboard with new Smooth Ends, is an achievement growing out of many months of research by U.S.G. product engineers. For other recent improvements see next page.

States Gypsum Company
1st Adams Street
06

Sec. 3146, F. L. & L.
U. S. POSTAGE
PAID
Chicago, Ill.
Permit No. 780

BB026 1858



**PLEASE
RUSH!**

CO 6, ILLINOIS

UNITED STATES GYPSUM

NEWS

END

NEW

AD

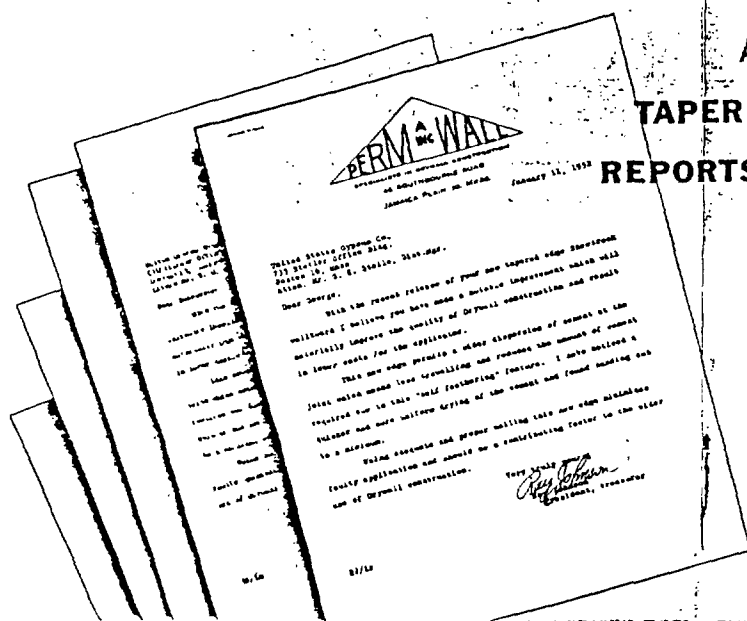
CLIFF

CLIFF

CLIFF

CLIFF

"Tapered Edge SHEETROCK Wallboard...A Notable Improvement"



**APPLICATORS' CONTINUED PRAISES OF
TAPERED EDGE SHEETROCK CONFIRM EARLY
REPORTS OF ITS OUTSTANDING PERFORMANCE
—REVOLUTIONIZES JOINT FINISHING**

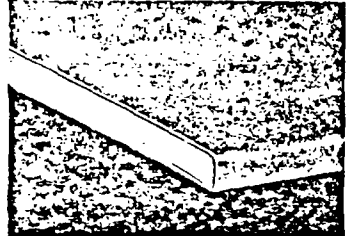
The enthusiastic reports that continue to pour in from all parts of the country make it clear that Tapered Edge SHEETROCK Wallboard is more than fulfilling expectations. Faster, better finishing of joints. Savings in cement. Uniformly smooth and level joints with less time and effort—these are mentioned over and over again as important advantages of the Tapered Edge improvement. The word spreads fast—as shown by the growing preference for Tapered Edge SHEETROCK.

United States Gypsum offers all the elements of Gypsum dry-wall construction. UNIT RESPONSIBILITY for wallboard and joint-treatment materials is assumed by one reliable manufacturer. You'll find, as have many others, it pays to have product responsibility for all your dry-wall materials rest with U. S. Gypsum.

U. S. Gypsum Co. Inc.

BIG PARADE

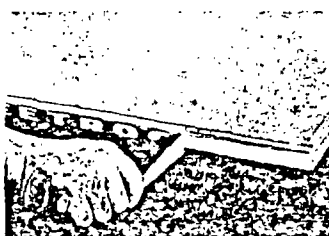
of major improvements makes
SHEETROCK wallboard construction the best ever



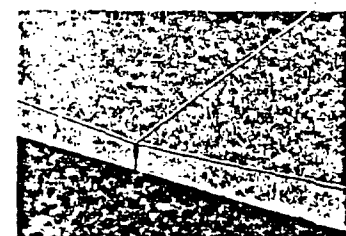
SMOOTH END feature makes butt-end joint finishing easier. It's a harder, more durable end.



SPARK PERFORATED TAPE eliminates cement splashes and perforation patterns.



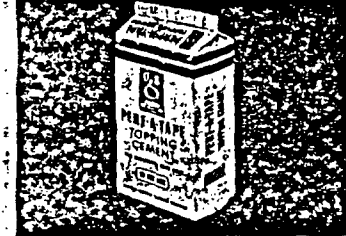
ZIP-TAPE opens bundles in less than a second. No cutting or tearing away from bundle.



TAPERED EDGE feature minimizes shrinkage and edge cracking, provides smoother SHEETROCK joints.



IMPROVED JOINT CEMENT is easier to mix and apply smoothly. There's less shrinkage.



TOPPING CEMENT needs practically no sanding. Flows on smoothly. Makes an ideal finish coat.