PLAINTIFF'S EXHIBIT
USG-1617

GYPSUM BOARDS

This advertisement appears in: *American Home, House Beautiful* and *House & Garden*—
October, 1949

approved by Mr. Rose
See changes. See
TM marking - advertising
continued

Something *Really* new



in walls and ceilings



NEW LAMINATED SHEETROCK

a double wall system that means:

added fire protection
Gypsum fights fire—it will not burn. Think of the protection two layers provide!

added sound resistance
Transmission of noise between rooms is greatly reduced. Extra privacy is yours.

added strength
Walls and ceilings are more rigid, more resistant to normal framework movement.

added beauty
Laminated SHEETROCK interiors are smooth, remain practically crack-free.

HISTORICAL FILE
For Public Relations
received 1949
DO NOT DESTROY

Now two layers of this famous SHEETROCK gypsum wallboard are laminated to produce the ultimate in fine interiors. You get all the outstanding features of regular SHEETROCK — reduced building time, any decoration, quick occupancy—plus, the *added* advantages at right.

Investigate Laminated SHEETROCK — it's something *really* new, *really* modern in walls and ceilings. Your building material dealer handling SHEETROCK has all the facts. Let him help you when you build.

There is only ONE...
SHEETROCK
T. M. Reg. U.S. Pat. Off.
The Fireproof Gypsum Wallboard

United States Gypsum
Chicago

88021 0063