

1949
DO NOT DESTROY

PLAINTIFF'S EXHIBIT

USG-1624

Something *Really* new
in walls and ceilings
LAMINATED SHEETROCK

T. M. Reg. U. S. Pat. Off.

the modern double-wall system



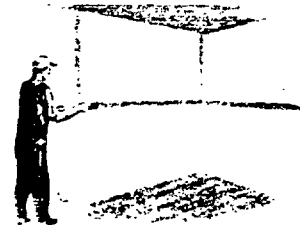
1. The first layer of SHEETROCK fireproof gypsum wallboard goes up vertically. It signifies the initial step in the added fire-protection, extra strength, greater sound-resistance, and smoother beauty provided by this outstanding, new double-wall system.



3. Face layer is then nailed up horizontally—ceilings again first, with boards at right angles to first layer. When adhesive is dry (usually within a short period), the bond between the two layers is secure. Then the nails are countersunk, and the nail holes filled . . . later finished with PERF-A-TAPE cement.



2. Ceiling boards are applied first, with long edges parallel to joists. Sidewalls follow. After first layer is up, each face layer board is covered and combed with specially formulated USG Adhesive which possesses tremendous bonding strength.



4. In the final step, the famous PERF-A-TAPE Joint System reinforces and conceals all joints, making wall and ceiling surfaces smooth and seamless and ready for any decoration. It's easy to see why new Laminated SHEETROCK wallboard produces one of the finest dry-walls you can specify.

Your U.S.G. representative has complete details on this modern double-wall

system. Call him, or write 300 W. Adams St., Chicago 6.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

BR021 0392

It's New....it's

SHEETROCK

it's the laminated Double Wall system

that brings you

GREATER

Fire Protection



the core of SHEETROCK is gypsum, the mineral that will not burn. That's why this wallboard is fireproof. Think of the protection two layers provide.

Sound Resistance



upstairs, downstairs—in every room—transmission of noise through walls and ceilings is substantially reduced. Extra comfort is yours.

Strength

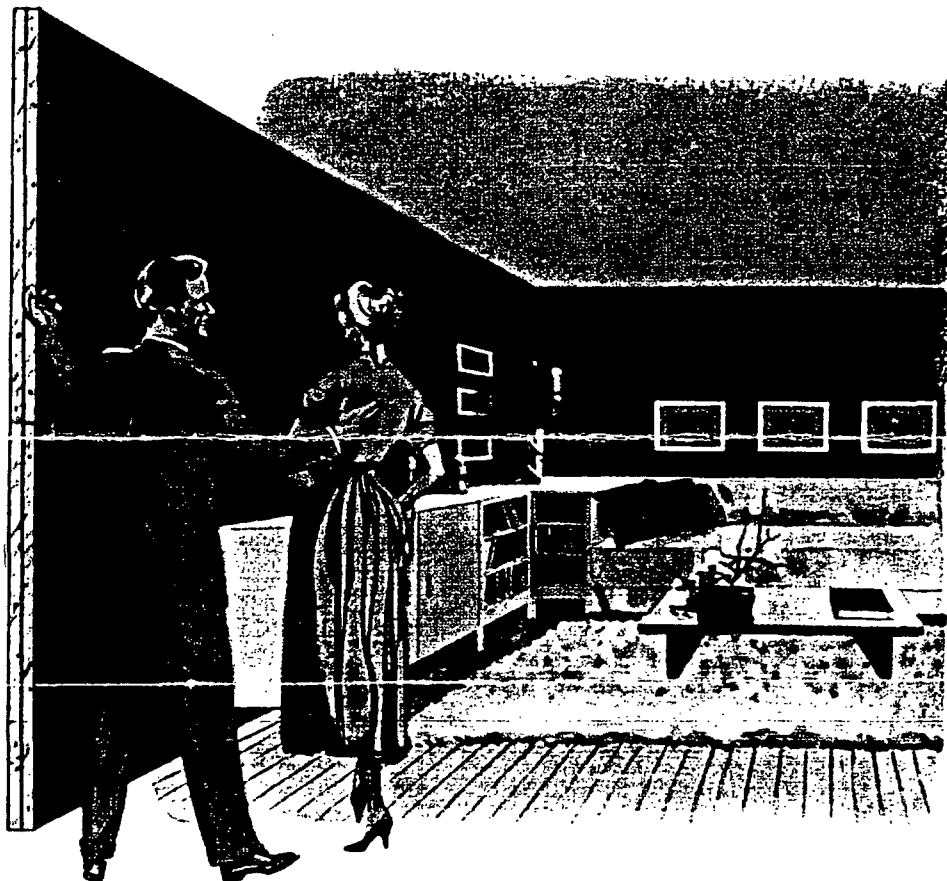


walls and ceilings are more rigid, more resistant to normal framework movement. It also adds extra bracing strength to studs and joists.

Beauty



interiors of Laminated SHEETROCK are wonderfully smooth. PERF-A-TAPE® reinforcement and cement make the joints almost invisible.



Undeniably, here's one of the finer methods for building walls and ceilings. It's Laminated SHEETROCK—the modern double-wall system featuring two layers of this famous, fireproof gypsum wallboard. It offers all the outstanding advantages of regular SHEETROCK Construction—fast erection, any decoration, early occupancy—plus the four important extras at left.

Investigate Laminated SHEETROCK, it's something *really* new, *really* up-to-date in walls and ceilings. Your lumber and building material dealer handling SHEETROCK has all the facts. Let him help you when you build or modernize.

There is only ONE...

SHEETROCK

The Fireproof Gypsum Wallboard



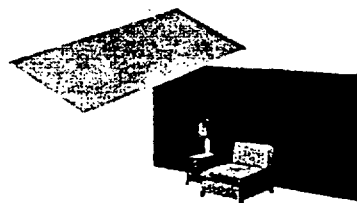
United States Gypsum

Chicago

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Something *Really* new

in walls and ceilings



NEW

new

LAMINATED

Laminated

SHEETROCK

Wallboard

a double wall system
that means:

*Changes
reg. by U.S. Pat. & T. M.
6-28-49
07-27-49*



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.

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

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