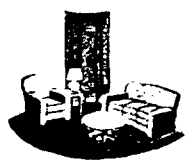
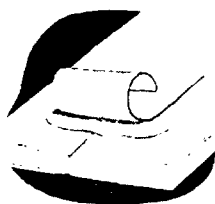


NO Cause for Alarm...

PLAINTIFF'S EXHIBIT  
USG-1762



**TAKES ANY FORM OF DECORATION**—Any finish that is sprayed, brushed or pasted on may be successfully applied on Sheetrock; or it may be purchased already decorated—ready to apply.



**"WELDED WALLS"**—Panel joints concealed and welded together by Perf-A-Tape ... stronger than the panels of Sheetrock themselves.



**VERMIN-PROOF**—Sheetrock has a mineral core ... it does not attract or support vermin of any kind.



**WON'T WARP OR BUCKLE**—Sheetrock is like a stone wall. It does not twist and pull out of shape with changes in temperature and humidity conditions.

# SHEETROCK

## Fireproof WALL AND CEILING PANELS

Why go through life in constant fear of fire? ... When pulses pound at the sound of a siren or the imagined smell of smoke. That all becomes obsolete as "Match-box Houses" go out.

Now, with walls and ceilings of Sheetrock\*, the fireproof wallboard ... you fight the spread of fire every step of the way with gypsum—a mineral that cannot burn ... holds fire in check while building occupants escape and help arrives. You have a fire armor that protects the structure over which the board is applied. With Sheetrock on the job, chances are strongly in your favor that—there's "No Cause for Alarm." —and you can have enduring beauty.

too ... sweeping, unbroken surfaces with "welded" joints ... concealed with Perf-A-Tape\* System of Joint Treatment ... or bevelled edges accentuated as a planned feature of the decorative scheme with "Panel-Wall" method.

There is no waiting for decorating. No delay in applying wood trim. You can use any form of decorative treatment. You can get the board ready decorated in pastel shades or woodgrain effects.

In short, name your job ... there is certain to be one gypsum board that will do it well—one name that leads all the rest in gypsum wallboard and has for 20 years and more ... that name is *Sheetrock*.

\*Trademarks Reg. U. S. Pat. Off.



**UNITED STATES GYPSUM**  
300 WEST ADAMS STREET, CHICAGO, ILLINOIS

*This famous trademark identifies products of United States Gypsum Company—where for 40 years research has developed better, safer building materials*

GYPSUM PRODUCTS • STEEL • INSULATION • ROOFING • PAINT

GYPSUM WALLBOARD • SHEATHING • LATH • PLASTER

## FIREPROOF GYPSUM

The World's most widely used Mineral for making Fireproof Wall and Ceiling Products

GYPSUM FIREPROOF ROOF DECK AND PARTITION TI