

BETTER WALLBOARD CONSTRUCTION

A PERFECT, LOW COST
JOINT CONCEALMENT
AND REINFORCEMENT

PLAINTIFF'S EXHIBIT

USG-1569

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NEW RECESSED-EDGE SHEETROCK

Suitable for Horizontal
or Vertical Application

2

NEW PERF-A-TAPE

Better, Stronger Joints
at Low Cost

3

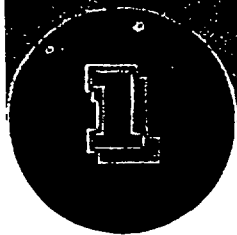
NEW USG METHOD OF DECORATION

Textone for Texture
... Texolite for Color

USG

UNITED STATES GYPSUM COMPANY

BB015 2480



NEW RECESSED-EDGE SHEETROCK

SUITABLE FOR HORIZONTAL OR VERTICAL APPLICATION

(Cross section of Recessed-Edge Joint finished with Perf-A-Tape and Cement)

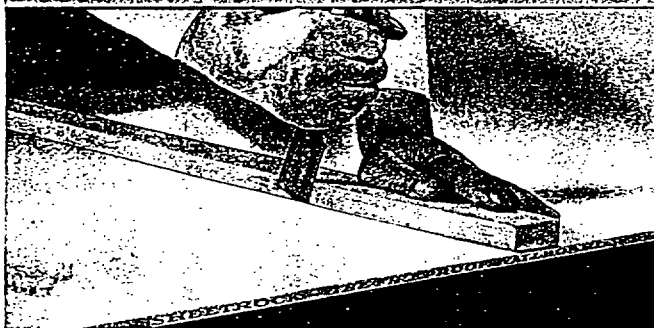
— SURFACE LEVELED WITH CEMENT



Patent numbers 1,357,350; 1,657,332; 2,047,982



Recessed-Edge Sheetrock being applied horizontally—at right angles to framing—to give increased bracing strength.



Recessed-Edge Sheetrock is cut to size by scoring with a knife or chisel and breaking or sawing with a sharp hand saw.



New Recessed-Edge Sheetrock* offers a new kind of wallboard construction that makes possible stronger, smoother wallboard jobs. The reason is that the unique, patented edges provide a method for building stronger, smoother reinforcement at the joints.

The long edges of the face side of Recessed-Edge Sheetrock are depressed. When boards are erected these recessed edges form a shallow channel at the joint. Into this channel special cement is applied and a strong fibrous tape is embedded in the cement (see cross section above). Then the cement is smoothed off straight and even with the face of the board. Perf-A-Tape—a strong, fibrous, patented tape—is particularly designed for use in this patented joint system.

With this patented system—Recessed-Edge Sheetrock and Perf-A-Tape—you secure stronger, smoother wallboard construction. That is because the new type of edge of the board, and the new joint treatment, make possible better reinforcement at the point where reinforcement is needed most; make possible hiding the joint reinforcement within the thickness of the board itself, providing a better base for decoration, smooth and without shadow lines at joints.

Horizontal or Vertical Application

Recessed-Edge Sheetrock—plus the Perf-A-Tape System of Joint Reinforcement—assures you of joints strong enough for horizontal application of board on side walls and at right angles to ceiling joists. This construction provides increased bracing strength for the building. It promotes better, stronger construction around joints occurring at corners or openings.

Recessed-Edge Sheetrock and the Perf-A-Tape System of Joint Reinforcement may also be applied vertically, just like regular Sheetrock with square edges. In this type of construction the new Recessed-Edge helps prevent bad joints which might otherwise occur on studs or joists. Recessed-Edge Sheetrock has all other Sheetrock features—an easily decorated surface; a fireproof, non-warping, moisture-resistant core.

NEW PERF-A-TAPE FOR THE PERFECT JOINT

BETTER, STRONGER JOINTS AT LOW COST

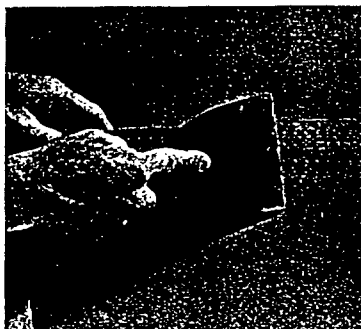
By finishing walls and ceilings with Recessed-Edge Sheetrock and Perf-A-Tape, you secure a "one-unit construction" of superior strength—a construction that will assure longer life and lower upkeep costs in many types of buildings.

Developed by Experiments

For twenty years, the United States Gypsum Company has been manufacturing Sheetrock. In that time billions of feet have been sold in all parts of the country. And since it started manufacturing wallboard, the company has constantly worked toward the development of better types of joint treatment.

Fills Need Perfectly

Sheetrock Perf-A-Tape Joint System—for use exclusively over Sheetrock—is the latest and best result of such continuous research work. It fills perfectly the need for joint treatment that provides these two important features:



1. Effective joint concealment and reinforcement;
2. Low cost.

Thoroughly Tested

Tests show that Perf-A-Tape over Sheetrock makes the joint as strong as Sheetrock itself. (See photo below.)

Perf-A-Tape, the joint system itself, and the joint construction are fully patented by the United States Gypsum Company. Perf-A-Tape is sold as a System of Joint Treatment for use exclusively over Sheetrock, The Fire-proof Wallboard.

Conveniently Packaged

Perf-A-Tape Joint System comes packed in cartons containing a 250-foot roll of Perf-A-Tape, a 17-pound bag of joint cement, and complete directions for applying.

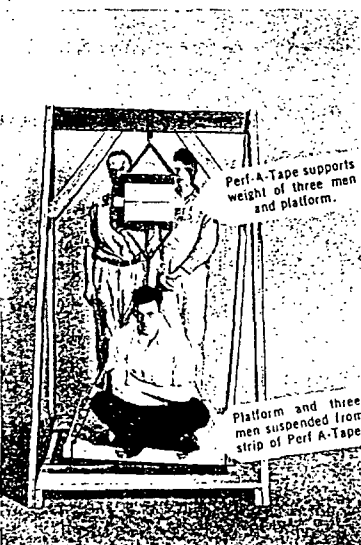
← Whether board is applied horizontally or vertically, Perf-A-Tape provides the ideal joint treatment for Recessed-Edge Sheetrock.

Tests Show Strength of Joints Finished with Perf-A-Tape

The illustration demonstrates the unusual and almost unbelievable strength of the wallboard joint reinforced with Perf-A-Tape joint treatment.

This and many other strength tests made in the United States Gypsum Company's Research Laboratories prove that Perf-A-Tape joints provide stronger walls. These tests are your assurance that Perf-A-Tape will help you get better, more permanent wallboard construction.

And in actual construction, too, Perf-A-Tape has proved its unusual worth in building with wallboard.



The many homes in all parts of the United States that have been finished with Recessed-Edge Sheetrock and Perf-A-Tape stand as an endorsement of Perf-A-Tape's outstanding strength, its unequalled ability in concealing joints.

And Perf-A-Tape provides this superior joint concealment and reinforcement without interfering with the smooth decorative surface of Sheetrock. It helps make a better base for any type of interior decoration—texture paint, casein paint, other flat wall paints, enamel, wall fabrics, wallpaper, etc.

NEW USG METHOD OF DECORATION

TEXTONE FOR TEXTURE—TEXOLITE FOR COLOR

One of the finest ways of decorating walls of Recessed-Edge Sheetrock and Perf-A-Tape is to use the rich beauty and distinctiveness of the textured or stippled finish. This type of decoration is being used increasingly today in many of America's finest homes. And the textures being used are the finer, subtler textures, that give to walls and ceilings little more than a suggestion of texture, rather than the heavy, very rough effects widely used several years ago.

New Method Cuts Cost

These finer, simple textures in brighter, more attractive colors, can easily be obtained with USG's New Method of Decoration, at costs much lower than have ever before been possible. A brief description of this New Method of Decoration discloses why this is so.

First, white Textone* is applied thinly over the surface of Sheetrock. Then the desired texture effect is worked into the coat of Textone. The third step is the application of the desired color with Texolite,* the new low cost, easily applied casein wall paint.

Both are Quality Products

The result is a wall of delicate texture and beautiful permanent color. And it is a job of the highest quality. Textone has long been the product preferred by leading decorators for some of the best texture work in the country. And Texolite is becoming the leader because of its unexcelled ability to provide true brilliant color and durability.

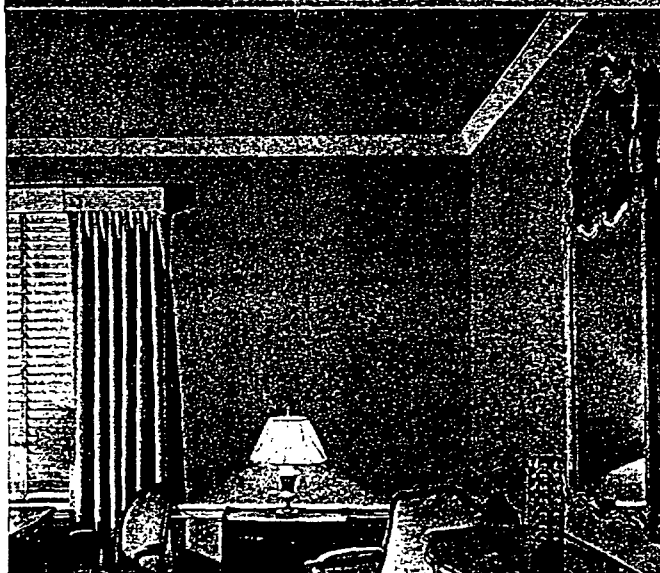
The reduction in cost of texture work done according to USG's New Method is in no way a reduction in quality or beauty; it follows simply from a more economical way of using Textone so as to give much greater coverage per pound of material. The thing that makes possible this economy in the amount of Textone used is the excellent hiding power of Texolite, its high light reflection, the soft sheen of its surface, and its natural bond with Textone.

Other Types of Decoration

If you prefer, you can decorate your Sheetrock walls with any of the other commonly used decorations—oil paint, wallpaper, canvas, enamel, etc. For flat wall decoration, Texolite is the most economical and effective paint to use. It gives you exceptional brilliance, non-fading color, one-hour drying, and better coverage—one coat hides most backgrounds.



(Above) Textone being applied over Recessed-Edge Sheetrock—Perf-A-Tape wall. Insert shows how fine Colonial stippled effect is obtained. (Below) The finished job—walls of Recessed-Edge Sheetrock, joints reinforced and hidden with Perf-A-Tape, decorated with Textone and Texolite.



HOW TO APPLY RECESSED-EDGE SHEETROCK

PREPARATION OF FRAMING

Sheetrock is a finished product—ready for installation immediately after application—and should be treated as such. It comes to the job with ends protected with secure fabric wrapping, known as "Zip-Cord Bundling." Handle carefully when erecting to keep the ivory-colored face surface unblemished. Space studs and joists 16 inches on centers. Before applying Sheetrock, check to see that joists are level and that all studs are plumb and straight, providing an even background. It is important to get the finest finished wall and ceiling job. Brick walls must be turreted.

CUTTING

Sheetrock can be quickly cut to size by the "scoring and breaking" method. First cut the board by scoring the face surface with a knife or chisel along a straightedge (see illustration on page 2). Then break the board along the score, supporting near edge, and cut the paper on the back surface of the board. Or, to saw Sheetrock, place the ivory side up. Use a sharp hand saw, supporting the board close to the wing edge.

Before applying board to studs or joists, level slightly with coarse sandpaper the face side of all sawed edges and mill-cut ends. Bevel just enough to remove any frayed or loose bits along the edge of the face side of the board.

NAILING

Install Sheetrock to framing with cement-coated, flathead common nails. For best results use 4d nails for attaching $\frac{3}{8}$ -inch Sheetrock, 5d nails for $\frac{1}{2}$ -inch Sheetrock.

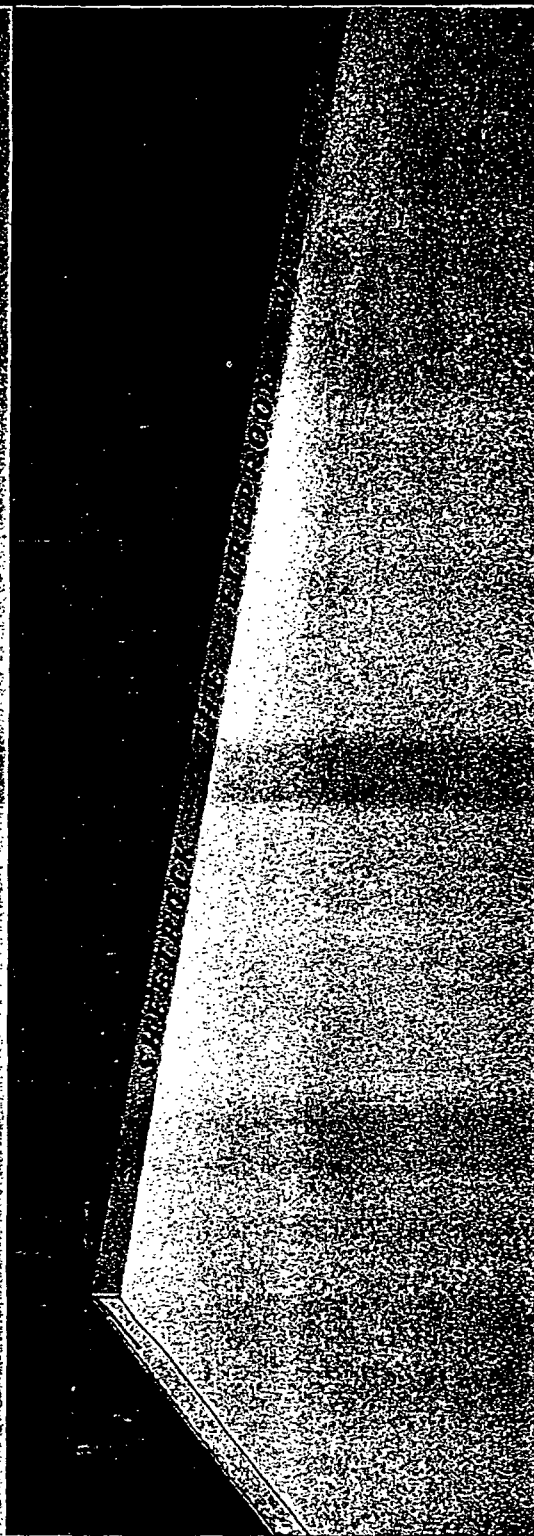
Butt recessed edges together. Sawed or mill-cut ends (where the gypsum core is exposed) should be spaced $\frac{1}{8}$ -inch apart.

Drive nails straight and "home" with heads slightly below surface of board, but do not use nail set. Space nails three inches apart on all edges, nine inches on intermediate studs and six inches apart on intermediate joists.

When applying Recessed-Edge Sheetrock across framing space all nails 4 inches apart on all supports.

CEILINGS

Erect ceilings first. Tack a strip of wood along the top of studs $\frac{3}{4}$ of an inch from ceiling



SHEETROCK — THE FIREPROOF WALLBOARD

joists. Rest one end of the Sheetrock on this strip and support the other end with a "TV" made of 1x2's, set about one-third the distance from the unsupported end of Sheetrock. Stagger end joints to eliminate continuous cross joints.

Recessed-Edge Sheetrock may be applied parallel or at right angles to joists. Get ceiling smooth and level.

WALLS

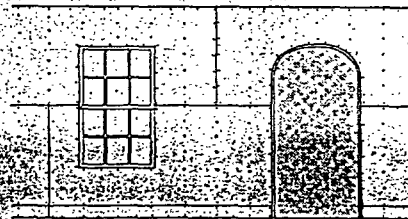
Recessed-Edge Sheetrock may be applied to walls vertically (parallel to studs) or horizontally (at right angles to studs).

VERTICAL APPLICATION

When applying Recessed-Edge Sheetrock vertically to studs use full-length board up and down. Begin at corner and work to openings.

HORIZONTAL APPLICATION

When applying Recessed-Edge Sheetrock horizontally, erect the top board first, and work down from ceiling to the base. Do not cut full-size boards for spaces above or below openings—span the tops of all openings with full-size boards as shown in the illustration below, thus reinforcing the weakest points in the framework.



Break all joints; that is, stagger boards so that the corners of any four boards do not meet at one point.

FINISHING

Finish all joints with Peri-A-Tape and Cement. Spot all intermediate nail heads with Peri-A-Tape Joint Cement. Follow carefully the detailed directions that come with each package of Sheetrock Peri-A-Tape Joint System, and good results should be obtained.

UNITED STATES GYPSUM COMPANY



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