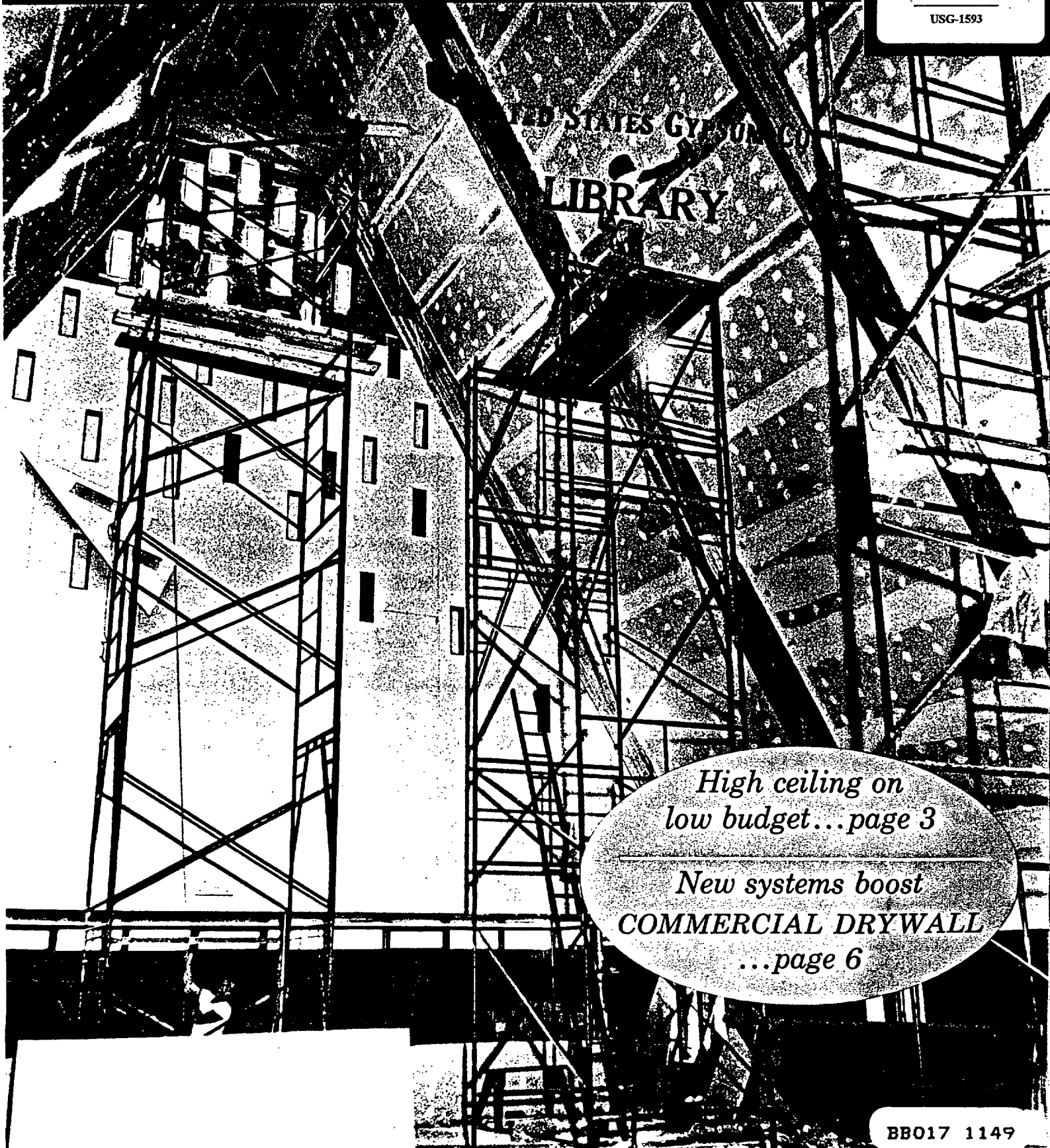


Drywall AGE

FIRST FORUM OF THE DRYWALL INDUSTRY • ISSUE 1, 1960

PLAINTIFF'S EXHIBIT

USG-1593



UNITED STATES GYPSUM CO.
LIBRARY

*High ceiling on
low budget...page 3*

*New systems boost
COMMERCIAL DRYWALL
...page 6*

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

L. J. Lovejoy, Editor
J. C. Miller, Art Director

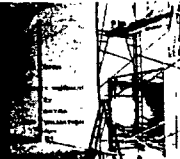
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PHOTOGRAPHS in this issue by: Guy Burgess, Colorado Springs; Parade Studios, Inc., Cleveland; Hedrich-Blessing Studio, Chicago.

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Drywall AGE



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Welcome to Architects

WITH this issue DRYWALL AGE adds 15,000 architects to its readership. That is almost as many architects as receive Architectural Forum or Architectural Record or Progressive Architecture.

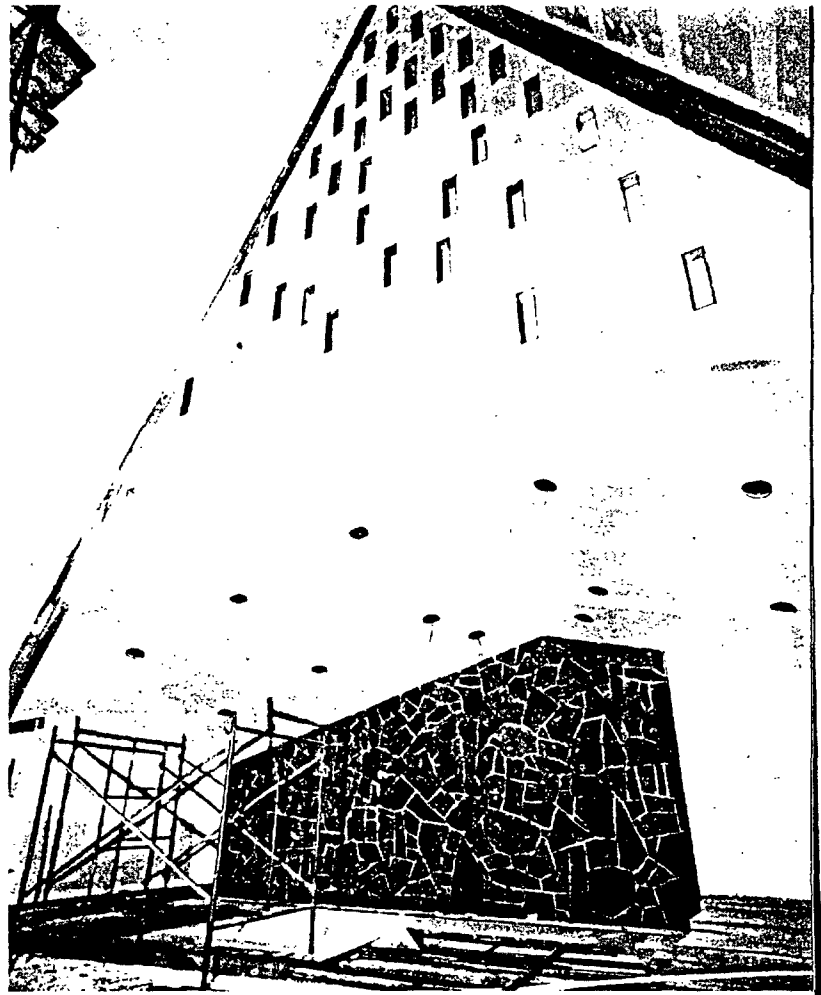
DRYWALL AGE editors know and enjoy architects as challenging, perceptive, stimulating company, ready to receive new ideas. In the months ahead we guarantee our new readers a full diet of new ideas on better ways to build.

We fully expect that architects will enjoy coming to know the gypsum drywall contracting business as we know it—the most rapidly growing facet of the construction business. As a business it is not only gaining in numbers of contractors, but is increasing in stature as these experts bring specialized skill to the science of board erection and the art of joint treatment. It is gaining stature as a series of exclusive new gypsum drywall partition systems is introduced by United States Gypsum Company to expand the industry's market horizons. (See pages 5, 6)

With its new methods and increased skill, the gypsum drywall industry has much to offer that is of interest to architects. No longer is it a business confined to serving residential building and builders. Every one of the six drywall systems to be introduced by U.S.G. this year constitutes a new way and better method of Class A construction. Drywall can now meet the fire resistance requirements, the sound barrier requirements, the need for beauty and stability of the most exacting job. To these assets drywall often adds other desirable characteristics—mobility, for example—plus economy.

As we bid welcome to our new architect readers, we would have them know that DRYWALL AGE is a service magazine. Through serving their needs for information about the fast-growing field of drywall construction we expect to earn their attention and readership.—The Editors

ATTRACTIVE CONTRAST is created by rough stone behind altar and smooth, painted SHEETROCK walls and ceilings. Upper gable contains 41 stained glass windows to enhance atmosphere of reverence.
(Also see cover.)



High quality ceiling meets low budget with SHEETROCK wallboard

WORKMAN CUTS OPENINGS (below) to fit stained glass windows before hoisting panel into place. Pre-cutting SHEETROCK eliminated extra handling of heavy board on the scaffold.



HIGH QUALITY took on a double meaning for Larry's Professional Dri-Wall Company when it won the contract for the 51-ft. ceiling in Denver's Berkeley Presbyterian Church.

"We used to think a 12-ft. ceiling was high," says owner Larry Blatt. "This job has given us a chance to prove that SHEETROCK can be applied profitably at any height."

Lower cost with no reduction in quality was a primary factor in architect James Johnson's choice of gypsum wallboard for the interior of the church addition. To meet the building's one-hour fire rating requirement, $\frac{5}{8}$ -in. SHEETROCK Wallboard was used throughout the job.

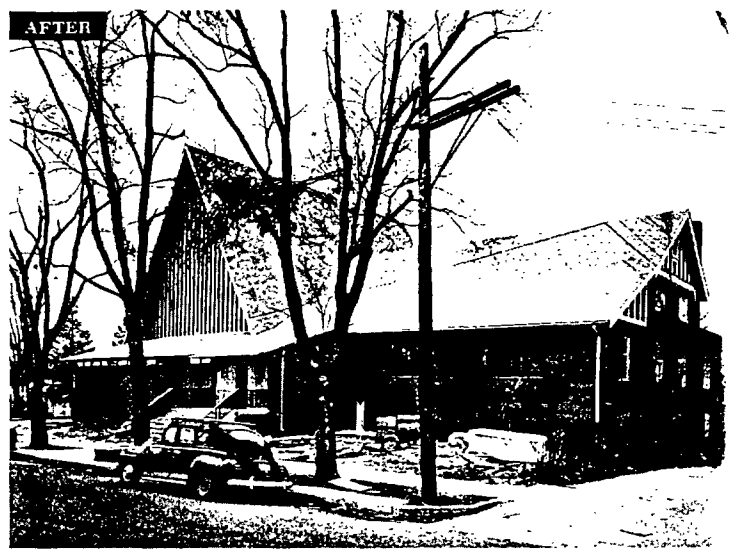
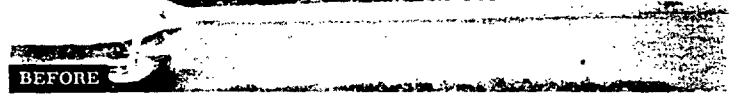
"This thickness may be a little heavy to handle on the ground," Blatt points out, "but it proved easy to work with once we developed a system."

To eliminate unnecessary handling on the scaffold, each piece of SHEETROCK was cut to size before being lifted off the ground. Dimensions were taken from the ceiling and called down to a workman who

(continued)

OLD STEEPLE WAS RAZED (right) to provide connecting roof line with new addition. Bay window was also removed and new brick facing installed to match exterior of new construction.

NEW AND OLD WERE BLENDED (lower photo) to give appearance of completely new building. Interior of older structure was remodeled to provide small meeting rooms and large classroom.



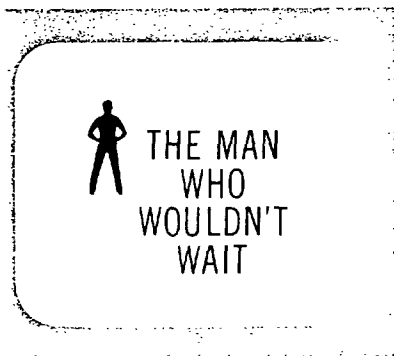
High ceiling *continued*

transferred them to the panel to insure a perfect fit. After being cut, the SHEETROCK was hoisted to the ceiling by a rope and held in place until spot-nailed to wooden purlins and sub-rafters.

"This system saved the men on the scaffold from supporting the weight of the board," Blatt explains. "As a result, this part of their job was actually easier than it would be on a normal ceiling application."

The value of this procedure was multiplied by the large number of stained glass windows located in the gables at either end of the church's peaked roof. Laid out to form a random pattern, 80 window openings each had to be carefully measured to match apertures cut in the exterior wall.

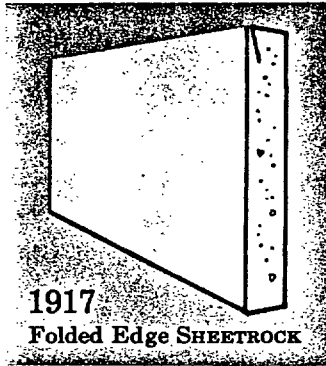
Color films sell drywall



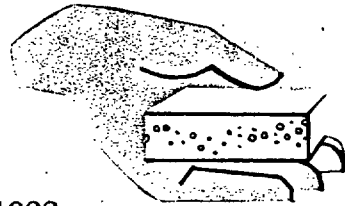
A NEW full-color movie on gypsum drywall merchandising techniques is now available for showing to drywall contractors. The film, *The Man Who Wouldn't Wait*, and its companion manual were prepared by United States Gypsum Company to provide drywall contractors with a short course in merchandising techniques.

Two earlier color films, *Drywall Takes a Giant Step* and *Drywall Age*, are also still available. These films were viewed by more than 2,800 building industry leaders at 107 special sales meetings held in the last 12 months. *Drywall Takes a Giant Step* chronicles drywall's growth and importance in residential and commercial construction. *Drywall Age* offers technical data on the development and erection of major gypsum wallboard systems. Combined running time of the two films is 38 minutes.

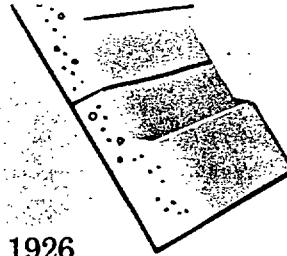
Drywall contractors interested in showing any of the three films may obtain copies on short notice through their United States Gypsum representative or nearest U.S.G. district office (see page 2).



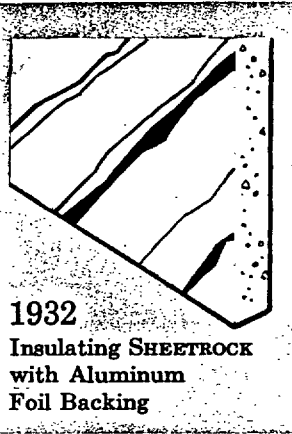
1917
Folded Edge SHEETROCK



1922
Lightweight Foamed-Gypsum Core



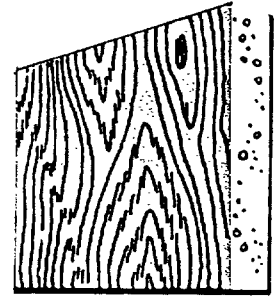
1926
Recessed Edges
for Joint Treatment



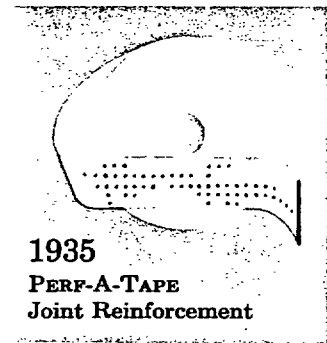
1932
Insulating SHEETROCK
with Aluminum
Foil Backing



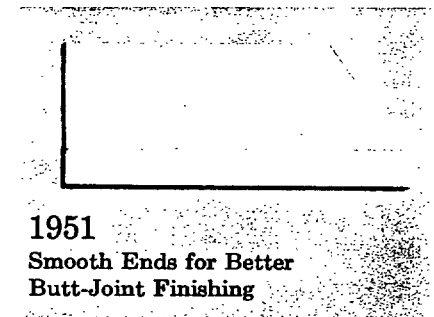
1951
Tapered Edges for Easier,
Smoother Joint Finishing



1932
Decorative Woodgrained SHEETROCK



1935
PERF-A-TAPE
Joint Reinforcement



1951
Smooth Ends for Better
Butt-Joint Finishing

Drywall
gets set for
the 60's

U.S.G. SHEETROCK

sales program

to help capture

commercial market

THIS YEAR introduces a new era in construction. Unanimously hailed as a decade of prosperity, the 1960's are certain to offer a special challenge to the building industry. Urban renewal, diversification of industry, exploding population—all of these problems combine to emphasize the need for quick, economical commercial and rental construction.

Can drywall meet this challenge? SHEETROCK, the original gypsum drywall, was born of just such a challenge. Introduced by United States Gypsum Company in 1917, SHEETROCK wallboard met the need for a quick, economical, fireproof interior finish

continued

Drywall gets set *continued*

in the barracks housing millions of Army rookies.

U.S.G. research stimulated postwar growth of the industry by introducing new products and application methods improving the appearance, strength, and convenience of SHEETROCK Wallboard.

The end of World War II produced another challenge—an unparalleled need for new housing. Once again drywall put its exclusive combination of economy, fire resistance and speedy erection to work providing early occupancy for new home buyers. United States Gypsum contributed improved quality with the development of double wall and back blocking systems, $\frac{5}{8}$ -in. SHEETROCK and other new products.

Drywall has conquered residential construction. A recent National Association of Home Builders survey shows that over 70 percent of the new homes

built in 1959 used gypsum wallboard interior walls.

The challenge of yesterday has been met. Now, the drywall industry is gearing to meet today and tomorrow's opportunity. And once again United States Gypsum Company is planning a vigorous supporting role.

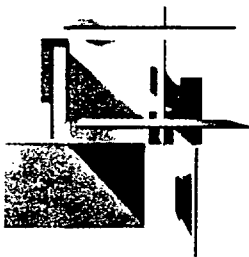
During 1960 U.S.G. will announce a dynamic program to promote gypsum wallboard for large-job construction. Six commercial drywall systems designed to provide quicker, more economical interior walls, partitions and ceilings form the heart of this program. Developed after years of testing and research, these systems are: USG *Solid Partitions*, USG *Metal Stud Partitions*, *Movable VAUGHAN WALLS*, USG *Ceiling and Furring System*, *TRUSSTEEL Stud Partitions* and USG *Semi-Solid Partitions*. Subsequent issues of DRYWALL AGE will cover each system in detail.

A key part of this program to increase drywall in commercial construction is an advertising and promotional campaign to be launched early this spring. Aimed at contractors, architects and real estate leaders, the campaign will include national advertising, technical folders, direct mail brochures and training films. U.S.G. Architect Service representatives and sales engineers will supplement these efforts with personal presentations to key contractors and architects.

Can drywall meet the challenge of the Sixties? Armed with 32 years of know-how plus the technical and promotional support of United States Gypsum's commercial systems program, the gypsum drywall industry is sure to make the Sixties another chapter in its history of success.

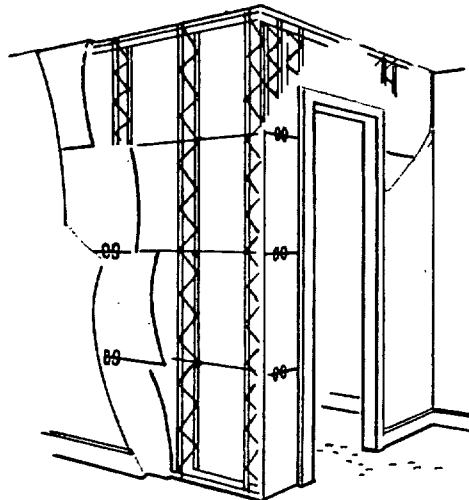


Movable VAUGHAN WALLS
Partition System of Solid Gypsum



1960

SHEETROCK-TRUSSTEEL Stud Partition System





Small contractor reaps big savings with Ready-Mix Cement

A ONE-MAN OPERATION is reaping big-time profits for drywall contractor Ralph Solar of Berea, Ohio. In business since 1957, Solar cites high production and guaranteed quality as the secrets of his success.

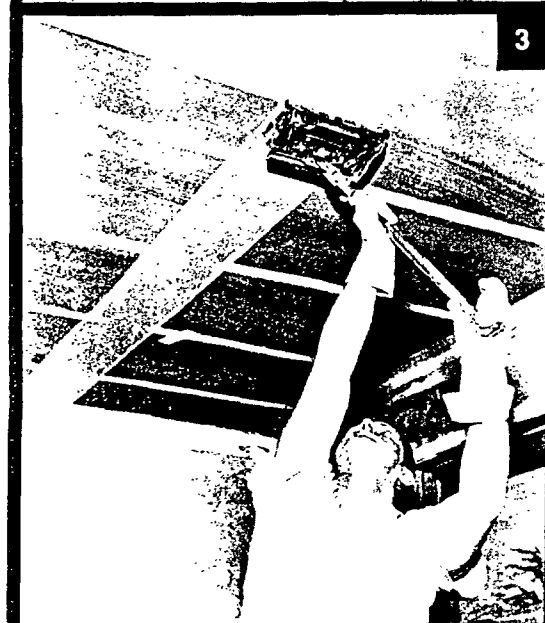
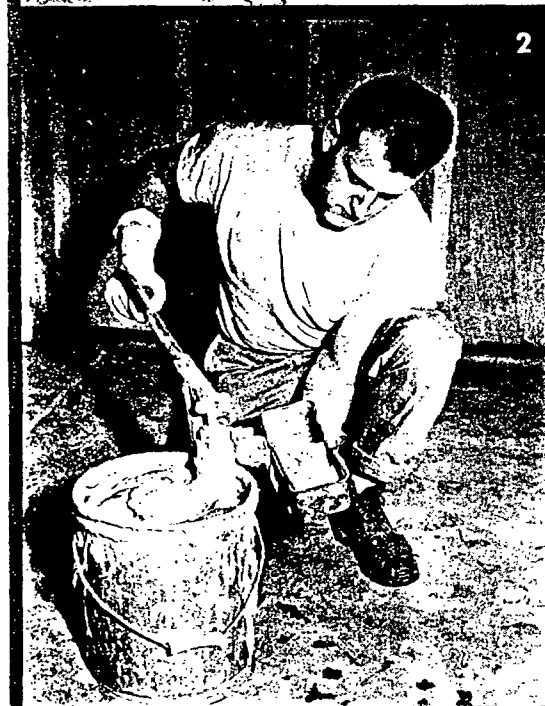
"I've used Ames tools to get top production since I began," he explains. "But it wasn't until I tried Ready-Mixed PERF-A-TAPE Cement that I really got the results I needed."

In addition to improving results with the Ames tools, Solar found Ready-Mix saved time before and after taping. "By using this cement, I cut out mixing completely," he points out. "I save 1½ hours of preparation a day and use the time to hang more board. And, I no longer have to find water for mixing at the site."

Solar also credits pre-mixed adhesive with reducing clean-up time. "It hangs together so well that I can count on fewer droppings," he says. "And it cleans so easily that I've used the same bucket for months."

Factory-controlled consistency and smoothness of Ready-Mixed PERF-A-TAPE Cement also are important to Solar's operation. "I can count on the same consistency in each bag," he says. "I used to mix three bags in a batch to maintain consistency, but now I use a half-bag at a time." He finds the cement so smooth that he sponges between coats instead of sanding to prevent raising the nap on one-coat paint jobs.

Summing up his philosophy for future success, Solar says, "I'll try anything that will improve my work. But I've done enough experimenting with cement."



1 PLASTIC BAG CONTAINER makes it easy to transfer Ready-Mixed PERF-A-TAPE Cement from five-gallon box to bucket.

2 FACTORY-CONTROLLED CONSISTENCY of Ready-Mixed PERF-A-TAPE Cement eliminates drywall tool stoppages.

3 REDUCED DROPPAGE of ready-mix cement and speedy application with Ames tools enable Solar to finish maximum number of rooms with his one-man operation.

Miss Corriene Casper
Librarian
Dept. 195-L

DA-01

DECORATIVE SHEETROCK*

...a "Best Buy" for
your commercial
customers

THERE ARE cost savings and an appearance advantage for your commercial customers with Woodgrained SHEETROCK Gypsum Wallboard—by United States Gypsum. Three striking patterns—Sablewood, Ranch Pine, Cherrywood—combine the authentic reproduction of natural wood's beauty with gypsum's fire protection.

Factory-finished edges and matching nails eliminate costs of taping joints and concealing nails. The pre-decorated finish cuts out painting costs for additional savings.

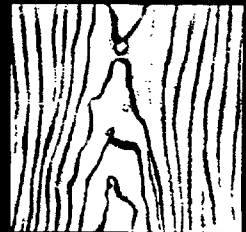
These values make Woodgrained SHEETROCK a "Best Buy" for rental offices, restaurants and retail stores. All can benefit from simulating wood's beauty at a wallboard price.

See your United States Gypsum dealer today and join the growing number of drywall contractors who are selling "Price and Prestige for Profit."

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



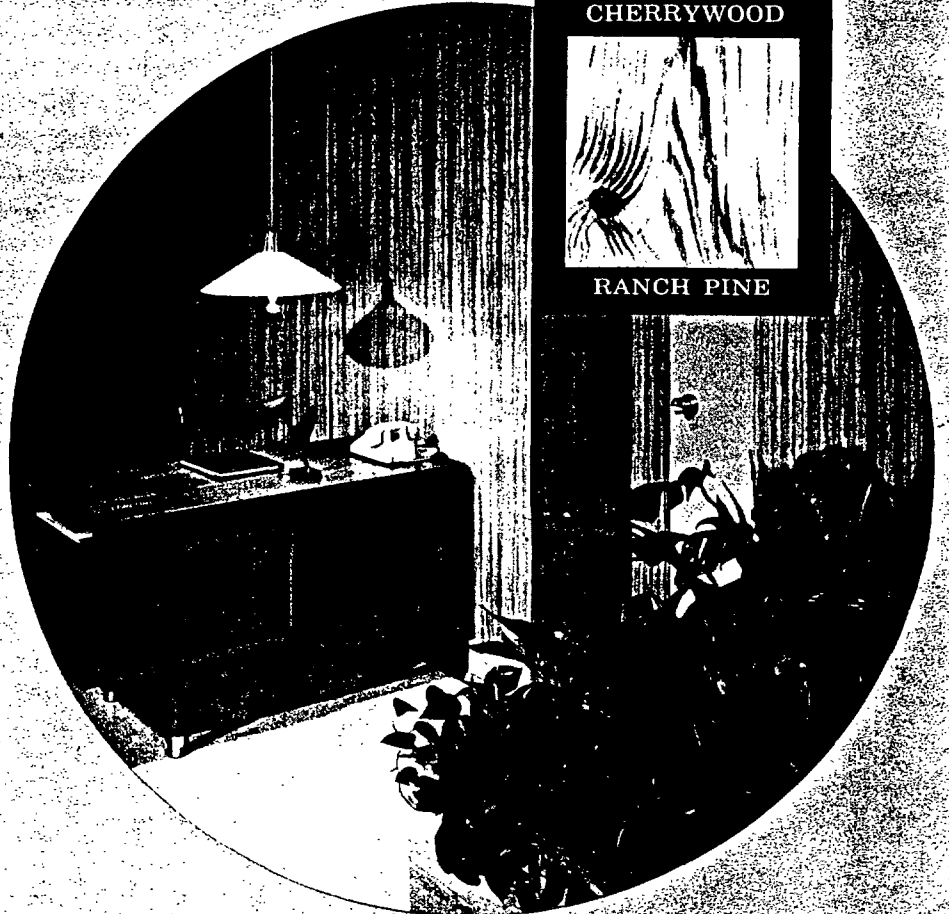
SABLEWOOD



CHERRYWOOD



RANCH PINE



UNITED STATES GYPSUM • the greatest name in building