

500 ft. Roll—Designed to fit easily into taping machines, having sufficient lineal footage to prevent frequent roll changes. Weighs less than 3 lbs. so that machine balance is not disturbed.

On the average residential drywall job, approximately 750 lineal feet of tape will be required per 4 bags (100 lbs.) joint compound (all coats including final coat). Approximately 375 lineal feet of tape will be more than sufficient for 1000 sq. feet of gypsum wallboard.

STORAGE

PERF-A-TAPE reinforcing tape is manufactured under carefully controlled manufacturing process, so that each roll is in perfect condition as produced. If the tape picks up excessive moisture at some later period it may tend to curl and "fish-mouth" at the edges and lose some of its strength. If tape becomes too dry, it will work stiff and lack proper resiliency.

Therefore, tape rolls, whether unwrapped or even packaged in U.S.G.'s special master cartons, (24—60 ft. Rolls per carton, 20,—250 ft. Rolls per carton, 10—500 ft. Rolls per carton) should be protected from dampness, or excessive drying conditions. Dealers and applicators should rotate stock according to the date codes on cartons and tape so that earlier dates are used first.

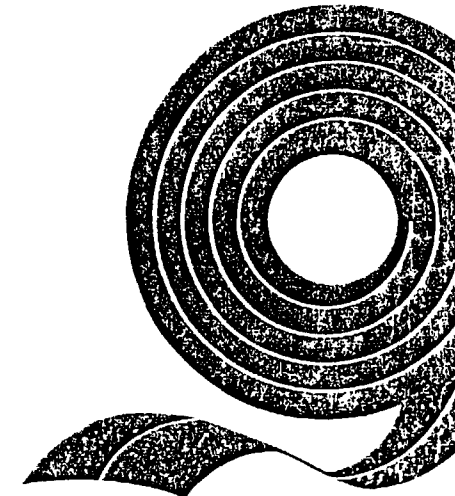
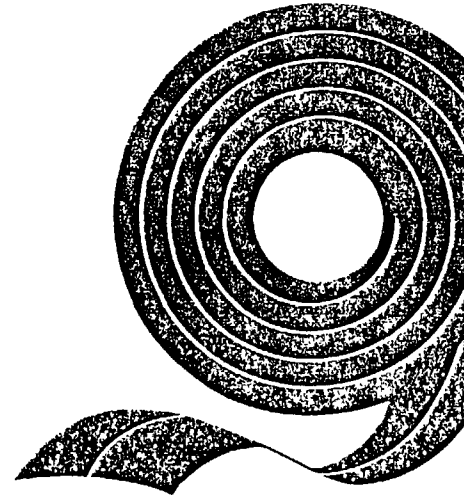
DISCLAIMER

Since methods and conditions of application and use are beyond the control of the United States Gypsum Company, its warranties of **FITNESS** and **MERCHANTABILITY** as well as any other warranties, express or implied, made in connection with the sale of this product, **SHALL NOT BE EFFECTIVE OR ACTIONABLE UNLESS** the product is applied according to United States Gypsum Company's directions and specifications.

16 HISTORIC "FIRSTS" IN JOINT TREATMENT PRODUCTS FROM U.S.G.

- Pre-1920 Plaster of Paris (first joint treatment material)
- 1920 SHEETROCK Finisher (first improved joint compound)
- 1924 USG® Joint Cement (first true joint compound)
- 1925 Cloth Mesh Tape (first workable reinforcing tape)
- 1925 U.S.G. Reinforced Joint System (first true system—tape with compound)
- 1927 Metal "A" Joint Tape (first really effective reinforcing tape)
- 1937 PERF-A-TAPE Joint System (first mechanically punched paper tape)
- 1947 Low Alkaline Joint Compound (first formulation useable with modern paint)
- 1949 Spark Perforated PERF-A-TAPE Reinforcing Tape (first use of this improvement)
- 1952 The 2-Compound Joint System (first use of 2 specialized joint compounds)
- 1953 Ready Mixed All Purpose Compound (first factory mixed joint compound)
- 1963 DURABOND® Joint Compound—Taping (first U.S.G. hardening-type compound)
- 1964 DURABOND Joint Compound—Topping (first compound highly compatible with above)
- 1965 COVER COAT concrete-finishing material, (the first for the Drywall Trade)
- 1965 Square Blade Knife (first drywall knife improvement in years)
- 1967 USG -brand Joint Compound (first major improvement in powder compounds; combining the excellent qualities of casein-type formulations with none of their normal deficiencies, and with several superior qualities all its own)

CS035 0256



PERF-A-TAPE
Reg. U.S. Pat. Off.
REINFORCING TAPE

UNITED STATES GYPSUM
THE GREATEST NAME IN BUILDING

This exciting gift goes free to those of your drywall Trade accounts who mailed in a reply card asking for a presentation on the new USG® brand line of joint compounds. It not only helps to get you in the door, but serves as a constant patronage reminder because of its base imprinted: "USG brand Joint Compound".

The announcement mailing for new USG brand non-casein compound ("An Invitation") is being sent to more than 48,000 trade factors, and urges the return of the reply card it includes. When the cards are received in Chicago, they are promptly re-directed to the proper Division offices, along with a gift desk pen set for each card. The Division then selects the salesman responsible for the follow-up call, and sends both gift and card to that man for action.

Upon receiving gift package or packages, contact your account promptly, explain that you would like to deliver the Free Gift he sent for and give him further information on the new line. Be prepared to give him suitable product sales aid literature if he has not already received it by mail. You may wish to stage a full presentation, including job demonstration (see sales aid J-33) or a special meeting (see meeting outline).



**SHEAFFER PEN
HAS JOINED
THE REVOLUTION !**

CS035 0257