PLAINTIFF'S EXHIBIT
USG-1626

The Amazing SHEETROCK Story begins in the ground

Modern Science and ageless Nature team up to produce the magic material which has contributed so much to better building, better living.

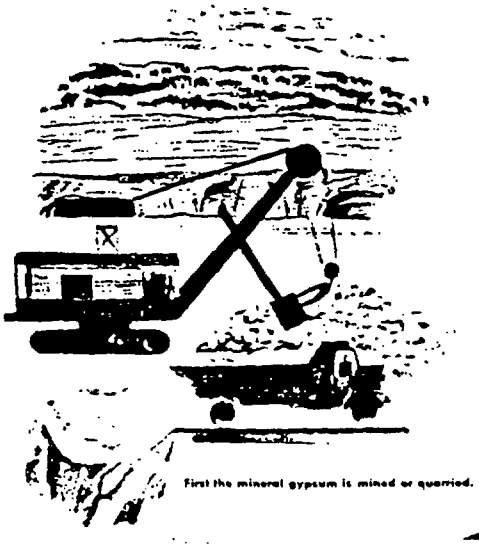
SHEETROCK wallboard has a core of gypsum, a mineral which will not burn or support combustion. That's why this outstanding material offers such a high degree of fire resistance and so surely and effectively safeguards against one of man's oldest enemies—fire.

When exposed to fire, intense heat attacks the gypsum in the wall or ceiling and little by little drives the water out of it in the form of steam . . . thus, gypsum delays the progress of fire. It is the same principle as a blowtorch applied to one side of a cake of ice. The ice melts but the temperature remains unchanged on the back of the ice until the ice is *completely* melted.

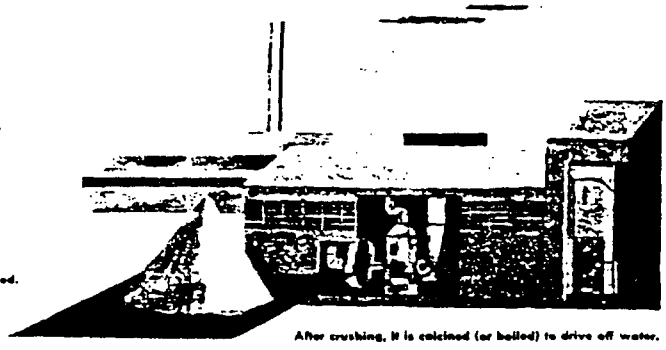
Likewise, when the side of a wall or ceiling made of SHEETROCK is attacked by flame, the temperature behind the partition does not reach the danger point until all the water in the gypsum has been released and driven off in the form of steam.

This core of gypsum is responsible, too, for many other advantages: smooth walls and ceilings that resist cracking, add bracing strength, and last the lifetime of the building.

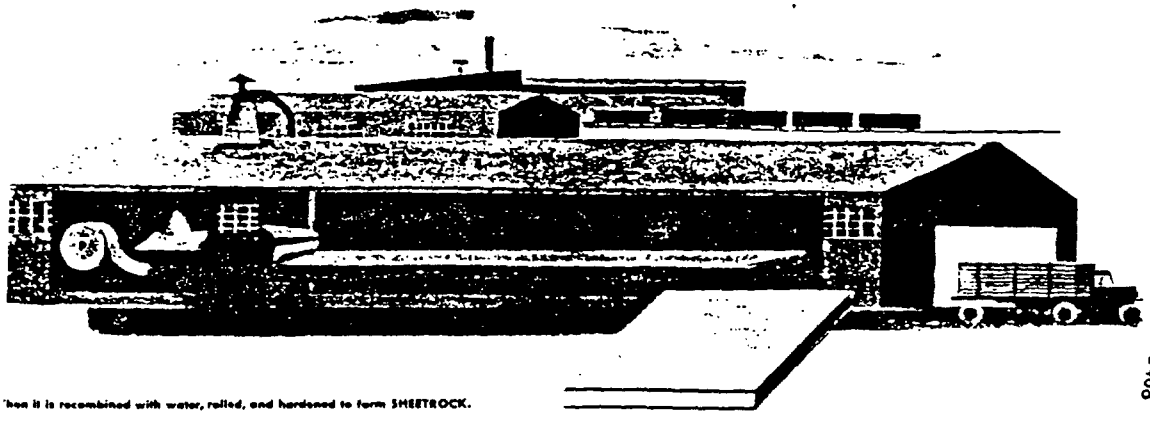
On the preceding pages you've seen scores of magnificent interiors, the results of building with SHEETROCK. The following pages show how such remarkable walls and ceilings are achieved.



First the mineral gypsum is mined or quarried.



After crushing, it is calcined (or boiled) to drive off water.



hen it is recombined with water, rolled, and hardened to form SHEETROCK.

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There's a SHEETROCK for every purse and purpose

Here's how it BUILDS

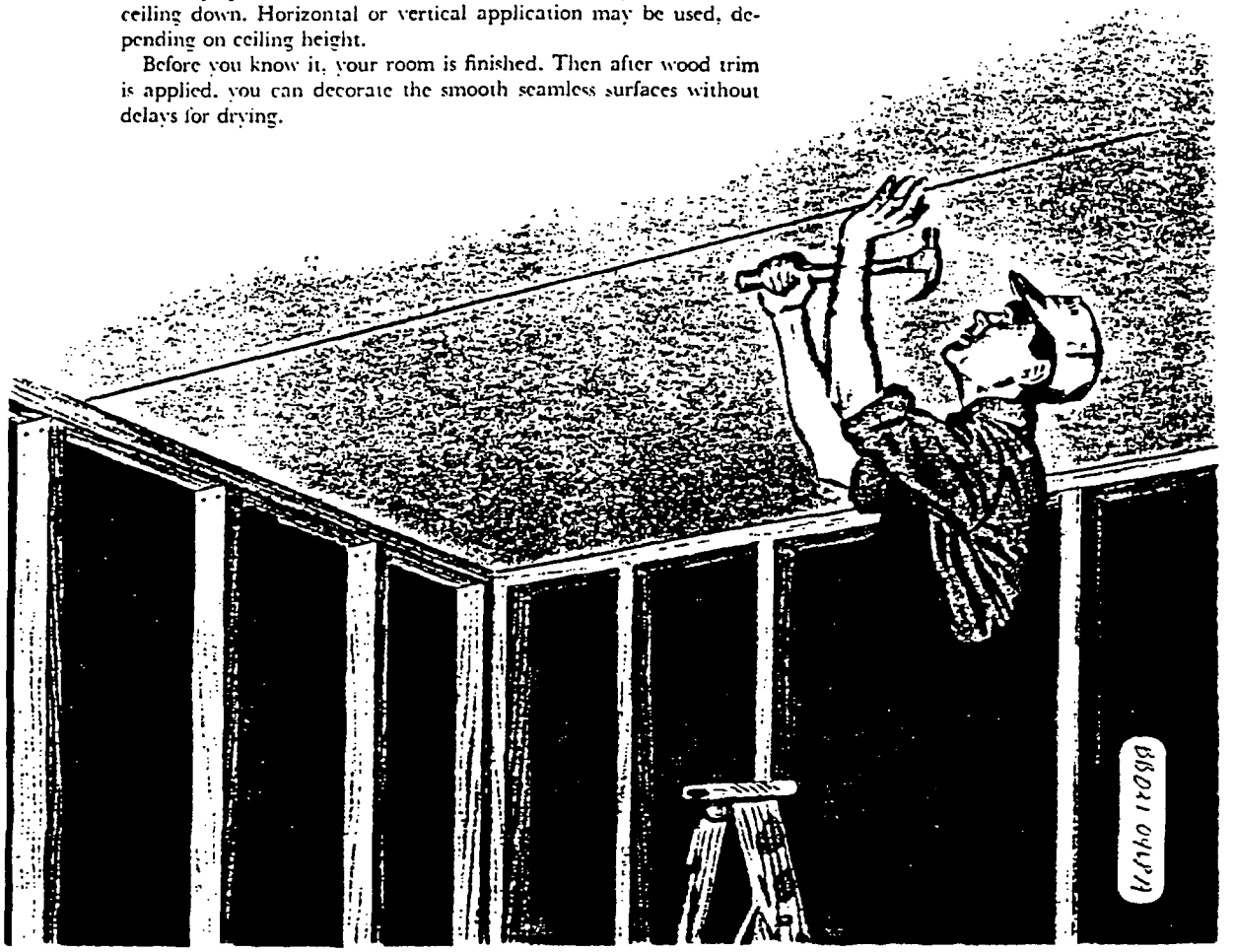


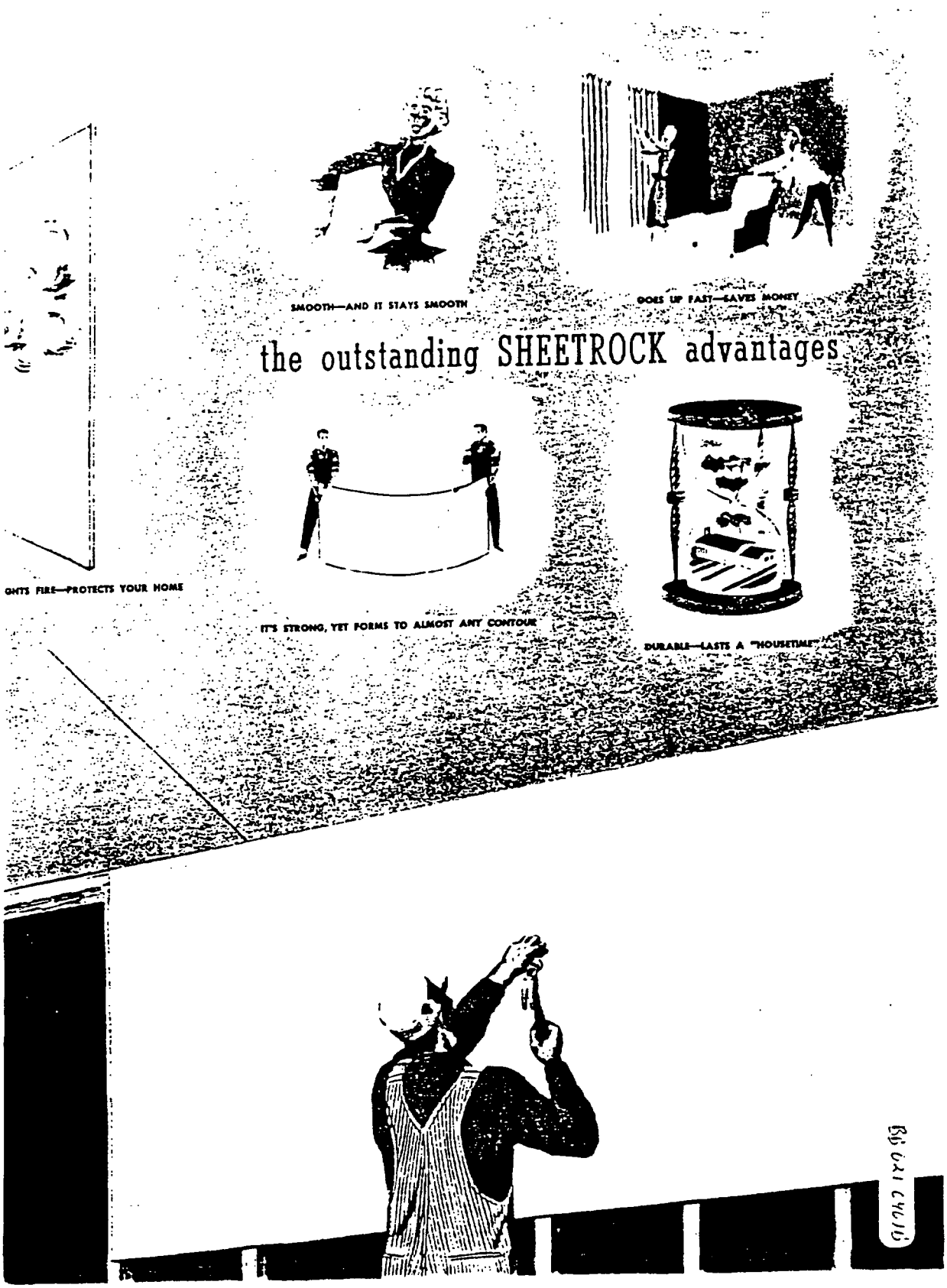
The big sections are nailed right over the framing, and rooms take shape like magic—good solid-walled rooms.

Cutting to any measure is simple and fast, too. There's no need for sawing because the carpenter or applicator, using a straight edge, merely scores the board with a knife, then snaps the core.

Ceilings go on first, followed by the sidewalls applied from the ceiling down. Horizontal or vertical application may be used, depending on ceiling height.

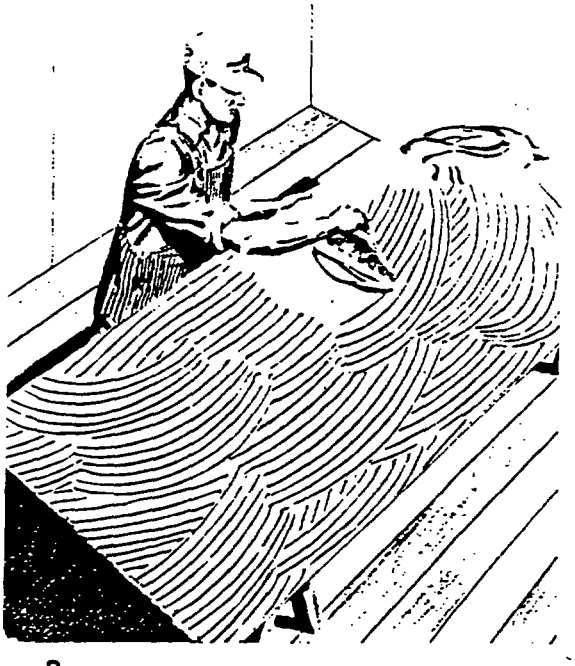
Before you know it, your room is finished. Then after wood trim is applied, you can decorate the smooth seamless surfaces without delays for drying.




SMOOTH—AND IT STAYS SMOOTH
DOES UP FAST—SAVES MONEY
the outstanding SHEETROCK advantages
GHTS FIRE—PROTECTS YOUR HOME
IT'S STRONG, YET FORMS TO ALMOST ANY CONTOUR
DURABLE—LASTS A "HOUSETIME"



1 Conventional vertical application to the studs and joists is the first step in building this ultimate in dry-wall construction.



2 After the first layer is up, each board of the face layer is covered and combed with USG Adhesive which possesses tremendous bonding power.

NOW... for the Ultimate
in fine interiors... the NEW
Laminated SHEETROCK Wallboard
... a Double-Wall System

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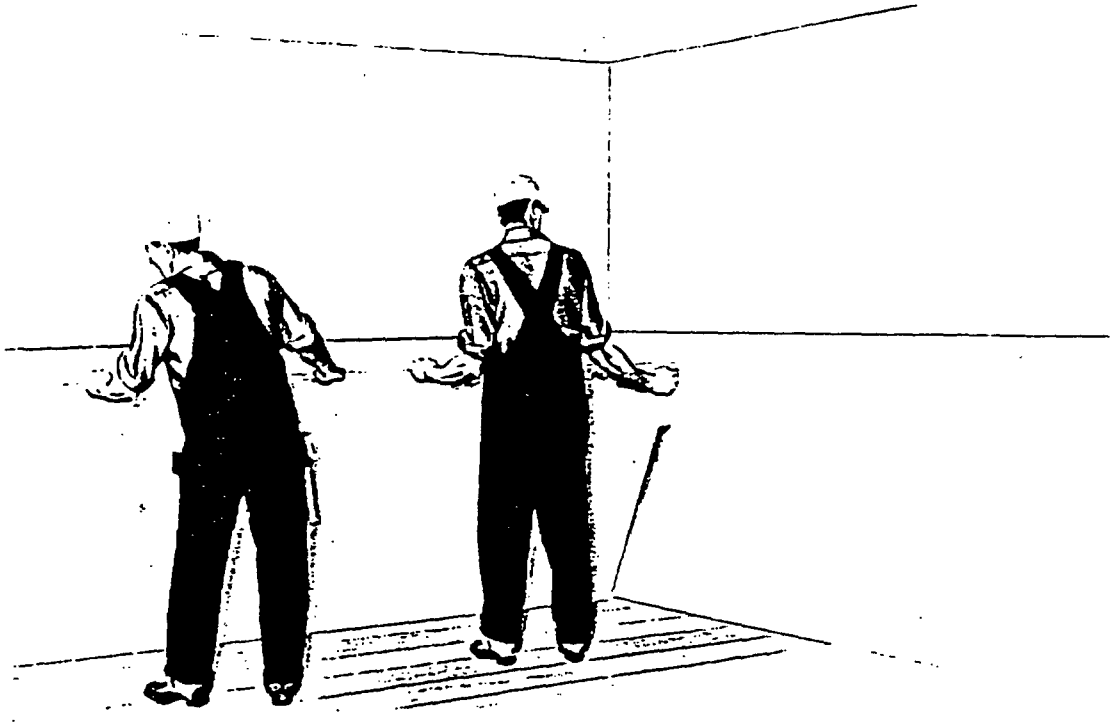
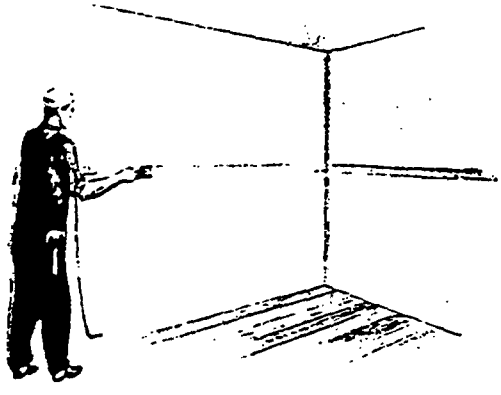


3 Face layer is then nailed on horizontally. When adhesive is dry, nails are countersunk. The bond between the two layers is then secure.

Imagine two layers of SHEETROCK on the walls and ceilings of your new home... a double thickness of that magic mineral, gypsum, in board form!

Undeniably, here's one of the finest dry-wall interiors that money can buy. You're assured extraordinary advantages like these: stronger, more rigid walls and ceilings that remain practically crack-free for the lifetime of your home . . . that are resistant to sound transmission between rooms . . . that are level-smooth and *stay* smooth.

And most important, these walls and ceilings provide added fire protection for your family, for your properties.



4 In the final step, the famous PERF-A-TAPE Joint System goes to work and conceals all joints, making the entire wall and ceiling surface smooth.

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Single or double
...walls and ceilings of SHEETROCK are built wonder-smooth
with the famous PERF-A-TAPE Joint System



PERF-A-TAPE cement is "buttered" into the recessed channels between the panels.



Next comes reinforcement tape. It is centered over, then embedded into cemented channels.



The first coat of cement follows, covering tape and filling channels even with board surface.

There's an all-important factor in this superior dry wall construction. It's the PERF-A-TAPE Joint System. It consists of special tape and cement that "welds" panels into one continuous wall or ceiling—in effect, a single smooth surface.

And such surfaces stay smooth, because joints finished with PERF-A-TAPE* reinforcement and cement are as strong as the board itself.

Developed and perfected by the United States Gypsum Company, this System is backed by years of dry-wall research and experience.

So, for your new home, insist on SHEETROCK plus the PERF-A-TAPE Joint System—together they build finer walls and ceilings.

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

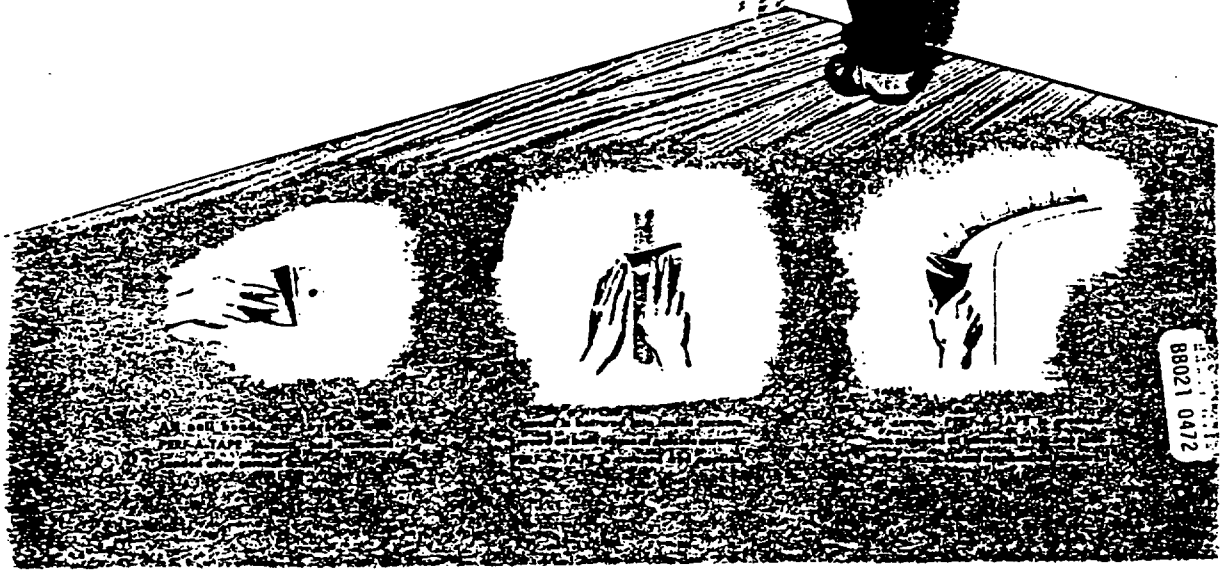


The second coat is applied after the first has dried. It's spread an inch or two beyond the channel edges.



After light sanding, the third coat is spread about two inches beyond the second, thus, leveling any defects.





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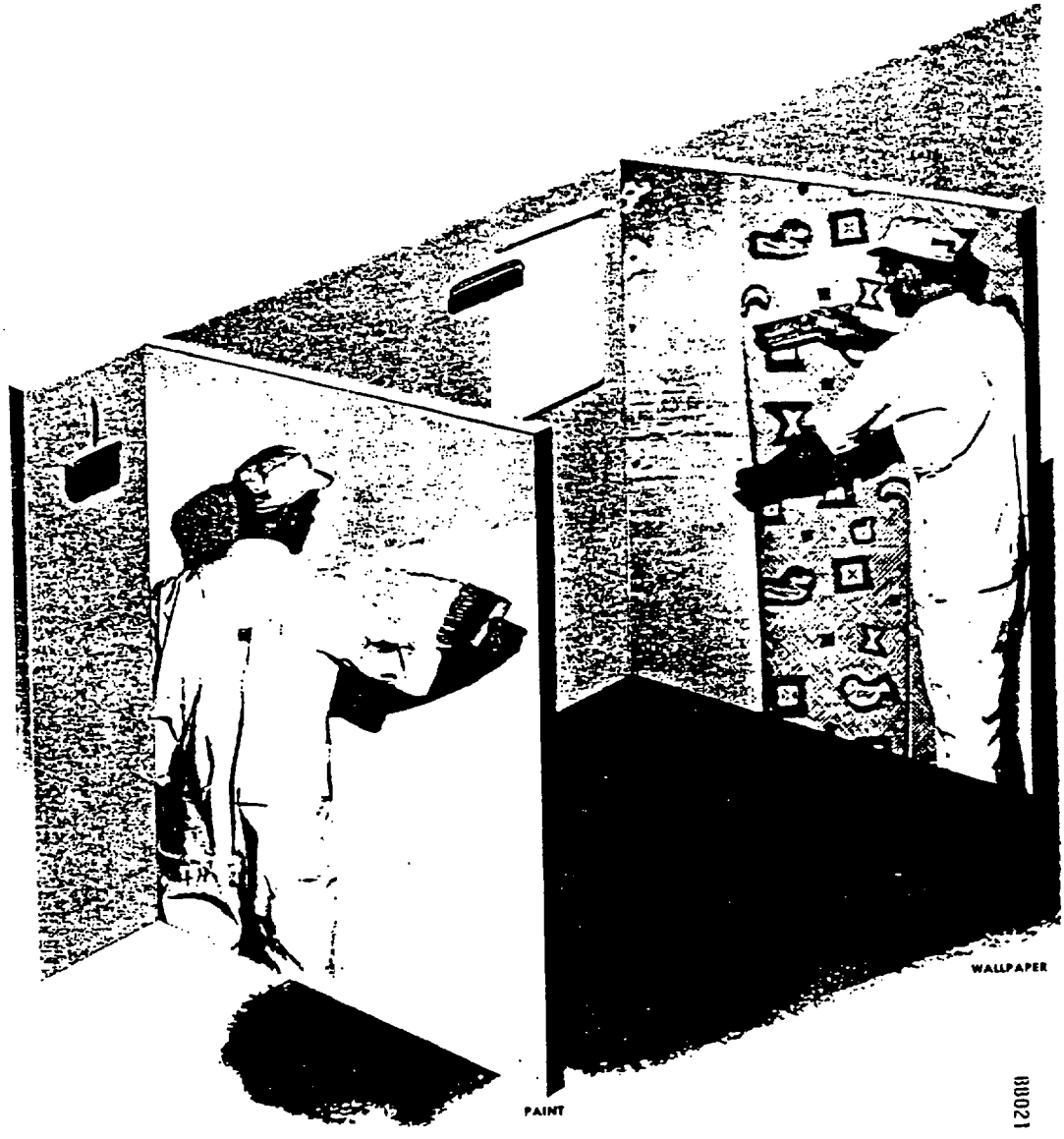
These smooth surfaces are ideal for

ANY FORM OF DECORATION



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