PLAINTIFF'S EXHIBIT

USG-1568

Important reasons why you will prefer Sheetrock for Home Remodeling

When you combine the many advantages of Sheetrock and Perf-A-Tape for home remodeling, the result is just what you are looking for—a finished job of superior quality. This modern, fireproof gypsum board will give you strong, beautiful walls that will make you proud you selected Sheetrock for your own home. Remodeling with Sheetrock is low in cost when you consider its many advantages.

EASILY APPLIED. Sheetrock is made in large, light-weight units that fit standard spacing in wood frame construction, is easily cut and quickly erected.

LOW IN COST. Sheetrock's light weight makes it an economical board to transport, handle and erect. With all its advantages Sheetrock costs no more than many wallboards of inferior value.

FIREPROOF. Sheetrock refuses to pass temperatures higher than 212° F. so long as it remains intact—helps to confine fire to the room in which it originates.

DOES NOT WARP. Because it is made of gypsum, a mineral rock, Sheetrock does not warp or buckle. It stays in place where it is nailed and is little affected by temperature and humidity changes.

TAKES ANY DECORATION. Any decoration can be used over Sheetrock —wallpaper, paint, calcimine, enamel, lacquer, Texolite New Principle Paint, or Textone, The Plastic Paint. Sheetrock may also be left plain.

DURABLE. Sheetrock is as permanent as the gypsum from which it is made. It has been in use for many years, during which time billions of square feet of it have been sold and used.

HAS SUPERIOR JOINT TREATMENT. Perf-A-Tape Joint Treatment provides joints that are as strong, as smooth, and as permanent as Sheetrock itself. Made exclusively for Sheetrock, it's the best joint reinforcement and concealment ever produced.



Sheetrock can be easily cut to size by scoring with a sharp knife, chisel, or other suitable tool, and breaking away at the back.

Sheetrock is fireproof. Its core is made of gypsum, a non-combustible mineral rock of proven fire-resisting quality.



PERF-A-TAPE JOINT SYSTEM

YEARS AHEAD IN JOINT TREATMENT

Strong, smooth joints assured with patented Sheetrock joint concealment and reinforcement

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. Ever since the first piece of Sheetrock was made, the company has worked toward the development of better types of joint treatment. Perf-A-Tape* Joint System - for use exclusively over Sheetrock—is the latest and best result of this continuous research work.

FILLS NEED PERFECTLY

Perf-A-Tape, a strong fibrous, patented tape, fills perfectly the need for a joint treatment that effectively conceals and reinforces wallboard joints at low cost. Perf-A-Tape can be used with any type of Sheetrock, but it lends its best use with Recessed Edge Sheetrock, which has a special joint construction that permits the Perf-A-Tape to be completely hidden within the shallow channel formed when the depressed edges of the board are nailed in place. Perf-A-Tape, the joint treatment, and Recessed-Edge Sheetrock joint construction are fully patented by U S G.

*Reg. Trade Mark

When sheets are nailed in place, recessed edges form a channel at each joint.

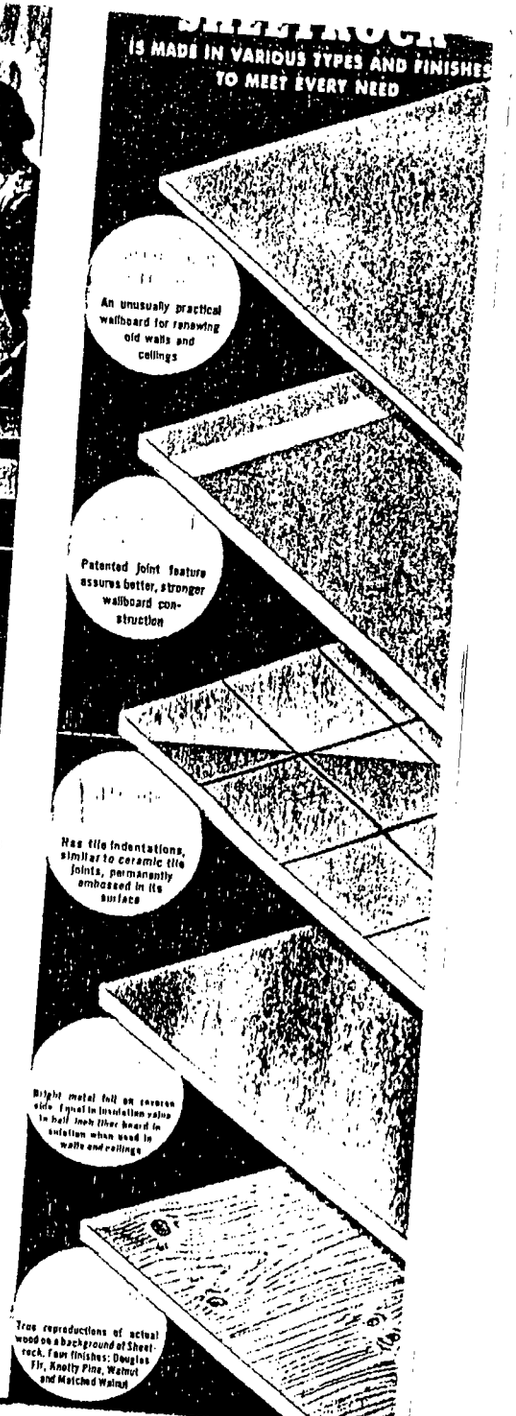
This channel is filled with a special cement, which is easily and quickly applied.



Perf-A-Tape, a strong, perforated fiber tape with chemfered edges, is embedded in the cement.



After drying, the cement is sandpapered evenly, assuring a smooth surface for any decoration.



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