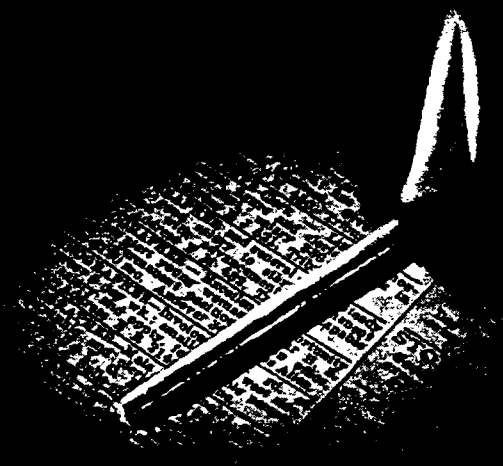
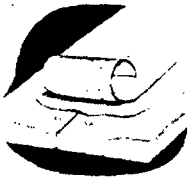
Incident . . . or Disaster?

PLAINTIFF'S EXHIBIT
USG-1760





TAKES ANY FORM OF DECORATION—Any finish that is sprayed, brushed or pasted on may be successfully applied on Sheetrock; or it may be purchased already decorated—ready to apply.



"WELDED WALLS"—Panel joints concealed and welded together by Perf-A-Tape . . . stronger than the panels of Sheetrock themselves.



VERMIN-PROOF—Sheetrock has a mineral core . . . it does *not* attract or support vermin of any kind.



WON'T WARP OR BUCKLE—Sheetrock is like a stone wall. It does not twist and pull out of shape with changes in temperature and humidity conditions.

SHEETROCK

Fireproof WALL AND CEILING PANELS

First a tiny spark—then a small blaze that's soon snuffed out—that's *just an incident.* But when flame ignites "tinderbox" walls and ceilings—sweeps on unhindered and leaves a trail of smoking ruins behind—*that's a disaster.*

The time to control fire is before it starts—with walls and ceilings of Sheetrock*, *the fireproof wallboard.* Made from gypsum, Sheetrock opposes fire with a fire-fighting mineral that cannot burn—and acts as a fire-armor to shield the structure over which it is applied.

Thanks to Sheetrock, you can have fire protection *and more.* There's no waiting before decorating—no delay in applying trim—no lost motion, time or material.

Sheetrock lends itself to any form of decoration—provides sweeping unbroken surfaces—reinforced and "welded" into one unit with joint-concealing Perf-A-Tape* or joints may be featured as part of the decorative plan with "Panel-Wall" method. Pre-decorated Sheetrock comes in pastel shades or woodgrain effects. Walls are finished and done as the board goes on.

No wonder Sheetrock—after 20 years and more of use and proof—has become the best known and most widely used gypsum wallboard in the world.

*Trademarks Reg. U. S. Pat. Off.

BB026 1609

USG

UNITED STATES GYPSUM
300 WEST ADAMS STREET, CHICAGO, ILLINOIS

This famous trademark identifies products of United States Gypsum Company—where for 40 years research has developed better, safer building materials

GYPSUM WALLBOARD • SHEATHING • LATH • PLASTER

FIREPROOF GYPSUM

The World's most widely used Mineral for making Fireproof Wall and Ceiling Products

Ad No. 207—1 page { American Builder, Architectural Forum, Building Supply News, New Pencil Points, Practical Builder } March, 1944

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