PLAINTIFF'S EXHIBIT
USG-1596

DRYWALL AGE

Issue 3, 1967

Article	Products
Quality Sells Up Tony Mazzeo Drywall Construction Northfield, New Jersey Versatility of drywall in meeting design requirements	BAXBORD USG Type W screws SHEETROCK gypsum wallboard PERF A TAPE joint system DUR A BEAD corner bead PERF A TAPE joint compound
The Switch to Smooth Wall L. M. Pampell Drywall Co., Houston, Texas The switch to SHEETROCK SW gypsum wallboard to avoid twisted studs, broken edges and ridging	SHEETROCK SW wallboard DURABOND 90 joint compound
HI-LO Drywall Screw Technical Article	
Quality without Question Kaluf Laminated Drywall Co., Schererville, Ind. Sells and produces quality drywall construction	SHEETROCK wallboard SHEETROCK SW DURBOND 90 USG redi-mixed joint compound-all purpose

AD: TEXTONE gypsum panels

DRYWALL AGE

Issue 2, 1967

Article	Products
Drywall Briefs	
Open for Business - No Disruptions, Please How a dept. store stays open for business while remodeling Gano-Downs Co., Denver, Colorado Denver Drywall Co., Denver, Colorado	USG metal studs metal runners drywall furring channel SHEETROCK gypsum wallboard PERF A TAPE joint compound-taping
The Case of the Mysterious Cracks Solution to cracks in drywall partitions.	USG drywall control joint
INSERT: Choosing the RIGHT Compound for Drywall Joints	
Profits Opportunities in . . . Space-Age Space Changers Wisconsin Youth Opportunity Center, Milwaukee Former bowling alley turned into employment center 'overnight'	SHEETROCK demountable partitions ULTRAWALL panels
An Image Builder State Drywall Co., Milwaukee, Wisconsin Sketch on Milwaukee Drywall Contractors Assn.	
AD: SHEETROCK SW gypsum wallboard w/ DURABOND 90 joint compound	

BB017 1186

DRYWALL AGE

Issue 4, 1966

Article	Products
Cleat Clamps Corners Badger Drywall, Butler, Wisconsin Solution to secure attachment of two panels of 1" USG coreboard at 90° angle with one raw edge	
Technological Triumph . . . A Built-in Safety Margin Technical feature on a product which minimizes joint imperfections in drywall construction.	SHEETROCK SW gypsum wallboard
Adhesive Route to New Profits Dixie Drywall Co., Atlanta, Georgia Fisher Walls, Atlanta, Georgia Interview with two drywall contractors who specialize in adhesive application	
How to Build Better with Adhesives Technical article by USG Research Facility	SHEETROCK Brand DWA-10,-14, -12; THERMALUX adhesive, USG laminating ADHESIVE, PERF A TAPE joint compound, EPOXICAL

AD: SHEETROCK SW WALLBOARD

DRYWALL AGE 1964-2

Article	Products Used
Drywall Briefs	
339 Barry Building, Chicago New 51-db partition gives condominium dwellers a Sound Shielf of Privacy	SHEETROCK gypsum wallboard USG metal studs RC-1 resilient channel THERMAFIBER insulating wool
How to Prevent Joint Discolorantion	PERF-A-TAPE joint compound SHEETROCK sealer TEXOLITE primer-sealer
World's Fair, New York Drywall Adds Flair to the Fair	SHEETROCK gypsum wallboard
NASA, Huntsville, Ala. Bonitz Insulation Co. of Alabama. Space Changers in a Space Center	SHEETROCK demountable partition USG metal studs
Ad - 32-lb. bag of PERF-A-TAPE joint treatment compounds.	PERF-A-TAPE joint treatment

DRYWALL AGE

Issue 3, 1963

Article	Products
McKeown Drywall, East Hartford, Conn. You gotta' have sell and instant service helps, too. McKeown covers a 70-mile radius, including 3 New England states. Works with 200 builders, employs up to 100 men in peak periods. Quality and service help McKeown enjoy good repeat business.	RC-1 resilient channels SHEETROCK gypsum wallboard
Now...a one-day joint system with DURABOND - new system makes it possible to treat joints in one day and decorate the next, cutting two to 11 days off the drywall schedule.	DURABOND DURA-BEAD PERF-A-BEAD PERF-A-TAPE
Carl Sandburg Village, Chicago. Slum area in Chicago is replaced by one of the largest private redevelopment projects in the country. Drywall systems by U.S.G. and the use of a newly invented laminating machine, did much to cut costs and speed completion of the apartment complex.	SHEETROCK gypsum wallboard PERF-A-TAPE joint compound USG coreboard USG gypsum studwall
Ad - You'll sail through moisture problem areas with new SHEETROCK* W/R water-resistant wallboard.	

Article	Products Used
Big Jobs Expand Drywall Profit Opportunities Stanford Research Institute, Menlo Park, Calif.	SHEETROCK wallboard 5/8-in. SHEETROCK FIRECODE wallboar 5/8-in. BAXBORD FIRECODE

A NEW SALES TOOL: FIRST DRYWALL FILMS

Contractors start showings to Builders, Architects

Two new drywall films - Drywall Takes a Giant Step and Drywall Age - are now available for drywall contractors to use with customers and prospects.

DRYWALL CONTRACTORS TO SPUR TRADE GROWTH, EMPHASIZE QUALITY

Promotion of quality and of drywall as a specialized construction system was planned by drywall contractors gathered in Chicago for their third annual convention.

NEW HANDBOOK OF DRYWALL CONSTRUCTION CATALOGS LATEST METHODS

New Handbook of Drywall Construction published by United States Gypsum Company compiles in one pocket-sized book complete detailed information on materials, systems and procedures for drywall construction.

Issue 3, 1959

Article	Products Used
VERSATILE TRUSSTEEL STUDS INVADE HOME MARKET In one of first applications in single-family homes, open-web steel studs were used in construction of home of Mr. & Mrs. W. Gray, Marshalltown, Iowa, as framing for the SHEETROCK Wallboard double wall system.	BAXBORD Gypsum Backing Board TRUSSTEEL Studs 3/8-in. SHEETROCK TRUS-LOK TL-1 clip PERF-A-TAPE Cement
WHEN PERFECTION COUNTS, DOUBLE WALL IS THE CHOICE O. C. Winters	SHEETROCK Wallboard
SHEETROCK FIRECODE MEETS CODES WITH EASY-TO-CHANGE PARTITIONS IBM'S new four-story Cincinnati headquarters.	5/8-in. SHEETROCK FIRECODE Wallboard
PRE-MIXED CEMENT SAVES MONEY BY THE HOUR Edward J. Hill, major drywall contractor of Wilmington, Delaware	USG Ready-mixed PERF-A-TAPE Cement

Back Page Ad

Perf-A-Tape
SHEETROCK Fireproof
Joint Cement

Issue 4, 1959

Article	Products Used
Contractor's success secret: DIVERSIFY AND GROW! Fox Valley Drywall Company, Aurora, Ill.	BAXBORD backing board Perf-A-Tape SHEETROCK wallboard
CURVES AND ELEGANCE FOR STORE INTERIORS - WITH SHEETROCK WALLBOARD Hovland-Swanson store, Lincoln, Nebraska	SHEETROCK wallboard SHEETROCK FIRECODE
PRE-DECORATED BOARD MAKES KNOCK-DOWN PARTITIONS L. D. Reeder Co., Los Angeles drywall contractors	SHEETROCK wallboard
STEEL STUDS SIMPLIFY BASEMENT REMODELING Introduction of TRUSSTEEL studs in residential construction has proven ideal for home remodeling.	TRUSSTEEL Studs Ranch Pine SHEETROCK

Back Page Ad

Perf-A-Tape Cover

BB017 1208

Article	Issue 1, 1960
HIGH CEILING MEETS LOW BUDGET WITH SHEETROCK WALLBOARD Larry's Professional Dri-Wall Company won contract for 51-ft. ceiling in Denver's Berkeley Presbyterian Church	SHEETROCK Wallboard
COLOR FILMS SELL DRYWALL New full-color movie "The Man Who Wouldn't Wait" is now available for showing to drywall contractors.	
DRYWALL GETS SET FOR THE 60's U.S.G. SHEETROCK Sales Program to Help Capture Commercial Market 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.	Sheetrock Insulating Woodgrained Perf-A-Tape Movable Vaughan Walls Sheetrock-Trussteel Stud Park, Sys.
SMALL CONTRACTOR REAPS BIG SAVINGS WITH READY-MIX CEMENT Drywall contractor Ralph Solar of Berea, Ohio, says Ready-mixed PERF-A-TAPE Cement is important to his operation.	PERF-A-TAPE Cement

Issue 2, 1960

Article	Products Used
NEW PERSPECTIVES FOR RESIDENTIAL DRYWALL USG semi-solid partition offers speed, simplicity, savings First of 5 new partition systems - the USG Semi-Solid Partition	USG Semi-Solid Gypsum Drywall Partition 5/8-in. SHEETROCK gypsum wallboard PERF-A-TAPE Cement
DRYWALL CONTRACTOR SELLS BUILDERS, HOME BUYERS WITH CUSTOM CEILING COVES Colorado Drywall Company	PERF-A-TAPE System
QUALITY OR VOLUME? Homemade, mobile taping rig delivers both Lammyon Drywall Contractors, Inc.	PERF-A-TAPE Cement

Article	Products Used
From sound control to texture, this contractor Offers what they want...with SHEETROCK Milwaukee drywall contractor Al Ciha Federal Home Builders, Milwaukee	SHEETROCK FIRECODE gypsum wallboard BAXBORD gypsum backing board USG resilient clips
New USG Solid Partitions make it easy to Save space with drywall	USG 2-in. Solid gypsum drywall partition USG Double Solid gypsum drywall partition Perf-A-Tape joint compound
Codes threaten drywall as tile base: Don't slip on the bathtub!	SHEETROCK Sealer
Now in a metal pail that works better five ways! Stays fresh every inch of the way (Back cover ad)	PERF-A-TAPE cement

DA

Issue 4, 1961

Article	Products Used
DRYWALL DIGEST	USG Contact Bond Adhesive USG Drywall Screws (Type "W") SCRUGUN USG Commercial Drywall Systems
U.S.G. PARTITIONS SPUR SALES FOR COMMERCIAL DRYWALL SPECIALIST E. C. "Larry" Larson Northern Calif. Drywall Contractor San Francisco's newest downtown skyscraper - Bethlehem Steel Building Univ. of Calif. Radiation Laboratory No. 90 Pacific Telephone & Telegraph Navato, Calif. Castlemont High School Oakland, Calif. Joseph Magnin (women's wear) Montgomery St., San Francisco	USG Commercial Drywall Systems USG Metal Stud System USG Double Solid Partitic SHEETROCK FIRECODE wallboard
Page 6 Ad Be Winter Wise About Drywall Five Keys to a Trouble-free Winter Dry storage Warm water No freeze-up Job heat and ventilation Time to dry	Ready-mix PERF-A-TAPE
Walls No Longer Have Ears with NEW RESILIENT CHANNEL FOR DRYWALL Cooper Brothers & Associates 92-unit Hilltop apartments Chicago Heights, Ill. working with CBS Drywall, Louis Bell, president	USG Resilient channel system (for) SHEETROCK gypsum wallboard USG Type "S" self-tapping Drywall Screws
Back Page Ad Pick the System that Suits your Need 5 new U.S.G. partitions tailor drywall to every construction market	U.S.G. 2-inch solid partition U.S.G. metal stud partiti U.S.G. metal stud chase wall U.S.G. semi-solid partiti U.S.G. double solid partition

BB017 1216