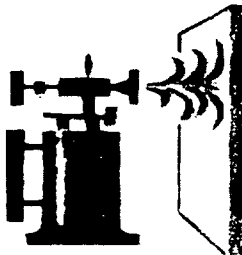


1949
DO NOT DESTROY
it's new . . . it's
SHEETROCK
T. M. Reg. U.S. Pat. Off.
it's the laminated
**DOUBLE-WALL
SYSTEM**



extra fire protection

Gypsum fights fire—it will not burn. Think of the protection two layers provide!



extra sound resistance

This double thickness also greatly reduces transmission of noise between rooms.

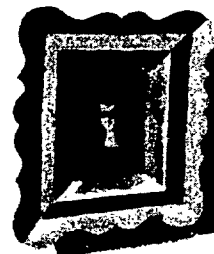


extra strength

Walls and ceilings are more rigid, more resistant to normal framework movement.

Undeniably, here's one of the finer methods for building walls and ceilings. It's Laminated SHEETROCK—the modern double-wall system featuring two layers of this famous, fireproof gypsum wallboard. It offers all the outstanding advantages of regular SHEETROCK—fast erection, any decoration, early occupancy—plus the four important extras shown.

Before you specify, investigate this up-to-date dry-wall construction method. It's something *really new*, *really advanced* in walls and ceilings. Your U.S.G. representative has complete details, or write direct.



extra beauty

Laminated SHEETROCK interiors are smooth, remain practically crack-free.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

BB021 0061

This advertisement appears in: *American Home, House Beautiful and House & Garden*—November, 1949

HISTORICAL FILE
Trade-Mark Protection
Registered 1949
DO NOT DESTROY

It's New....it's

SHEETROCK

it's the laminated Double Wall system

that brings you

GREATER

Fine Protection



the core of SHEETROCK is gypsum, the mineral that will not burn. That's why this wallboard is fireproof. Think of the protection two layers provide.

Sound Resistance



resists, dampens—in every room—transmission of noise through walls and ceilings is substantially reduced. Extra comfort is yours.

Strength

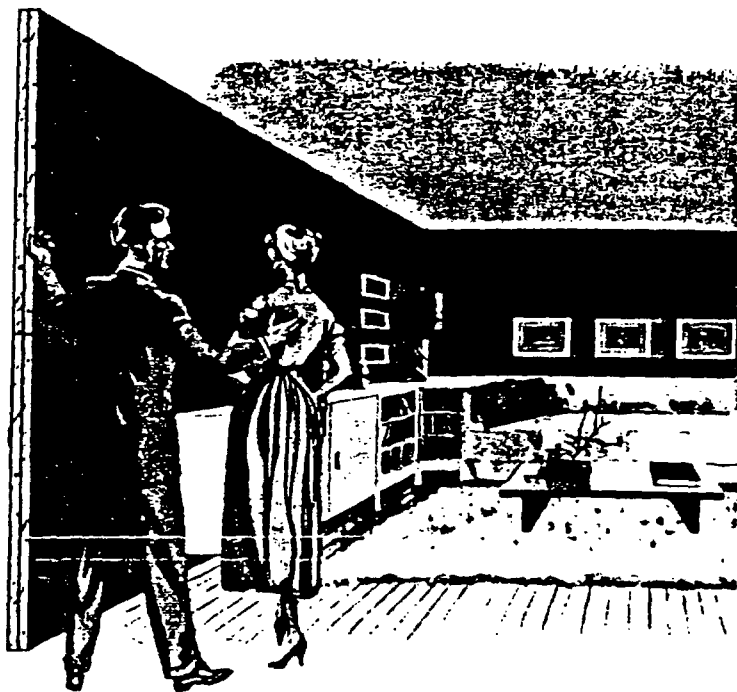


walls and ceilings are more rigid, more resistant to normal framework movement. It also adds extra bracing strength to studs and joists.

Beauty



Interiors of laminated SHEETROCK are wonderfully smooth. POP-A-TAPE® reinforcement and cement make the joints almost invisible.



Undeniably, here's one of the finer methods for building walls and ceilings. It's Laminated SHEETROCK—the modern double-wall system featuring two layers of this famous, fireproof gypsum wallboard. It offers all the outstanding advantages of regular SHEETROCK Construction—fast erection, any decoration, early occupancy—plus the four important extras at left.

Investigate Laminated SHEETROCK, it's something *really* new, *really* up-to-date in walls and ceilings. Your lumber and building material dealer handling SHEETROCK has all the facts. Let him help you when you build or modernize.

There is only *ONE*...

SHEETROCK

The Fireproof Gypsum Wallboard



United States Gypsum

Chicago

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