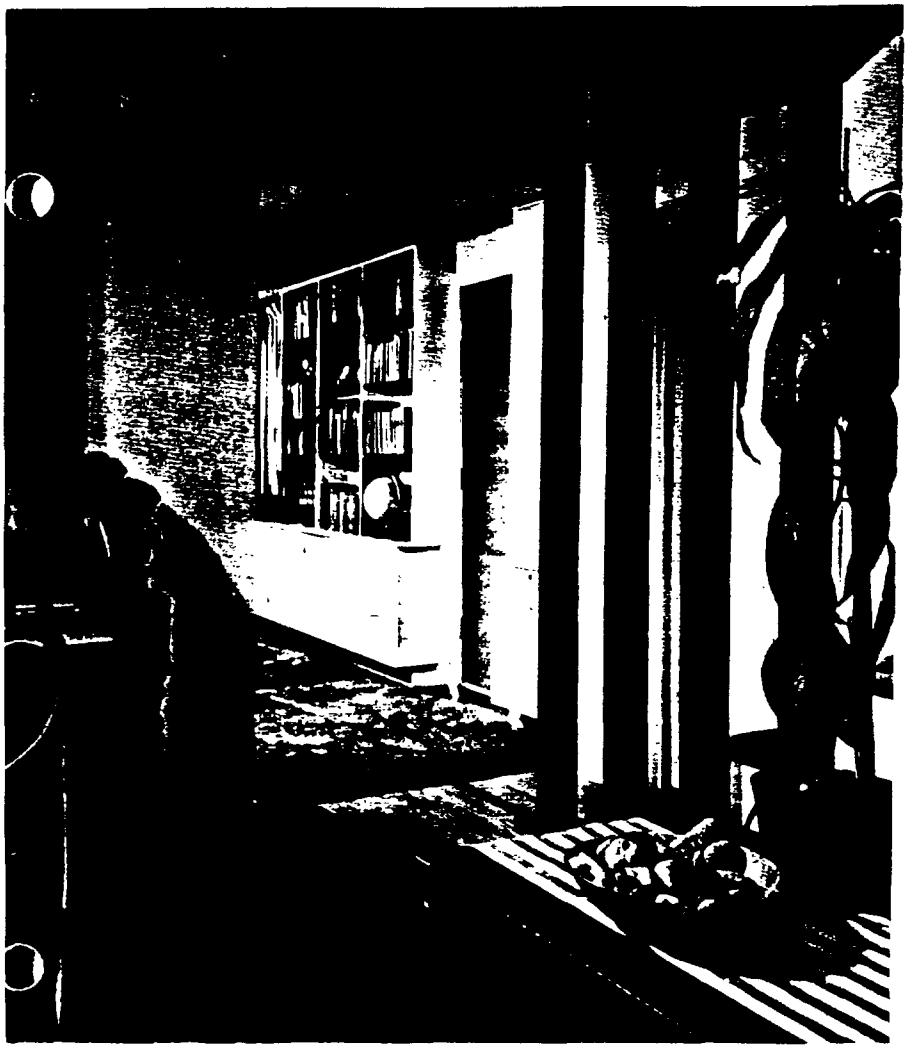

PLAINTIFF'S EXHIBIT

USG-2085

UNITED STATES GYPSUM

Paints and Joint Treatment

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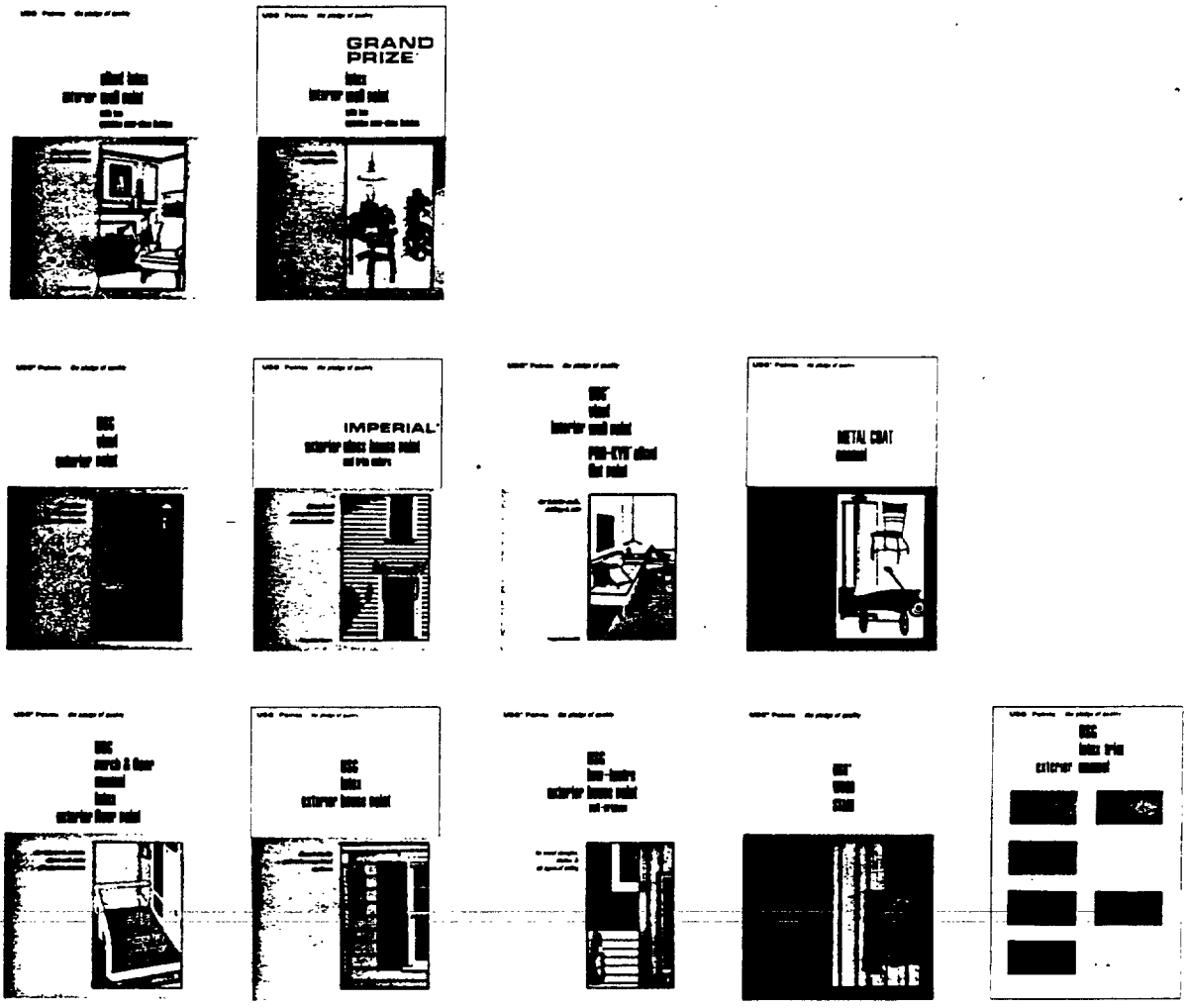


BEHIND THE PRODUCT: PROMOTION THAT SELLS

Modern paint dealers sell "a brighter home atmosphere". They merchandise *color* rather than merely *paint*.

United States Gypsum sells its paint products through independent retailers—and puts their customers in the mood to *buy* color with an exclusive year-round marketing program. Designed to build traffic and upgrade the dealer's full-line sales, this includes seasonal promotions, an automatic direct mail program, displays and mobiles, color cards and complete application information.

Among these dealer store items, outstanding in the industry, are a 3x6-ft. illuminated permanent sign with changeable letters (left), illuminated window displays, "House of Cards" Display (Page 7) and a merchandiser (Page 11).

Other important parts of the program are complete new packaging, cooperative and yellow page advertising, newspaper mats, radio scripts, premiums, and personalized planning assistance. With U.S.G., the dealer's interests come *first*.



CS016 2076

Paints and Joint Treatment

Every type of finish from the people who know walls best

The comprehensive product line offered by United States Gypsum in paints and joint treatment is a natural outgrowth of the company's experience. As the world's largest producer of gypsum and other wall and ceiling construction materials, U.S.G. should know best how to *finish* those surfaces.

U.S.G. presents a *complete* product line of its own manufacture—solvent-thinned and emulsion paints, wood stains and varnishes, special coatings. Behind them are decades of research and testing in the marketplace. Finishing products undergo daily analysis and improvement (illustrated) at the U.S.G. Research Center, largest in the industry. Every item must meet leadership standards that require quality without compromise.

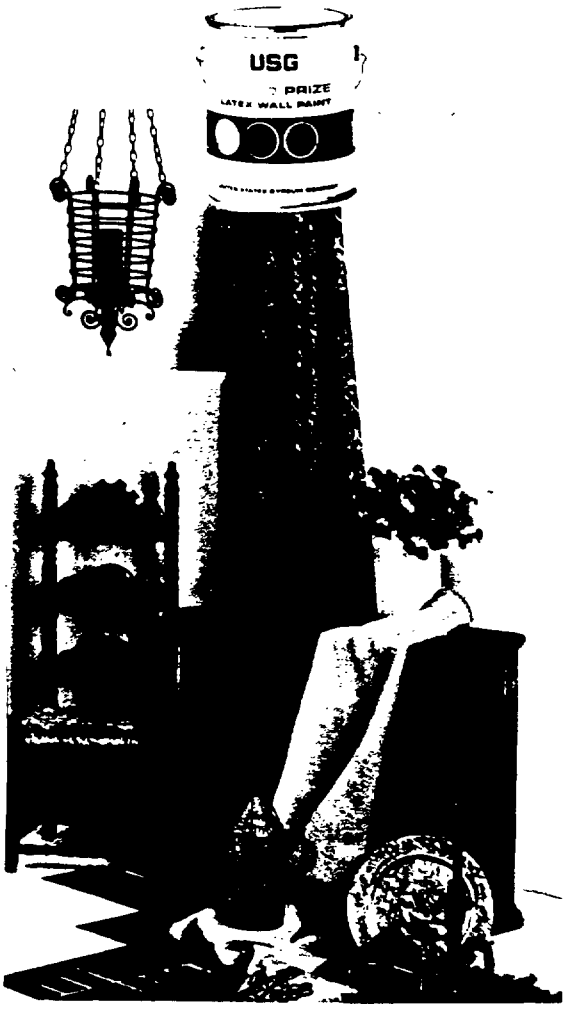
Performance is the reason why 45% of all American homes are built or finished with U.S.G. products; why contractors know and repeat their use of U.S.G. brands. For the same reason, the U.S.G. name, best known in the building industry, enjoys immediate acceptance in the huge do-it-yourself market. That's the meaning of *"USG Paints . . . the pledge of quality"*.

Full line, top performance, marketability—these advantages to the dealer are backed by fast service from the nearest of five key-location U.S.G. paint plants and two warehouses. A partnership with U.S.G. paints and joint treatment adds up to higher turnover and greater profitability.



NOTICE: The following trademarks are owned and/or registered in the U.S. Patent Office by United States Gypsum Company, and are used throughout this catalog to designate particular products manufactured by that company: USG (joint compounds, paint); TEXOLITE, GRAND PRIZE, DIAMOND, PRO-KYD, CEMENTICO, DURA-DRI, DURA-STOP, IMPERIAL, TEXTONE, A-B TEX, METAL COAT, ADD-A-FLECK (paint products); SHEETROCK (gypsum wallboard, paint, sealer); PERF-A-TAPE and DURABOND (joint treatment); DUR-A-BEAD, PERF-A-BEAD, ECONO (corner reinforcement); BAXBORD (gypsum backing board); RED TOP (plaster products); COVER COAT (finishing compound).

October 2077



INTERIOR DECORATIVE FINISHES

The largest single segment of the paint market is in the decorating of interior walls and ceilings—where U.S.G. offers its widest choice of finishes.

The popular water-thinned interior paint line is available in three price-and-performance classes, headed by top-quality GRAND PRIZE Latex Wall Paint and its matching GRAND PRIZE Latex Semi-Gloss and Satin Lustre enamels. Next on the performance scale are TEXOLITE Alkyd Latex Paint and its matching USG Latex Semi-Gloss Enamel; then USG Vinyl Wall Paint and matching USG Semi-Gloss Enamel. This grading of products for similar applications is an important selling advantage for the dealer.

A complete selection of spirit-thinned interior finishes now includes PRO-KYD Alkyd Flat Wall Paint, glossy DIAMOND Lustre Enamel, and DIAMOND Eggshell Finish Enamel, in addition to USG Satin-Lustre Enamel and USG Semi-Gloss Enamels listed above.

For specialized applications are USG Super Ceiling White heavy-bodied latex paint, TEXOLITE Standard casein flat paint, and oil-based USG Spray Enamel described on Page 7.

EXTERIOR AND MASONRY COATINGS

From breakthroughs in U.S.G. research, now proved in field applications, have come general purpose breather-type house paints which perform superbly over wood siding and shingles as well as masonry surfaces. A full color range is available in both oil-based and water-thinned products.

Heading the solvent finishes are IMPERIAL Gloss House Paint, complete with trim colors, and USG Low Lustre House Paint. Others of this type are fume-resistant USG House Paint and long-lasting USG Porch and Floor Enamel. In addition, U.S.G. is a leader in the fast-growing latex type exterior finishes—tough USG One-Coat Latex House Paint and low-sheen USG Vinyl Exterior Paint.

Among masonry coatings, a long-time leader is CEMENTICO, a water-repellent hydraulic cement paint for interior and exterior use. Others are DURA-DRI coating and DURA-STOP compound to control water penetration, and epoxy-fortified USG Latex Floor Paint. For descriptions, see Pages 10 and 11.

The USG Machine Color System (Page 11) provides more than 1,000 custom-tinted colors for eleven of these interior and exterior finishes.

WOOD STAINS AND VARNISHES

Beauty and protection for wood surfaces are provided by a full line of USG Wood Stains and three varnishes for special purposes. The pigmented wood stains, available in 8 colors, are versatile in application and outstanding in uniformity of final finish. Clear finish products, all of superior durability, include high-gloss USG Polyurethane Clear Finish and USG Polyurethane Satin Finish, USG Satin Finish Varnish for a flat hand-rubbed effect, and tough, elastic USG Floor and Trim Varnish. USG Sanding Sealer provides an ideal preparatory treatment for both the varnishes and wood stains. For descriptions, see Page 7.

USG 2078

TEXTURES AND SPECIAL COATINGS

U.S.G. is the unchallenged leader in texture paints and one of the few makers to offer these in addition to a latex and oil line. The industry's broadest line includes ready-to-use USG Texture I sand-finish and Texture II ripple-finish; USG Texture, TEXTONE, Spray Texture and A-B TEX in powder form; IMPERIAL QT Texture Finish for an acoustical appearance in ceilings; several latex paste textures for drywall surfacing and special effects.

Metal protective coatings include—METAL COAT Enamel in a select color line and three primers to retard and prevent rust—Zinc Chromate, Iron Oxide and Zinc Dust; and USG High Heat-Resistant Aluminum Coating.

Another group of advanced products is available in the USG Epoxy Coatings System consisting of USG Epoxy Block Filler and USG Epoxy Enamel, producing a tough, ceramic-like finish over almost any substrate. ACREPOX Finish is a two-component epoxy-type coating with superior chemical and alkali resistance. For descriptions, see Pages 12 and 13.

SURFACE PREPARATION AND JOINT TREATMENT PRODUCTS

The strongest factor constantly building demand for the entire USG line is United States Gypsum's long-established leadership in preparation products. PERF-A-TAPE Joint Treatment, TEXOLITE Spackling Putty, RED TOP Patching Plaster and SHEETROCK Sealer are by far the best known and largest selling brands in their fields.

Included in the complete surface preparation line are latex and alkyd interior primers, sealers, and enamel undercoat; oil based exterior primers; penetrating sealer and block filler. They are designed for such specialized functions as lime-locking, equalization of suction and porosity, filling and leveling. Among joint treatment and adhesive products are USG Brand non-casein joint compounds; the PERF-A-TAPE System comprising tape and compound; special ready-mixed and concrete finishing compounds; one-day DURABOND Joint System, and joint finishing knives. For descriptions, see Pages 13 to 15; also see Selector Guide on Pages 8 and 9.

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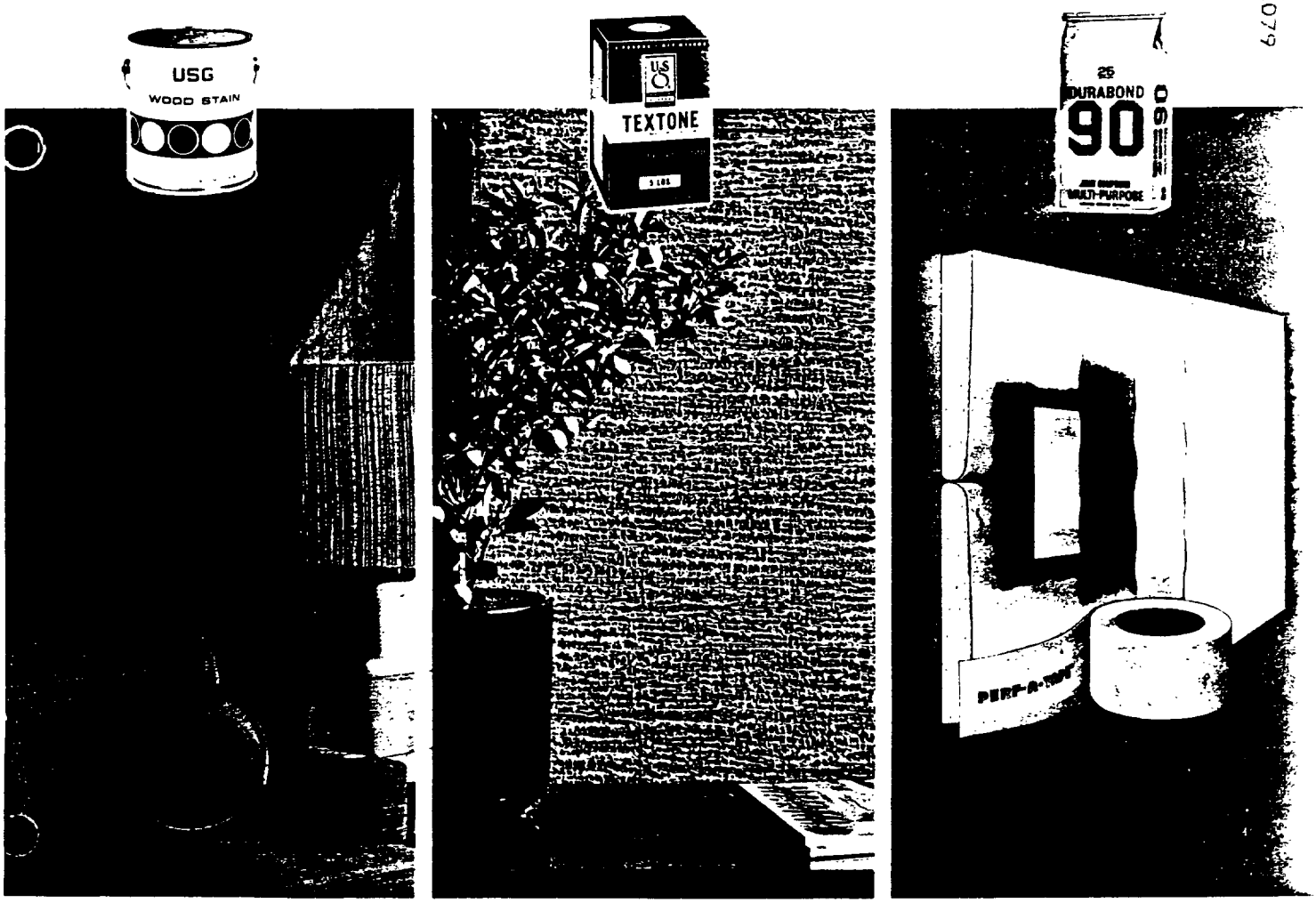
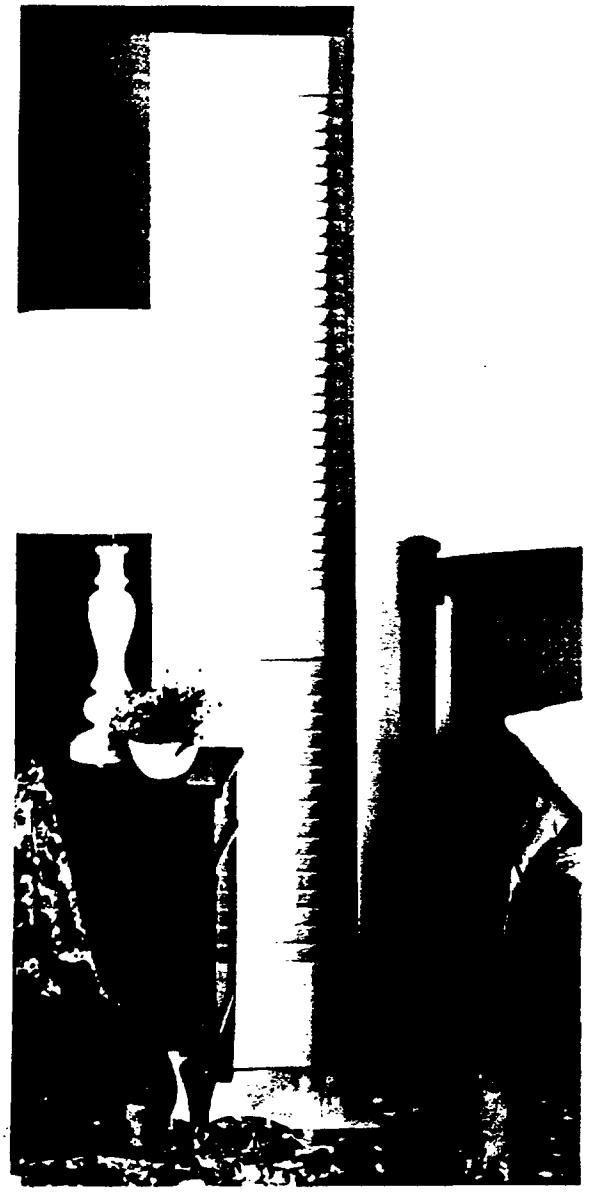


GRAND PRIZE Latex Wall Paint—plastic flat paint for smooth velvet finish, ready to use after stirring. Resists alkalinity in plaster, concrete and joint treatment. Equals or exceeds competitive brands in easy mixing, lack of odor and settling, ease of application, exceptional hide, low sheen and extreme washability. The top-quality product in U.S.G.'s line, it covers most surfaces in one coat. Quick-drying, with excellent leveling qualities. Uses water for thinning and clean-up. Not recommended for use on floors or under extremely humid conditions. Styrene-butadiene latex vehicle. Can be machine-tinted with USG Paint Colorants (Page 11). Available in 20 ready-mixed colors, matched in GRAND PRIZE Latex Semi-Gloss Enamel and USG Satin-Lustre Enamel. Qts., gals., 5's.

GRAND PRIZE Latex Semi-Gloss Enamel—premier medium gloss enamel, water-thinnable, matching all ready-mixed colors of GRAND PRIZE and TEXOLITE Alkyd Latex wall paints. For all interior surfaces where semi-gloss finish is desired. Excellent flow, superior hide, quick drying, no solvent odor; gives uniform sheen in 50° range. Highly washable and stain-resistant. Acrylic copolymer emulsion modified with soya alkyd resin. Can be machine-tinted with USG Paint Colorants (Page 11). 20 ready-mixed colors. Qts., gals.



USG Satin-Lustre Enamel—spirit-thinned alkyd semi-gloss matching all ready-mixed colors of GRAND PRIZE Wall Paint. For wood trim and wall surfaces of kitchen, bath, laundry; self-priming; sealer or undercoater required on new work and porous surfaces. Easy-brushing and excellent color retention, dries to satin semi-gloss sheen with outstanding washability. Low odor; lead-free. Alkyd oil resin vehicle. Can be machine-tinted with USG Paint Colorants (Page 11). 20 colors. Qts., gals.

SHEETROCK Finish Coat—a water-thinned vinyl flat paint that produces a velvet-matte finish. It is specially formulated to give unexcelled one-coat results over gypsum wallboard when applied over a coat of SHEETROCK Sealer. This premium-grade latex paint is available in 10 ready-mixed colors, matched in both GRAND PRIZE Latex Semi-Gloss and USG Satin-Lustre Enamels. Qts., gals.

TEXOLITE Alkyd Latex Wall Paint—ready-to-use flat finish primarily for professional application. Offers good quality with economy, combines easy flow of latex paints with flatness of alkyds. Good one-coat hide can usually be achieved by skilled painter. Provides a washable film. Not recommended over wallpaper where water-soluble dye or ink is present. Alkyd modified styrene-butadiene latex vehicle. 14 ready-mixed colors, matched in USG Semi-Gloss and GRAND PRIZE Latex Semi-Gloss Enamels. Qts., gals., 5's. Also available: **ADD-A-FLECK** special liquid additive containing gold metal flake or choice of colored enamel flecks to produce multi-color appearance; added to any color TEXOLITE Alkyd Latex Paint; for spray application only. ½-pts., qts.

USG Vinyl Wall Paint—economical water-thinnable non-penetrating paint with good working qualities, primarily for professional application. Gives low sheen finish. Ready to use; priming usually not required. Colors may be intermixed; other tinting not recommended. Polyvinyl acetate vehicle. 11 ready-mixed colors. Qts., gals.

USG Semi-Gloss Enamel—spirit-thinned alkyd semi-gloss offered as companion product matching ready-mixed colors of TEXOLITE Alkyd Latex and USG Vinyl wall paints. For wood trim and wall surfaces of kitchen, bath, laundry; sealer required on new work and porous surfaces. Exceptional washability, minimum odor, lead-free. Ready to use; mineral spirits recommended for thinning if necessary. Alkyd oil resin vehicle. 11 ready-mixed colors. Qts., gals.

USG Super Ceiling White Paint—a heavy-bodied latex flat finish for painted or unpainted surfaces; applied over USG Primer-Sealer for best results. Water-thinned; not recommended over wallpaper or wood having water-soluble colors or stains. Non-volatile latex vehicle; silicates, titanium dioxide, lithopone pigments. White only. Gals., 5's.

USG Alkyd Flat Wall Paint—a spirit-thinned flat enamel for interior walls and woodwork. Excellent hide and leveling,

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readily washable. Self-priming except over patched, porous or unpainted surfaces. Soya alkyd resin vehicle. Available in white only, or in tint bases which can be machine-tinted with USG Paint Colorants (Page 11). Qts., gals.

PRO-KYD Alkyd Flat Wall Paint—a general purpose solvent-thinned interior paint for professional use which usually provides one-coat results. Good leveling for uniform dead flat finish; cleanable. Sealer required when used over unpainted gypsum wallboard. Soya alkyd resin vehicle. 11 ready-mixed colors match USG Vinyl Wall Paint and USG Semi-Gloss Enamel for economical combination in job work. Gals., 5's.

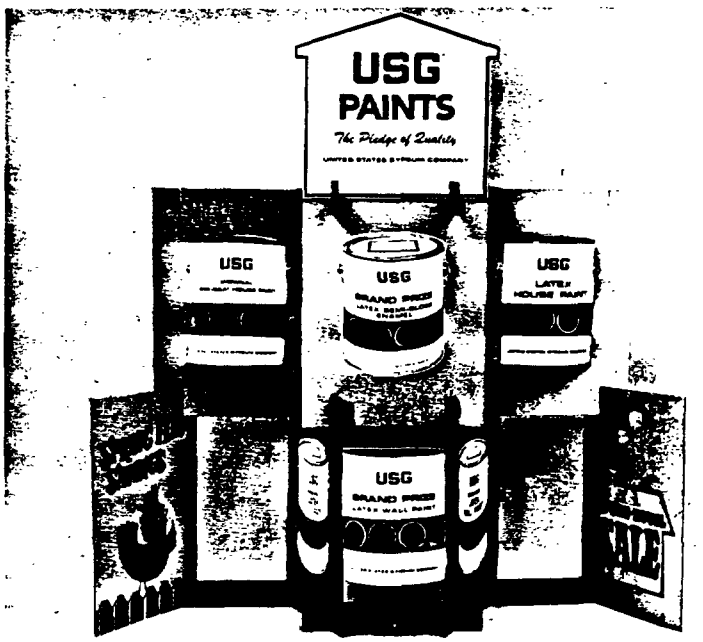
DIAMOND Lustre Enamel—provides high gloss finish of outstanding quality and extreme durability; meets the most stringent maintenance demands. High hide, usually gives one-coat results. Provides odorless, flexible film. Soya alkyd resin vehicle. Available only in Brilliant White, or in tint bases which can be machine-tinted with USG Paint Colorants (Page 11). Qts., gals.

DIAMOND Eggshell Enamel—smooth low-lustre finish in 25° range—velvet effect gives maximum protection without glare. Usually one-coat results; odorless, highly washable. Soya alkyd resin vehicle. White only; may be tinted to light shades with colors-in-oil; may be machine-tinted with USG Paint Colorants. Qts., gals.

USG Spray Enamel—quality oil-based coatings in pressurized containers, ideal for painting small objects, equipment, chairs, tables, louvered doors, etc. High hiding, quick drying, durable, washable. Should be used over metal primer on new, bare or chipped metal surfaces. Several attractive colors. Pints.

TEXOLITE Standard Paint—a low-cost casein flat paint with high light reflection in white, widely used for ceilings. It's a breather type of paint that does not seal the surface, permitting application to relatively new plaster surfaces. Thinnable with water; self leveling; cleanable. When spray-applied, tends to preserve acoustical benefits of ceiling tile better than other coatings. Not recommended with permanently damp conditions. Protein oleo-resinous vehicle. Ready-mixed White, Colonial Cream and Ivory White; may be tinted with GRAND PRIZE wall paint. Qts., gals., 5's.

Self-mounting "House of Cards" can be used for counter, window or floor displays or as a mobile.



WOOD STAINS AND VARNISHES

USG Wood Stains—pigmented stains with controlled penetration to bring out the natural beauty of wood paneling, furniture, etc. Alkyd solids content permits partial seal of surface, more uniformity of final finish. Non-bleeding, non-fading, minimum grain raise. Versatile in application—may be sprayed, dry brushed, wiped, or used full strength. Available in 7 popular stains for interior use, plus Redwood for interior or exterior; stains may be intermixed for special requirements. Also in tint bases for machine-tinting with USG Paint Colorants. Linseed-phenolic resin vehicle. Pints, qts., gals.

USG Polyurethane Clear Finish—an interior-exterior gloss varnish to meet the highest durability requirements in fine floors, woodwork, exterior doors, boat decks, etc. Gives clear transparent finish, waterproof; easier handling because it is a one-component system. Special vehicle compound of soya oil modified polyurethane provides good adhesion when recoated. Thinning not recommended. Pints, qts., gals.

USG Polyurethane Satin Finish—low-lustre version of the varnish described above. Offers same advantages but is not recommended for exterior work.

USG Satin Finish and Floor & Trim Varnishes—offer choice of flat or gloss finish, long-wearing and resistant to water and check cracking. Both types are water-white clear and do not alter or discolor the surface appearance. For use on floors, woodwork, doors, furniture. Good body and flow qualities. Self-priming or can be primed with USG Sanding Sealer when the quick-drying characteristics are needed.

USG Sanding Sealer—ideal preparatory treatment for interior raw surfaces to be varnished or stained. Provides $\frac{1}{2}$ fill on open-grain wood to allow one-coat finish results. Water-white, with good adhesion and compatibility of top coat. Quick-drying to permit two-coat finishing in one day; sands easily after 2 or 3 hrs. of drying. Vinyl toluene alkyd vehicle. Qts., gals.

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8 SELECTOR GUIDE TO USG PAINT PRODUCTS

construction materials	type of finish desired	special surface treatment: new work	special surface treatment: redecorating	finish product description	thinners	method application	hours drying time: touch	hours drying time: recoat	one gal. coverage (sq. ft.)
INTERIOR WALLS									
Block, Brick, or Concrete	Velvet, Smooth Surface	USG Super Block Filler	USG Super Block Filler (opt.)	GRAND PRIZE Latex Wall Paint	NR/w	B1, R1, S1	½	8	450
	Velvet, Natural Texture	TEXOLITE Primer-Sealer	None	GRAND PRIZE Latex Wall Paint	NR/w	B1, R1, S1	½	8	450
	Flat, Smooth Surface	USG Super Block Filler	USG Super Block Filler (opt.)	TEXOLITE Alkyd Latex	NR/w	R1, S1, B2	½	8	400
	Flat, Natural Texture	TEXOLITE Primer-Sealer	None	TEXOLITE Alkyd Latex	NR/w	R1, S1, B2	½	8	400
	Semi-Gloss, Smooth Surface	USG Block Filler	TEXOLITE Primer-Sealer	USG Satin-Lustre Enamel	NR/ms	S1, B2, R2	3	24	450-500
	Semi-Gloss, Natural Texture	USG Alkyd Enamel Undercoat	USG Alkyd Enamel Undercoat	USG Satin-Lustre Enamel	NR/ms	S1, B2, R2	3	24	450-500
	Gloss, Smooth Surface	USG Super Block Filler	USG Alkyd Enamel Undercoat	DIAMOND Lustre Enamel	NR/ms	S1, B2, R2	3	24	450
	Gloss, Natural Texture	USG Alkyd Enamel Undercoat	USG Alkyd Enamel Undercoat	DIAMOND Lustre Enamel	NR/ms	B1, R1, S1	3	24	450
	Epoxy Glaze, Smooth	ACREPOX Block Filler	ACREPOX Block Filler	ACREPOX Finish	SS/USG	B1, R1, S1	4	8	190-220
	Cement, Smooth	Pre-wet	Clean, pre-wet	CEMENTICO Coating	W	B1, S2	—	24	16-24 (lb.)
	Cement, Sanded	Pre-wet	Clean, pre-wet	DURA-DRI Coating	W	B	—	24	16-24 (lb.)
Plaster	Velvet	TEXOLITE Primer-Sealer	None	GRAND PRIZE Latex Wall Paint	NR/w	B1, R1, S1	½	24	450
	Flat	TEXOLITE Primer-Sealer	None	PRO-KYD Alkyd Flat	NR/ms	R1, S1, B1	1	24	400
	Flat	TEXOLITE Primer-Sealer	None	USG Alkyd Flat Enamel	NR/ms	B1, R1, S1	1	24	400
	Semi-Gloss	USG Alkyd Primer-Sealer	USG Alkyd Enamel Undercoat	USG Satin-Lustre Enamel	NR/ms	S1, B2, R2	3	24	450-500
	Gloss	USG Alkyd Primer-Sealer	USG Alkyd Enamel Undercoat	DIAMOND Lustre Enamel	NR/ms	S1, B2, R2	3	24	450
	Epoxy Glaze	USG Penetrating Sealer	ACREPOX Finish	ACREPOX Finish	SS/USG	S1, B2, R2	4	8	190-220
Gypsum Wallboard	Velvet	SHEETROCK Sealer	SHEETROCK Finish Coat	SHEETROCK Finish Coat	NR/w	B1, R1, S1	½	24	450
	Velvet	TEXOLITE Primer-Sealer	GRAND PRIZE Paint	GRAND PRIZE Paint	NR/w	B1, R1, S1	½	24	450
	Flat	SHEETROCK Sealer	None—prime if needed	PRO-KYD Alkyd Flat	NR/ms	R1, S1, B1	3	24	400
	Semi-Gloss	GRAND-PRIZE Latex Semi-Gloss Enamel	Self-priming	GRAND PRIZE Latex Semi-Gloss Enamel	NR/w	S1, B1, R1	½	24	450
	Gloss	USG Alkyd Wall Primer-Sealer	USG Alkyd Enamel Undercoat	DIAMOND Lustre Enamel	NR/ms	S1, B1, R2	3	24	450
	Epoxy Glaze	ACREPOX Finish	ACREPOX Finish	ACREPOX Finish	SS/USG	S1, B2, R2	4	24	190-220
	Sand Float Texture	None	None	USG Texture I	NR/w	B1, R1	½	24	200
	Orange-peel to Ripple Texture	None	None	USG Texture II	NR/w	B1, R1, S1	1	24	200
	Heavy Stipple or Period Texture	As required	As required	TEXTONE; then GRAND PRIZE Paint	W	B, R, O	1	12	9-36 (lb.)
	Medium Light to Medium Heavy Texture	Usually none	None	USG Texture Paint; then GRAND PRIZE Paint (also 2 finishes below)	W	B, R, O	1	12	27-54 (lb.)
	Medium Light to Very Light Text.	Usually none	None	A-B TEX or USG Spray Texture	W	B, R, S, O	1	12	27-54 (lb.)
	Sand Finish	None	None	USG Texture VII or USG Texture XII (Drywall Surfacer)	W	S	1	12	20-35 (lb.)
Wood	Semi-Gloss	USG Alkyd Enamel Undercoat	USG Alkyd Enamel Undercoat	USG Satin-Lustre Enamel	NR/ms	S1, B1, R2	3	24	450-500
	Gloss	USG Alkyd Enamel Undercoat	USG Alkyd Enamel Undercoat	DIAMOND Lustre Enamel	NR/ms	S1, B1, R1	3	24	450
	Flat	USG Alkyd Primer-Sealer	None—dull gloss	PRO-KYD Alkyd Flat	NR/ms	R1, S1, B1	1	24	400
	Gloss or Satin Finish Clear	USG Sanding Sealer	USG Sanding Sealer	USG Satin Finish Varnish or USG Polyurethane Clear Finish	NR	B only	2	12	500
Metal (Ferrous)	Flat (Water Thinned)	METAL COAT Iron Oxide Primer	None, if free of rust	GRAND PRIZE Latex Wall Paint	NR/w	B1, S1, R2	½	8	450
	Gloss (Solvent Thinned)	METAL COAT Iron Oxide Primer	None, if free of rust	METAL COAT Enamel	NR/ms	B1, S1, R2	2	24	600
Metal (Bright)	Aluminum	METAL COAT Zinc Chromate Primer	None, if free of rust	USG Aluminum Coating	NR/ms	B1, S1	2	24	600
Metal (Galvanized)	Gloss	METAL COAT Zinc Dust Primer	None, if free of rust	METAL COAT Enamel	NR/ms	B1, S1, R2	2	24	600

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construction materials	type of finish desired	special surface treatment: new work	special surface treatment: redecorating	finish product description	thinners	method application	hours drying time: touch	hours drying time: recoat	one gal. coverage (sq. ft.)
INTERIOR CEILINGS									
Acoustical Tile or Plaster	Flat (Low Scrub)	None	None	TEXOLITE Standard Paint	NR/w	R1, S1	½	8	350
	Flat (Med. Scrub)	None, or TEXOLITE Primer-Sealer	None	USG Super Ceiling White	NR/w	B1, R1, S2	½	8	250
Gypsum Board	Flat (High Scrub)	TEXOLITE Primer-Sealer	GRAND PRIZE Latex Wall Paint	GRAND PRIZE Latex Ceiling White Paint	NR/w	B1, R1, S1	½	8	450
	Textured	USG Texture I, II, VII, or XII	USG Texture I, II, VII, or XII	Any of above finishes for wallboard	see above	see above	see above	see above	see above
	Flat	USG Alkyd Primer-Sealer	USG Alkyd Primer-Sealer	PRO-KYD Alkyd Flat	NR/ms	B1, R1, S1	1	24	400
Plaster	Flat	TEXOLITE Primer-Sealer	None, or TEXOLITE Primer-Sealer	Any USG latex paint shown for int. walls	—	—	—	—	—
Plaster, Drywall, or Poured Concrete	Rough Texture	None (smooth where required)	None (smooth where required)	IMPERIAL QT Texture Finish	W	S only	24	not rec.	—
Poured Concrete	Smoothed and Leveled	None	None	A-B TEX Paint	W	T1	1	12	variable
FLOORS & PATIOS									
Firm Poured Concrete, Brick, Asph., Dusting Cement	Medium Sheen	None, if clean, non-dusting; or USG Penetrating Sealer	None; clean, firm	USG Latex Floor Paint	NR/w	B1, R1	½	24	350
Wood or Concrete	High Sheen	USG Penetrating Sealer; or self-prime	None; clean, firm	USG Porch & Floor Enamel	NR/ms	B1, R1	4	12	400
EXTERIOR SURFACES									
New—Block, Brick, Stucco or Poured Concrete	Low Sheen	2 coats		USG Vinyl Exterior Paint	NR/w	B1, R1, S1	½	8	350
	Medium Lustre	2 coats		USG One-Coat Latex House Paint	NR/w	B1, R1, S1	½	8	350
Old, Light Chalk—Block, Brick, Stucco or Poured Masonry	Low Sheen	Clean, dust-free, wire brush off chalk, 2 coats		USG Vinyl Exterior Paint	NR/w	B1, R1, S1	½	8	350
	Medium Lustre	Clean, dust-free, wire brush off chalk, 2 coats		USG One-Coat Latex House Paint	NR/w	B1, R1, S1	½	8	350
Old, Heavy Chalk—Brick, Block, Stucco or Poured Concrete	Low Sheen or Medium Lustre	Clean, dust-free, wire brush off chalk, apply USG Penetrating Sealer & 2-coat finish		USG Vinyl Exterior Paint	NR/w	B1, R1, S1	½	8	350
	Gloss	USG Penetrating Sealer		IMPERIAL Gloss House Paint	NR/ms	B1, S2	12	48	450
Old or New (unpainted) Block, Brick, Stucco or Poured Concrete	Smooth (Cement)	Clean, free of dust, porous—pre-wet, post-wet		CEMENTICO Coating	W	B1, S1	—	24	16-24 (per lb.)
	Sanded (Cement)	Clean, free of dust, porous—pre-wet, post-wet		DURA-DRI Coating	W	B, T	—	24	16-24
New—Unpainted Wood	Low Lustre	USG Low-Lustre House Paint		USG Low-Lustre House Paint	NR/ms	B only	2	24	450
	Medium Lustre	Dry, clean, apply one coat IMPERIAL House Primer #894, 1 or 2 coats finish paint		USG One-Coat Latex House Paint	NR/w	B1, R1, S1	½	8	400
	Gloss	IMPERIAL House Primer #894 White		IMPERIAL Gloss House Paint	NR/ms	B1, S1, R2	12	48	450
	Clear Gloss	Prime with USG Wood Stain		USG Polyurethane Clear Finish	NR	B1, R1, S1	2	12	500
Repaint—Wood Medium Chalk	Low Lustre	Wipe off chalk and dirt		USG Low-Lustre House Paint	NR/ms	B1, S1, R1	2	24	450
	Medium Lustre	Dust off dirt and cobwebs		USG One-Coat Latex House Paint	NR/w	B1, R1, S1	½	8	400
	Gloss	Wire brush, wipe off chalk and dirt, prime bare spots		IMPERIAL Gloss House Paint	NR/ms	B1, S1, R2	12	48	450
Repaint—Wood Heavy Chalk	Low Lustre	Wire brush, dust and clean		USG Low-Lustre House Paint	NR/ms	B1, S1, R2	2	24	450
	Medium Lustre	Wash with hose and rag, flush with water		USG One-Coat Latex House Paint	NR/w	B1, R1, S1	½	8	400
	Gloss	Wire brush, dust, prime with IMPERIAL House Primer #894 White		IMPERIAL Gloss House Paint	NR/ms	B1, S1, R2	12	48	450
Pre-Primed Wood Siding	Low Lustre	None		USG Low-Lustre House Paint	NR/ms	B1, S1, R1	2	24	450
	Medium Lustre	None		USG One-Coat Latex House Paint	NR/w	B1, R1, S1	½	8	400
	Gloss	None		IMPERIAL Gloss House Paint	NR/ms	B1, S1, R1	12	48	450
Hardboard Siding	Medium Lustre	IMPERIAL House Primer #894 White		USG One-Coat Latex House Paint	NR/w	B1, R1, S1	½	8	400
Asphalt	Low Sheen Medium Lustre	Clean, firm, tight backing		USG Vinyl Exterior or USG Latex House Paint	NR/w	B1, R1, S1	½	8	400
Metal	Gloss	See use of specific primers under "Interior Walls" above		METAL COAT Enamel	NR/ms	B1, S1, R2	2	24	600

NOTES: "Drying Time" and "Coverage" estimates are based on average conditions. Touch = furniture can be returned to living areas.

Abbreviations, Method of Application: B = brush, R = roller, S = spray, T = trowel, O = other; 1, 2, 3 = order of preference. Abbreviations, Thinners: NR/w—Not recommended, use water sparingly; NR/ms—Not recommended, use mineral spirits if needed; SS/USG—Special Solvent manufactured by U.S. Gypsum; W—water per directions.

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IMPERIAL Gloss House Paint—U.S.G.'s finest exterior gloss finish, with a balanced oil-based formula for long weather resistance. Heavy bodied and easy working, with superior hiding and controlled chalking. Tough, flexible film resists cracking and checking, offers maximum protection for substrates. Excellent adhesion, mildew and fume resistance. One coat on most surfaces when used over IMPERIAL House Primer #894 White. Linseed oil vehicle. 7 ready-mixed colors plus white and 6 darker shades in **IMPERIAL Trim Colors.** Can be machine-tinted with USG Paint Colorants (Page 11). Qts., gals. (trim colors also in pints).



This eye-catching, lighted display is an effective attention-getter for window or wall.

IMPERIAL One-Coat House Paint—a premium-quality oil-type exterior paint that produces a one-coat finish on most repaint work. A high-hiding, non-chalking, mildew- and fume-resistant paint that is easy to apply with brush, roller or spray. Qts., gals., 5's. White only.

USG Low-Lustre House Paint—solvent-thinned, quality, low-sheen exterior finish especially designed for the professional applicator. Offers superior hiding in one coat over primed surfaces—wood shingles and shakes, all types of siding. Good flow and leveling, mildew resistant. Self-priming when used over most previously painted surfaces. On new wood, should be self-primed with boiled linseed oil admixture; over redwood or cedar, prime coat of IMPERIAL House Primer #894 White should be used. Linseed alkyd resin vehicle. Available in 11 ready-mixed colors which may be intermixed. Qts., gals. (white also in 5's.)

USG Gloss House Paint—an oil-type product for professional use, weather resistant and long-lasting. Good coverage and hiding; for best performance, two coats may be needed including first coat of IMPERIAL House Primer #894 White; 4 to 6 days drying required between coats. Thinned with linseed oil and/or turpentine. Fume and mildew resistant. Linseed oil vehicle. For exterior wood; not recommended over masonry surfaces. White only; should not be tinted or intermixed. Gals., 5's.

USG Latex House Paint—breather-type modified acrylic emulsion paint. Quick-drying, non-yellowing, longer-lasting, mildew-resistant, good bond, pleasing medium lustre. Has excellent hide, controlled chalking. Resistant to alkali, does not readily blister, fade or stain. Principally for wood siding and shingles, but also performs well over masonry, stucco, weathered asbestos cement. Easily applied; thinning and clean-up with water. Should be used over IMPERIAL House Primer #894 on unpainted wood; over USG Penetrating Sealer on chalky masonry. Acrylic latex emulsion vehicle. Can be machine-tinted with USG Paint Colorants (Page 11). 13 ready-mixed colors. Qts., gals., 5's.

USG One-Coat Latex House Paint—a premium-quality latex exterior paint, producing a one-coat finish. Weather- and blister-resistant; high hide and controlled chalking. Dries to touch in 30 minutes. Should be used over IMPERIAL House Primer #894 on unpainted or chalking surfaces. White only. Qts., gals., 5's.

USG Vinyl Exterior Paint—an economical non-penetrating coating for unglazed masonry, stucco, wood shakes and primed siding. Combines good hiding, weather resistance, true non-fading color. Easily applied, quick drying. Breather-type formulation permits unwanted moisture to escape. Two coats produce best results; on porous chalky surfaces, USG Penetrating Sealer should first be applied. IMPERIAL House Primer #894 is necessary as first coat over chalking, previously painted wood surfaces or unpainted wood surfaces. Emulsified polyvinyl acetate vehicle. 15 ready-mixed colors. Qts., gals., 5's.

USG Porch & Floor Enamel—polyurethane modification provides tough, hard-wearing gloss finish for wood and concrete floors, also for walls and dados in recreation and laundry

rooms, corridors, etc. Resists heavy moisture, heat, stains, grease. Quick-drying, water-repellent, alkali-resistant; has excellent recoatability. Thinned when necessary with mineral spirits. Tolulene diisocyante soya alkyd copolymer vehicle. 5 ready-mixed colors. Pints, qts., gals.

USG Latex Floor Paint—durable medium sheen finish for interior or exterior floors of previously painted or primed concrete or wood. Fortified with epoxy resins for wear resistance, repeated washings. Alkaline-resistant, quick-drying, thinned with water. Applied directly to scrubbed, non-dusting concrete and sealed wood flooring. Normally bonds without etching except on very dense highly troweled areas. Not recommended for surfaces subject to prolonged dampness. White and five pleasing dark colors; also in tint bases for machine-tinting with USG Paint Colorants (Page 11). Qts., gals., 5's.

CEMENTICO Masonry Coating—a water-repellent hydraulic cement-base paint in powder form, to be mixed with water. For interior and exterior porous masonry surfaces. Excels in hardness, durability, binding qualities and workability. Two coats recommended; sand may be added for coating to be scrubbed into masonry to make smoother, denser surface. Ten light-fast, lime-proof, alkali-resistant colors. 5 and 25 lb. packages.

DURA-DRI Coating and DURA-STOP Compound—used to control water penetration through masonry. Both are powder products to be mixed with water. DURA-STOP is a quick-setting hydraulic compound used to plug cracks and openings to curb seepage or even water flowing under pressure—also excellent for anchoring fixture bolts. Natural color only; 3-, 10-lb. packages. DURA-DRI, a heavy-bodied aggregated coating, is applied over DURA-STOP, or alone, to decorate and protect against mild water penetration. Four colors; may be over-coated with CEMENTICO for greater color range; 10's, 50's. Also available is a special **DURA-DRI Latex Additive** to simplify application, improve adhesion; two coats recommended for attractive, hard surface. Qts., gals.

USG MACHINE COLOR SYSTEM

By the use of a colorant dispensing machine, more than 1,000 eye-appealing personalized colors may be offered in 11 of the most popular USG paint products described in this catalog. Balanced, reinforced white and neutral tinting bases of each (except IMPERIAL Trim Colors—white only) are available in quarts and gallons. Included are the following:

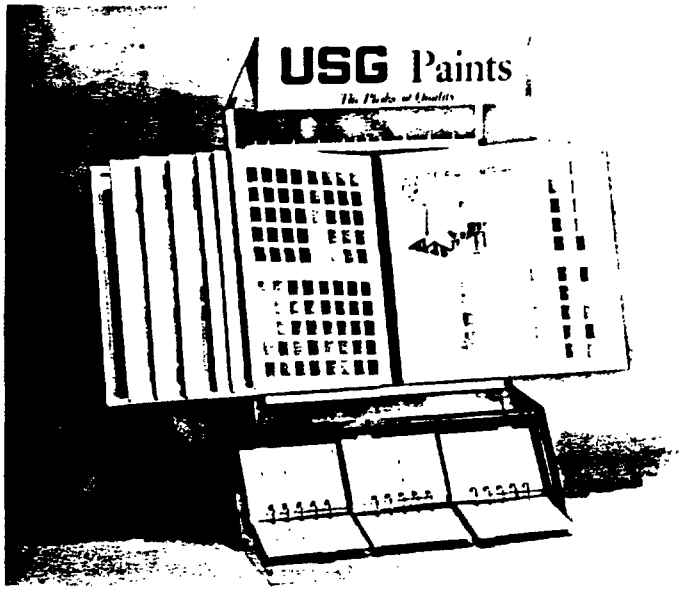
For Interior Walls, Ceilings, etc.
—GRAND PRIZE Latex Wall Paint
—USG Alkyd Flat Wall Paint (oil based)
—USG Wood Stain (alkyd oil based)
—TEXOLITE Alkyd Latex Tint Bases—white and neutral (latex base)

For Trim, Kitchens, etc.
—GRAND PRIZE Latex Semi-Gloss Enamel
—USG Satin-Lustre Enamel (alkyd oil based)
—DIAMOND Lustre Enamel (alkyd oil based)
—DIAMOND Eggshell Enamel (alkyd oil based)

For Exteriors
—IMPERIAL Gloss House Paint and Trim Colors (oil based)
—USG Latex House Paint

For Floors (Concrete and Wood)
—USG Latex Floor Paint

U.S.G. offers a recommended list of automated and manually operated colorant dispensing machines which the dealer may purchase if he is not already equipped. Nine **USG Paint Colorants**—lead-free, lasting and light-fast—are supplied (in quarts) for precise formula mixing. Together with a special USG Colorant Anti-Skinning Solution, they combine with the selected tint bases to provide instant servicing in the full color range. The dealer also may obtain a complete package including a color-styler display (illustrated above) and promotional aids for merchandising this color system as the best in the business.



Dramatic Color-Styler Display shows 120 hues of same color family at a glance—total of more than 1,000 machine-tinted colors.

With this U.S.G. system, dealers have found it possible to stock a small inventory but increase their average turnover to as high as 10 to 12 times, and improve their return on investment by as much as 48%.

CSU15 2005

INTERIOR TEXTURE FINISHES

The complete USG texture line includes six outstanding powder products:

IMPERIAL QT Texture Finish—an aggregated powder, mixed with water, to produce acoustical finish appearance on ceilings; provides no acoustical correction. Obscures minor surface defects; has remarkable bonding qualities with many materials. Spray application only. For best results, use first coat of PRO-KYD Alkyd Flat Wall Paint. Applied in coarse, medium or fine texture; two coats required for heavy coverage with first coat allowed to dry. In 40-lb. bags. White only; may be painted.

USG Spray Texture—a powder product formulated for very light stipple finishes; gives lowest, most rounded stipple of any USG texture paint and best equalizes surface suction; ideal for new gypsum board walls. Easy mixing with water, excellent hardness, good concealment. First coat can be followed by spray splatter coat; or, can be roller-applied to orange-peel finish. Usually overpainted when dry. Also available with aggregate for sand-texture finish. White only. 25's.

TEXTONE Texture Paint—the king of texture paints, especially adapted to heavy stipples, deep textures and a wide range of design possibilities. For hand application; in plastic powder form. Useful for refinishing plaster surfaces, producing stone or antique effects, stencil work. Unequalled for concealing wall blemishes; insoluble and durable. White only, but can be tinted with TEXOLITE Standard or coated with most wall paints. 5's, 25's.

USG Texture Paint—similar in performance to TEXTONE paint, but different in texture effect. Produces medium heavy to medium light stipples with excellent hardness and hide. A powder product; no primer usually required. 5's, 25's.

A-B TEX Texture Paint—economical, easy-working powder product for light to medium light stipples and orange-peel textures; widely used as troweled coating for concrete ceilings. White only. 25's.

USG Texture XII (Drywall surfacer)—an aggregated coating, in powder form, for spraying a sand finish on interior drywall surfaces. When dry, provides excellent base for any latex or oil-based paint. White only; should not be tinted. 25's.

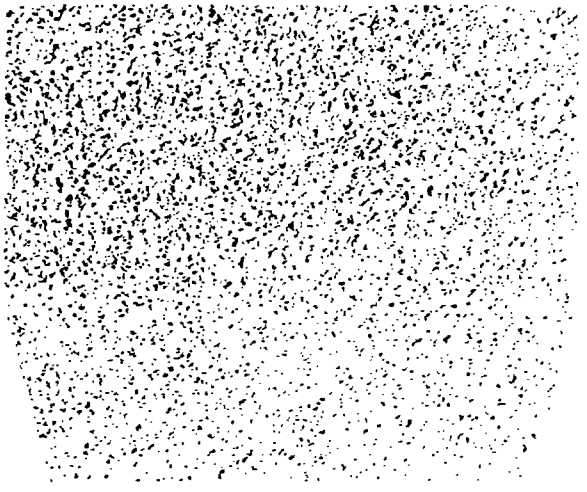
USG Paste Products include:

USG Texture I—a ready-to-use latex emulsion paint embodying a fine aggregate to produce a slight sand-finish effect combined with light texture. One coat covers fine cracks, blemishes. Quick-drying, thinned sparingly with water only if necessary. 7 ready-mixed colors. Gals., 5's.

USG Texture II—flat ripple finish in a latex emulsion. Contains no sharp aggregate, produces fine textures ranging from orange-peel effect to smooth rounded stipple. Conceals moderate imperfections, normally requires no sealer. Water-thinned only under extremely dry conditions. Quick-drying, washable, recoatable. 7 ready-mixed colors. Gals., 5's.

USG Sanded Paste Stipple—sand-effect stipple to aid in concealment of sub-surface irregularities in interior walls and ceilings, painted or unpainted. Effect can be varied by mixing and method of brush or roller application. Overpainted when dry. Protein blend and soya rosin alkyd resin vehicle. White only. Gals., 5's.

Among other available paste textures are **USG Texture VII,** sanded latex drywall surfacer; **USG Texture VIII,** drywall spray surfacer; **USG Texture IX,** heavy-bodied latex; and **USG Texture XI,** latex paste stipple. Gals., 5's.



Ceiling spray-finished with IMPERIAL QT *Texture*

SPECIAL COATINGS

METAL COAT Enamel—a tough, durable medium gloss finish, highly weather resistant, for interior and exterior metal surfaces. Also suitable for primed or previously painted interior wood surfaces. Used over special primers (below) on variety of metal surfaces from water tanks to bicycles—brush or spray applied. Thinned if necessary with mineral spirits. Soya alkyd resin vehicle. Comes in 11 safety colors ideal for equipment identification in plants. Qts. gals.

USG High Heat-Resistant Aluminum Coating—formulated to withstand temperatures of up to 1000° F. on interior metal surfaces. Ideal for steam lines, boiler casings, drums, other high-temperature applications which have bright surfaces. During application and drying, surface temperatures should not exceed 140° F.; two-coat brush or spray application recommended. Modified silicone resin vehicle. Qts., gals.

METAL COAT Zinc Chromate Primer—provides rust-inhibitive treatment to protect new or old metal surfaces where other primers fail, interior or exterior. Resists atmospheric gases, water, fumes, alkalis, many acids. Thinned if necessary with turpentine or mineral spirits; brush or spray applied. Soya alkyd resin vehicle. Yellow only. Qts., gals.

METAL COAT Iron Oxide Primer—rust-retardant and resistant to corrosion, atmospheric gases, water, alkalis, most acid

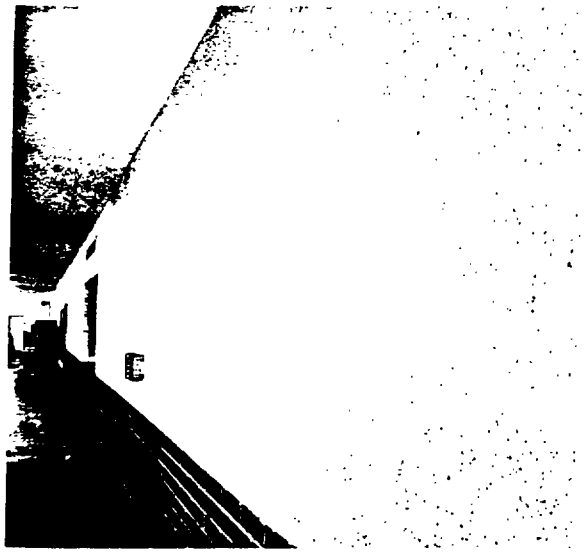
fumes. Brush, roller or spray applied; always overcoated when used on exterior metal. Thinned if necessary with turpentine or mineral spirits. Soya alkyd resin vehicle. Red only. Qts., gals.

METAL COAT Zinc Dust Primer—for preparing sheet zinc, new or old galvanized metal, and iron and steel surfaces. Excellent adherence and hiding power; rust and corrosion retardant. Brushed or sprayed; usually overcoated. Not to be thinned. Soya alkyd resin vehicle. Gray only. Qts., gals.

USG Epoxy Coatings System—protects walls in high-traffic areas of schools, commercial and industrial buildings with economies not previously possible. It provides a glossy ceramic-like appearance (illustrated, right) of extreme durability and abrasion resistance—highly sanitary and resistant to mildew, fungi, alkali and acids. It is non-absorbent, does not retain atmospheric odors; completely seals the surface with a non-porous heat-resistant vapor barrier. Consists of: **USG Epoxy Block Filler** to fill and level irregular masonry surfaces to produce a textured effect. Neutral, light color. Gals., 5's. **USG Block Filler Activator** must be added to produce desired curing and hardness. Qts., gals. **USG Epoxy Enamel** is applied over **USG Epoxy Block Filler,** and on smooth surfaces as well; 9 colors. Qts., gals., 5's. It must be blended with **USG Epoxy Enamel Activator** to develop the final surface. Pints, qts. **USG Epoxy Solvent** must be used to thin both the Epoxy Enamel and Block Filler for spray application, and for equipment cleaning. Gals., 5's. Not recommended for exterior use. Two-coat application is recommended for maximum performance and results. Epoxy Enamel colors may be intermixed, or USG Machine Colorants may be used to produce other shades.

ACREPOX Finish is another two-component system to provide a smooth, tile-like surface over concrete block, masonry, wood, gypsum wallboard, metal or hardboard. Exceptionally durable, it resists abrasion and stains, offers high film build and excellent drying. Designed for use on exterior surfaces. Coverage exceeds that of USG Epoxy Coating System. Consists of **ACREPOX Enamel,** a high solids polymer formulation, available in six colors. It is mixed with **ACREPOX Enamel Activator** for curing and hardening into a chemical-resistant coating providing maximum performance. For spraying consistency and to aid in equipment cleanup, **ACREPOX Thinner** is used. For thoroughly sanitary protection of interior masonry block, two or three coats of ACREPOX Enamel are applied over USG Super Block Filler (Page 14). Use Epoxy Block Filler for exterior surfaces. Over masonry and over ferrous metal surfaces for rust retardance, and where a chemical and alkali-resistant coating is desired, **ACREPOX Primer** is used. Prior to use, the primer is mixed with special **ACREPOX Primer Catalyst** as the curing and hardening agent.

SHEETROCK Smooth Coating—a new powder compound, mixed with water, spray-applied to drywall or plaster to provide an ideal base for decoration where a smooth, unblemished wall or ceiling is desired. Quick, economical means of obtaining an interior paintable surface.



SURFACE PREPARATION PRODUCTS

TEXOLITE Primer-Sealer—a pigmented ready-to-use latex product for use under any type of paint or enamel; seals better under water-thinned paints than any other sealer of this type. Locks in lime, equalizes suction, lays paper and fiber nap, provides "tooth". Quick-drying. White only, but may be tinted. Qts., gals., 5's.

SHEETROCK Sealer—a tung oil resin emulsion sealer for use over gypsum wallboard; also unsurpassed in bridging and filling hairline cracks in plaster. May be used under all interior paints and wallpaper. Equalizes porosity over joint reinforcement and face paper. Especially recommended for kitchens and bathrooms. White only; should be tinted to approximate shade of finish coat. Qts., gals., 5's.

TEXOLITE Primer—a lime-locking primer, in powder form for mixing with water, for interior surfaces under latex or oil flat finishes. Equalizes suction, provides "tooth". 25's.

USG Alkyd Wall Primer-Sealer—a premier quality solvent-thinned sealer of the controlled penetration type. For use on all interior surfaces under solvent-thinned paints or enamels, or water-thinned paints. Ready to use; white only, but may be tinted with small quantities of USG Colorants or colors-in-oil. Soya alkyd resin vehicle. Qts., gals. A companion product for lower-cost, large-scale job work under solvent-thinned topcoats is **USG Vinyl Sealer;** gals., 5's.

USG Alkyd Enamel Undercoat—heavy-bodied alkyd base mineral spirit undercoat for interior gloss, semi-gloss or flat oil paints. Not a sealer, but provides low-cost good first coat; builds, fills and equalizes surface to be painted. May be tinted with USG Paint Colorants or color-in-oil. Ready-to-use, white only. Qts., gals.

USG Penetrating Sealer—a special non-pigmented alkyd resin solution in spirits, designed to condition exterior or

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interior surfaces which are porous or moderately chalky; forms firm tight base for repainting with any paint except cement bonding type. Ready to use. May be tinted with USG Paint Colorants or colors-in-oil. Qts., gals., 5's.

IMPERIAL House Primer #894—oil-base primer to prepare new or heavily chalking wood surfaces for USG exterior latex or oil paints. Lead-free, blister-resistant, breather-type coating with good film build. White only. Qts., gals., 5's.

USG Super Block Filler—a ready-to-use product for concealing voids, filling pores and providing uniform texture finish over interior masonry and other rough surfaces. Not a waterproofing material; may be coated with any paint except cement bonding type—USG Vinyl Exterior or USG Latex House Paints recommended for exteriors. May be tinted with USG Vinyl Exterior Paint. Unaggregated, in white. Gals., 5's.

TEXOLITE Paste Spackling Putty—ready-to-use all-purpose putty for fine patching or leveling hairline cracks and scars in plaster or interior wood or concrete surfaces; also for smoothing drywall work. No waste; longer working life than powder materials. Dries to a smooth, hard finish which sands easily, does not shrink or crack, takes standard priming. ½-pts., qts., gals.

TEXOLITE Spackling Putty—a powder compound for mixing with water to fill small cracks and imperfections in plaster and interior wood or concrete, scars and blemishes in other wall surfaces prior to decorating. Grit-free, fine grind; adheres to any properly cleaned solid surface. 2's, 5's, 25's.

PERF-A-PATCH Paste Spackling Compound—for filling most small cracks, dents, nailholes in plaster, wallboard, wood, and concrete surfaces. Hardens in a few hours, forming a tough, durable surface that will not shrink or crack. Will take any standard priming material. Dries quickly for fast repainting. ½ pts., qts., gals.

RED TOP Patching Plaster—favorite of professionals for patching cracks and larger breaks in unpainted plaster and interior concrete surfaces. White, non-shrinking, contains no lime. Water added in mixing; dries to dense uniform finish; takes standard priming and any decorative treatment. 2½'s, 5's, 15's, 25's.

JOINT TREATMENT PRODUCTS

U.S.G. joint treatment products have wider acceptance than all others—produce the best, most uniform finished result. Now a new group of non-casein powder compounds—USG Brand Joint Compounds—has been added to the previous two lines of powder products. These formulations offer almost instant solution and use, compared to the 30-minute or longer soak of casein type compounds. They stay mixed, with smoother application properties and no objectionable wet-mix odors.

For other specific uses are the casein-type PERF-A-TAPE Joint Compounds—still the industry's standard of excellence—and DURABOND Joint Compounds, designed for quick hardening and one-day finishing. All three powder lines are offered in taping, topping and all-purpose types with bag designs coordinated and color-coded (see examples) to simplify identification.

Other products in the line, also the most widely used of their type, include USG Ready-Mixed Joint Compound-All Purpose, preferred for uniform results on the job; special COVER COAT concrete finishing compound; and PERF-A-TAPE fiber reinforcing tape, a basic component in the reinforcing and concealing of drywall joints.

PERF-A-TAPE Reinforcing Tape is a strong, cross-laminated fiber tape with minimal longitudinal stretch and superior tensile strength. Spark-perforated to allow air escape during embedding; also available with mechanical punch perforations. Lightly precreased for corner applications. Packaged either separately or with PERF-A-TAPE Joint Compound-All Purpose (see table) as Joint System.

USG Brand Joint Compounds

This new line of non-phosphoprotein (non-casein type) powder compounds retains virtually all the desirable features of conventional casein-bound products. Have better performance characteristics, including stable consistency and savings in mixing time. Not compatible with PERF-A-TAPE Joint Compounds, but they may be used with DURABOND Compounds and USG Ready-Mixed Compound.

USG Joint Compound-Taping, for embedding tape and first fill coat on metal corner beads and nailheads; also used for



patching plaster cracks. Outstanding bond and resistance to tape cracking.

USG Joint Compound-Topping is a smooth-sanding material for second and third coats over taping compound. Produces excellent feathering and superior finishing results.

USG Joint Compound-All Purpose incorporates good taping and topping characteristics in single product, for use where finest results of the specialized compounds (above) are not necessary. Also has good texturing properties.

PERF-A-TAPE Joint Compounds

These phosphoprotein (casein type) powder products are noted for qualities of easy mixing, smooth working, ample working time, controlled minimum shrinkage and no alkali burning of paint. They require a drying period after application and should not be used in combination with other compounds.

PERF-A-TAPE Joint Compound-Taping gives outstanding service in embedding, taping and reinforcing the joint. Used as first fill coat on metal corners and nail heads, for patching plaster cracks, and for laminating double-layer wallboard. For hand or mechanical application.

PERF-A-TAPE Joint Compound-Topping, used for finishing over PERF-A-TAPE Compound-Taping, is preferred for its workability, smoothness and paintability; has fine texture and long working life.

PER-F-A-TAPE Joint Compound-All Purpose brings the convenience of single-package joint treatment; does a most adequate job of taping, filling, topping, and as a spray or hand-applied texture.

DURABOND Joint Compounds

These powder products were developed to provide faster finishing of drywall interiors; also to compensate for slow drying conditions. Rapid hardening permits same-day joint finishing and usually next-day decoration. Low shrinkage and superior bond are other outstanding features. Not compatible with casein-type compounds.

DURABOND Joint Compound-Taping is a polyindurate type material for embedding tape fasteners and metal accessories; also ideal for heavy fills because it chemically hardens in 3 to 6 hours. Virtually unaffected by humidity.

DURABOND Joint Compound-Topping is a non-casein finishing material which is especially designed for use over DURABOND Joint Compound-Taping and USG Ready-Mixed Compound-All Purpose. It is smooth working, easy sanding and feathers to a fine finish.

DURABOND 90 Joint Compound-Multi Purpose is the required pre-fill material for SHEETROCK SW round-edge wallboard, creating the strongest joints ever developed. Its 1 to 2-hour hardening time also makes it an ideal alternate to DURABOND Joint Compound-Taping in applications where quicker finishing is desired. A polyindurate type material.

Ready-Mixed Compounds

USG Ready-Mixed Joint Compound-All Purpose is a vinyl base formulation used for embedding and finishing. A factory controlled pre-mix material does not inherently contribute to variable job results often associated with job-mixed powder products. It offers higher protection against edge cracking and eliminates contamination from dirty water. Has a creamy, lump-free plasticity that produces excellent slip and bond. In machine or hand tool consistency; supplied separately or with tape as Ready-Mixed System. On-the-wall cost averages approximately same as with powder compounds. Recommended for finishing SHEETROCK SW Wallboard joints over DURABOND 90 pre-fill coat; also used in repairing plaster cracks.

COVER COAT Drywall Compound is a vinyl-base product, for filling and smoothing monolithic poured concrete ceilings and columns located above grade—no extra bonding agent needed. In ready-mixed form (sand can be added), easily applied with drywall tools in two or more coats. Dries to a fine white surface usually making further decoration unnecessary—if desired, COVER COAT is followed with SHEETROCK Sealer or TEXOLITE Primer-Sealer prior to painting.

USG Joint Finishing Tools, designed for applying USG joint treatment, are available in two series—including new square-cornered knives. The line includes highly tempered, semi-elastic steel knives in 4", 5" and 6" blade widths, square or standard blade, regular or hammer head; 10" standard blade, regular head; and a plastic knife for occasional use.

U.S.G. JOINT TREATMENT PRODUCTS

product-description-unit	items per package	gross wt. lbs./pkg.
PERF-A-TAPE Reinforcing Tape		
—500' roll	10/ctn.	28
—250' roll	20/ctn.	28½
—60' roll	24/ctn.	10
USG Brand Joint Compound (powder)—25-lb. bag		
—taping, topping or all-purpose	1	25½
PERF-A-TAPE Joint System		
—250' tape, 18 lb. compound in bag	1	20
—60' tape, 4½ lb. compound in box (1)	10/ctn.	55
PERF-A-TAPE Joint Compound (powder)—25-lb. bag		
—taping, topping or all-purpose	1	25½
DURABOND Joint Compound (powder)—25-lb. bag		
—taping, topping or DURABOND "90" multi-purpose	1	25½
USG Ready-Mixed Joint Compound—All Purpose (paste)		
—5-gal. can	1	67
—5-gal. corrugated carton	1	65
—1-gal. can	4/ctn.	58
COVER COAT Compound (paste)—5-gal. corrugated carton	1	68
USG Joint Finishing Knives		
—plain—standard or square blade—4", 5", 6", 10" (standard)	6/box	—
—hammerhead—standard or square blade—4", 5", 6"	6/box	—
—plastic	6/box	—

For estimating purposes: finishing 1,000 sq. ft. of surface area requires approx. 370 lin. ft. of tape and 50 lbs. of powder-type or 5 gals. of ready-mixed type joint compound.

(1) Furnished with or without 1 plastic knife per box.

U.S.G. products for building

SURFACE PREPARATION MATERIALS
SHEETROCK* sealer
TEXOLITE primer-sealer
USG* alkyd sealers, undercoat, block filler, joint compounds
PERF-A-TAPE* joint compounds
DURABOND* 1-day joint compounds
IMPERIAL house primer
PERF-A-PATCH spackling compound
TEXOLITE* spackling putty
RED TOP* patching plaster
DURA-DRI* and DURA-STOP* moisture-control compounds

DECORATING PRODUCTS
USG latex and alkyd house paints
IMPERIAL gloss house paint
USG Vinyl Exterior masonry paint
CEMENTICO* masonry paint
SHEETROCK finish coat
GRAND PRIZE* latex interior paint and enamel
TEXOLITE Alkyd Latex and Vinyl wall paints
DIAMOND Lustre and Eggshell enamels
USG Texture paints for interior use
NEO-FLECK‡ multicolor enamel
METAL COAT enamel and primers
USG floor paint and enamel
USG floor and trim varnish, wood stains
USG Epoxy Coatings system
ACREPOX finish

INTERIOR WALL AND CEILING SURFACES
DURON* hardboard, plain/perforated
USG insulating tile, panels and building board
RED TOP* gypsum plasters
GRAND PRIZE*, IVORY* and RED TOP finish lime
RED TOP, STAR* and CHAMPION* gypsum gauging plaster
IMPERIAL* veneer plaster
STRUCTO-LITE* basecoat plaster
SHEETROCK* SW fireproof gypsum wallboard, used with USG or DURABOND* joint system, PERF-A-BEAD and DURA-BEAD* corner reinforcement
SHEETROCK W/R water-resistant gypsum wallboard
TEXTONE* vinyl-faced gypsum panels
ULTRAWALL* panels, matching molding
BAXBORD* gypsum backing board

PLASTER BASES
ROCKLATH* fireproof gypsum lath
IMPERIAL gypsum plaster base
USG metal lath, metal plastering accessories
PYROBAR* gypsum partition tile

ACOUSTICAL MATERIAL
AUDICOTE* and HI-LITE* acoustical plaster
QUIETONE* ceiling tile, panels
USG sound-deadening board

INSULATION
THERMAFIBER* insulating wool, in blankets or loose fill
USG perimeter insulation

SHEATHING
USG super-strength insulating sheathing
USG corner-brace insulating sheathing
USG insulating sheathing
FIRECODE* gypsum sheathing

EXTERIOR WALL SURFACES
GLATEX* glazed-surface siding
MAYFAIR plastic-surface shakes
ORIENTAL* exterior stucco

ROOFING
USG asphalt shingles and roll roofing
SUPER-TITE* roof coatings and cements

METAL SPECIALTIES
USG aluminum louvers
VENT-A-RIDGE† and VENT-A-STRIP† attic ventilators
AIR-HAWK† Venturi roof louvers
CU-PO-VENT† cupola ventilators
USG metal drywall beads, other accessories
USG decorative expanded metal

*Reg. U.S. Pat. Off.
‡T.M. of Reliance Varnish Co.
†T.M. of Home Comfort Products Co.

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