

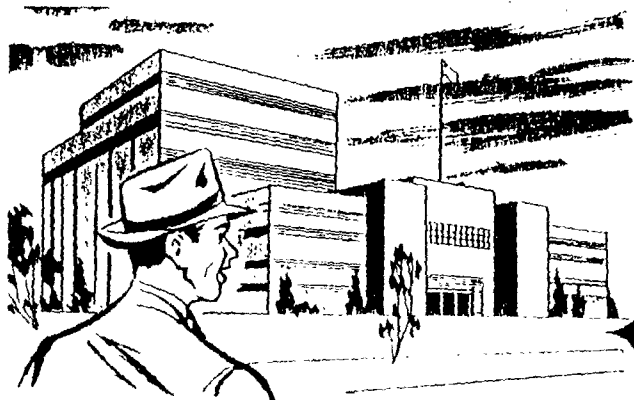
*it's* **RED TOP**

T. M. Reg. U. S. Pat. Off.



**COVER  
COAT**

*the new  
bonding finishing plaster*



P-30 Copyright 1950 United States Gypsum Co.



**BONDS**—as it finishes—directly to the surface with a strong, enduring bull-dog grip, saving time and expense because furring, lathing, and conventional base coat are not needed.

**COVERS**—smooth unpainted concrete ceilings, beams and columns, producing smooth trowel finish, or a fine sand float finish. Easy to use, requires only the addition of water on the job.

**PROVIDES**—a flawless surface that's crack-resistant and readily decorated or re-decorated. Apply in two thin coats to total thickness not over  $\frac{1}{8}$ ". One ton covers 300 to 500 yards.

**DECORATES**—with oil, oil-resin or casein paints. And, a COVER COAT plastered surface requires minimum preparation before decorating.

**ELIMINATES**—bush-hammering, buffing, spackling or bond plastering and white coat—COVER COAT provides both a bond and finish equal to these operations. See bag for surface preparation directions.

BB015 2266

**...better interiors at lower cost**  
**on plastered concrete and masonry**

Insist on new

## RED TOP COVER COAT

for these outstanding advantages



**ENDURING BEAUTY**—look at a room plastered with COVER COAT. You'd never guess that underneath is an ordinary concrete ceiling. Because COVER COAT finishes so smoothly, it brings out the best in the decoration. And COVER COAT, with its smooth surface, redecorates easily.



**REAL ECONOMY**—you'll soon see why COVER COAT more than pays its own way. First, you need only COVER COAT—one material—to plaster concrete interiors. Second, it provides a crack-resistant surface that lasts a "housetime." You save in material, labor, maintenance!



**ADAPTABILITY**—COVER COAT goes wherever the concrete surface leads. Ceiling coves, rounded corners, intricate angles, sweeping curves. COVER COAT takes them all in stride. For it's plaster—a special kind to be sure—and plaster follows any design. Easy to decorate, too.



**EARLY OCCUPANCY**—when used in the recommended 2 coat manner, COVER COAT permits speedy occupancy of rooms. It's easy to apply, fast to dry, and no extra base coat is needed. Quick to mix, breaks with little effort, saves time!



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Fencing • Paint

BB015 2267

# NOW



ONE MATERIAL DOES IT!