

"LIGHT MAKES RIGHT... I always say!"

PLAINTIFF'S EXHIBIT

USG-584

That's why I thought you'd like to hear about **STRUCTO-LITE**, newest member of C.G.C.'s **RED TOP*** line of fine plasters. It has less than half the weight of sanded plaster because it's mill-mixed with perlite aggregate. Yes, **STRUCTO-LITE** is the *right* plaster if you're looking for a way to build better walls and ceilings with less time and trouble. Sure, it's tried and tested, and I'd like to see you try this lightweight basecoat plaster . . . soon.

T.M. Reg. in Canada

Red Topper

YOUR C.G.C. SALESMAN



Canadian Gypsum Company, Limited

TORONTO

MONTREAL

HERE'S

GOOD FORTUNE... for you, because

STRUCTO-LITE perlited gypsum

basecoat plaster brings you these **EXTRA** benefits:



LIGHTER WEIGHT

50% lighter on the wall than sanded plaster, STRUCTO-LITE puts less load on framing members, less weight on hawk and trowel.

MILL MIX CONTROLLED

Exact amounts of properly graded aggregate and plaster are carefully mixed at the mill to make sure every bag provides uniformly strong walls.

STABILIZED SET

Made to rigid specifications, STRUCTO-LITE gives a uniform, stabilized setting time.

MORE FIRE-RESISTANT

Remarkable for its great fire resistance, STRUCTO-LITE is doubly safe because, in many constructions, it holds back flames about twice as long as sanded plaster.

CONTROLLED SUCTION

Finish coat goes on easier. Special ingredients in STRUCTO-LITE eliminate excessive suction often encountered with lightweight aggregates.

EASIER MIXING

Requires addition of water only on the job—only one material to handle! Three to four minutes in a mechanical mixer and it's ready for the board... and it's easier to hand mix, too!

STRONG AND CRACK-RESISTANT

Assured because of proper proportioning of hardwall plaster with a well graded, controlled density perlite aggregate.

MODERATE COST

STRUCTO-LITE is moderately priced, and through its use many economies are realized. Its use permits reduction of dead load and savings in structural steel.

OPENS NEW MARKETS

The lighter weight and higher fire resistance of this perlited gypsum plaster makes it ideal for fireproofing structural steel members... often protected by other materials in the past.

EASIER APPLICATION

The weight of STRUCTO-LITE is less than half that of sanded plaster. Plasterers do more, faster, with less effort. STRUCTO-LITE has better workability.

lighter weight for Heavier Profits

BETTER WALLS AND CEILINGS WITH LESS TIME AND TROUBLE!
STRUCTO-LITE is high-quality gypsum basecoat plaster, mill-mixed with the highest grade perlite aggregate. When mixed with water, it's ready to use. There are fewer materials to handle. And it goes up fast because of its light weight and great workability. STRUCTO-LITE sets uniformly, dries quickly, bonds securely. It's fireproof, and gives 2½ times more insulation than sanded plaster. Yes, STRUCTO-LITE can be your good fortune—try it on your next job.



STRUCTO-LITE

this modern, milk-mixed perlited basecoat plaster for

▶ YOUR GOOD FORTUNE
"LIGHTER WEIGHT!"

Compare

WEIGHT—DRY MIX

WEIGHT—WET MIX

COMPRESSIVE STRENGTH
(DRY)

SANDED PLASTER
1-2 MIX

36 lbs.

41 lbs.

1200 p.s.i.

LIGHTWEIGHT
AGGREGATE "V"
100 lbs.—2 cu. ft.

17 lbs.

26 lbs.

500 p.s.i.

STRUCTO-LITE

18 lbs.

24 lbs.

900 p.s.i.

Weights are number of pounds per square yard at 7/16" thickness.

plaster
..to be sure!



Canadian Gypsum Company, Limited

Toronto

Montreal

7-10 SURE

STRUCTO-LITE

now available

*This Ad is appearing
in the Journal R.A.I.C. of:
March 1954.*