

RED TOPICS

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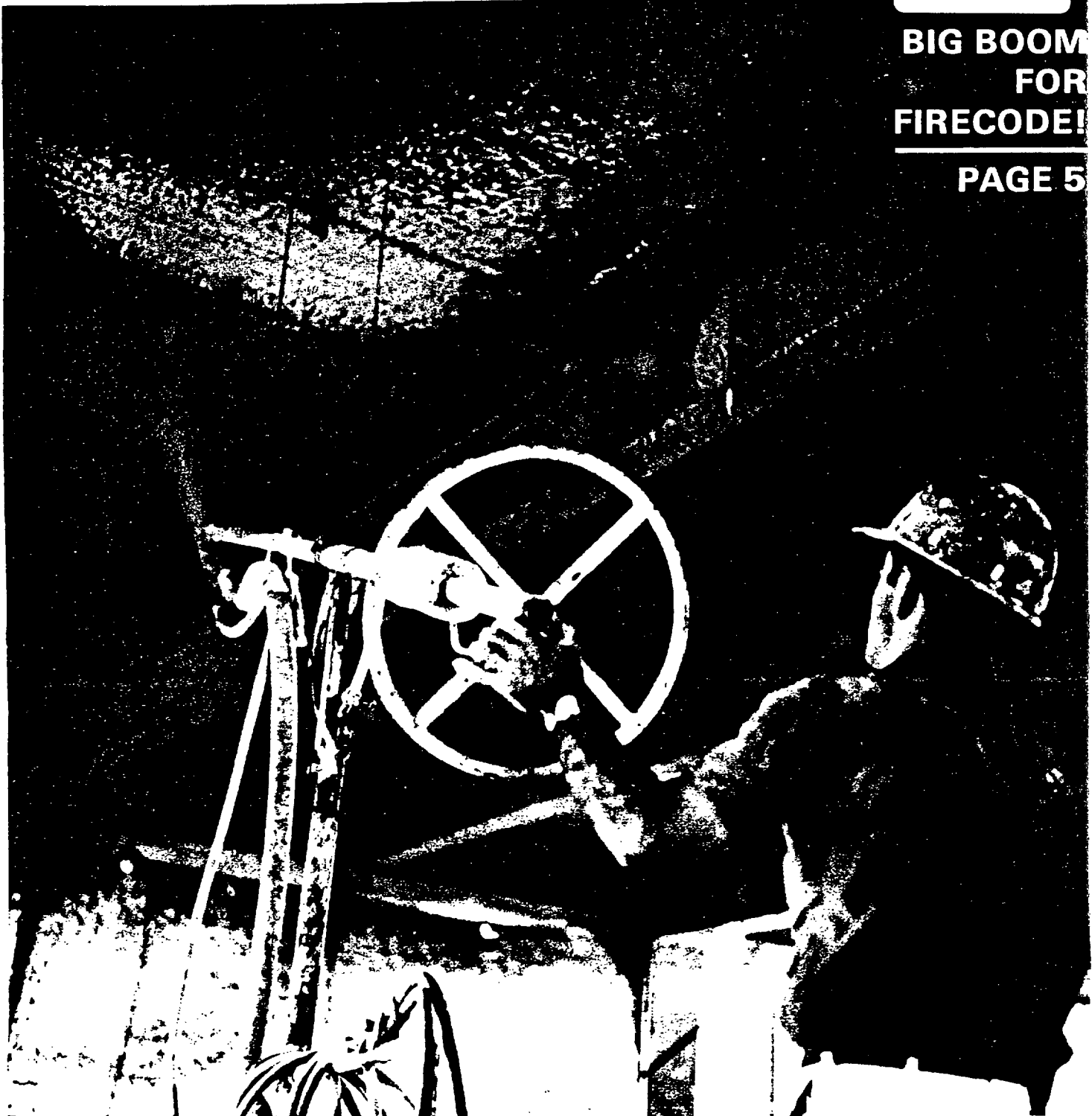
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PLAINTIFF'S EXHIBIT

USG-960

**BIG BOOM
FOR
FIRECODE!**

PAGE 5



RED TOPICS MAGAZINE

treating subjects
vital to lathing and plastering

a UNITED STATES GYPSUM publication
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Indiana firm

moves back into

competitive stream

by finishing

A HOUSE A DAY WITH TUFCON*

THOMPSON JOURNEYMAN staples fiber tape over joints
of 4-ft. wide Tufcon base, nailed to studs. Thompsons
sub contract application of base for two cents a sq. ft.

8:00



*T.M. Reg. Plastering Dev. Center

BB011 0399

What can a plastering contractor do when his business slowly slips away to competitive systems? Especially when he has chopped costs to rock-bottom and still can't compete?

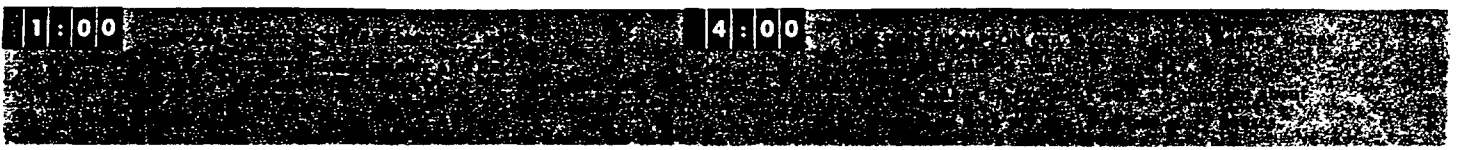
The Thompson Brothers, Greenwood, Ind., found the answers when they switched to the TUFCON system—U.S.G.'s revolutionary thin-coat, high-strength plaster system. Dick and Don Thompson and their three-man crew (two journeymen and a laborer) soon mastered the technique of TUFCON application and discovered they could do a medium-sized house in one day. This sliced a day and a half off job schedules with conventional plastering methods. Now, Don Thompson can say, "When we start a 500-600 yd. house in the morning, we know we can finish it the same day."

Costs were sliced, too, so the Thompsons dropped

prices from 18½ cents a sq. ft. with conventional plaster to 16½ cents with TUFCON finish. When they use a tinted sand finish, painting is eliminated and costs go even lower—usually less than for decorated ½-in. drywall.

Quality of Thompson Brothers' work is high. Since they switched to TUFCON system, they have yet to receive a call-back. Finished surfaces, whether smooth or floated, please the most discriminating customers. Further, TUFCON has put the Thompsons much in demand. They work for over 30 builders in a 25-mile radius around Indianapolis and are in an enviable position—they can select the best jobs.

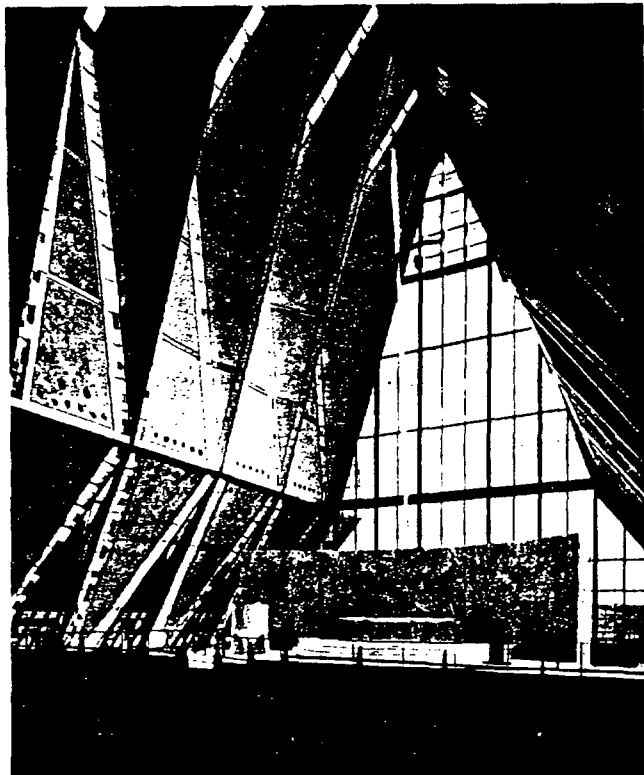
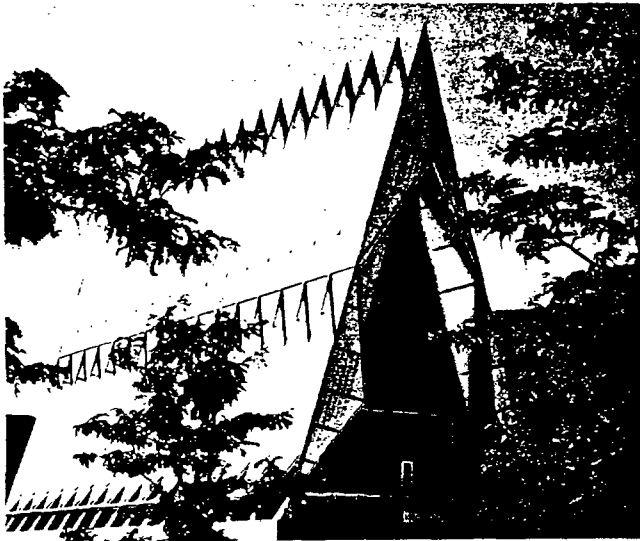
Photos show Thompsons' typical eight-hour operation. Watch the clock and see how fast walls go up with the TUFCON system. Perhaps the time for you to switch to TUFCON is now?



BB011 0400

RESILIENT LATHING SYSTEM (right) was specified to "float" plaster slab. Steel framing is subject to expansion and contraction from extreme temperature changes. Here, lather attaches No. 400 resilient clips to TRUSSTEEL studs, wire-ties metal lath to $\frac{1}{4}$ -in. steel pencil rod.

SEVENTEEN MAJESTIC SPIRES of U.S. Air Force Academy interfaith chapel tower 150 ft. skyward. Chapel is unique in that Protestant, Catholic and Jewish services may be held simultaneously without interfering with each other.



TETRAHEDRAL MEMBERS, separated by decorative borders of stained glass, create dramatic interior lines. Protestant nave (shown) seats 900. Walls are RED TOP plaster on USG metal lath.



TRUSSTEEL* SOLVES A TOUGH ONE

Rising majestically above a cluster of ground-hugging, rectangular buildings near Colorado Springs is one of the most publicized buildings of recent years—the Air Force Academy Chapel. The structure's 17 tetrahedron-shaped steel spires bear testimony to the high aspirations of air-minded youth. And behind the walls, there's testimony to the versatility of TRUSSTEEL studs.

A big problem area in the selection of a lathing system was the sudden variations in temperature common to Colorado. Because thermal action on the steel framing would tear plaster walls apart, architects selected TRUSSTEEL studs with a resilient attachment of USG metal lath and RED TOP plaster. Thus, the plaster slab floats free from structural members, unaffected by temperature changes.

Lightweight but strong, TRUSSTEEL studs in a resilient lathing system achieved the desired result at lowest possible cost.

PLASTERING CONTRACTOR: FLOYD HARTSHORN, INC.
ARCHITECT-ENGINEER: SKIDMORE, OWINGS AND MERRILL
GENERAL CONTRACTOR: ROBERT E. MCKEE

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

BB011 0401

*News Bulletin:
Firecode "V" now has
a 1 1/2 3-hour beam rating
for 1 in. thickness*

BIG BOOM FOR FIRECODE*

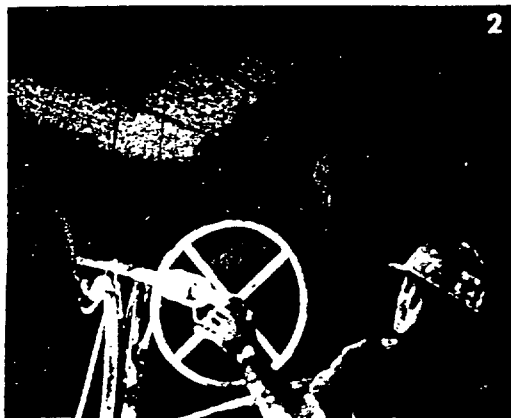
Fireproof a floor a week? Doesn't seem like too tough a job. But Louis Galie Plastering Co., Chicago, tackled the schedule—even though Chicago's new 30-story Federal Office Building is a block long, and ceilings range in height from 11 ft., 6 in. in office areas to 24 ft. in courtrooms. It would take real hustle to scaffold and spray-fireproof a floor a week.

But why scaffold at all? Galie employed six ingenious booms (five 12-ft., one 24-ft.), dubbed "Mudslingers," to do the job without scaffolding. Skilled operators sprayed steel decks and beams with FIRECODE V plaster fireproofing from floor level, switched from decks to beams with a slight turn of a wheel.

Six Essick plastering machines were kept busy by the Mudslingers. Nearly 1,800 tons of FIRECODE V were applied to steel decks and beams in a scant 17 weeks. To move the mixers and keep enough plaster on hand for them were the hardest parts of the job. For more than 1,200 bags of FIRECODE V flowed through the six Mudslingers daily without a hitch.

And these machines proved to be a big boon for Louis Galie Plastering Co. Although delayed two months at the start, Galie completed the job—one of the largest plaster fireproofing jobs to date—21 days ahead of schedule.

ARCHITECTS AND ENGINEERS: SCHMIDT, GARDEN, & ERIKSON;
C. F. MURPHY ASSOC.; LUDWIG MIES VAN DER ROHE; A. EPSTEIN & SONS, INC.
GENERAL CONTRACTORS: PETER KIEWIT SONS', INC.; PASCHEN CONTRACTORS, INC.



1. **EASILY MANEUVERED**—Mudslingers move freely, unencumbered by scaffolds. Galie Job Superintendent Joe Metzger trains operator in new technique, which required few days to master.
2. **ONE-ARMED "DRIVER"** handles Mudslinger, easily directs nozzle spray to deck or beam sides. Iron weights, just above wheel, counterbalance boom. 3. **MUDSLINGER** sprays FIRECODE V onto high courtroom ceiling deck with speed and ease. Machine's reach can be extended from 19 ft. to 30 ft. with additional pipe sections.

A CASE FOR THE PORTABLE PLASTERER

On the job and ready to spray plaster in 30 minutes! Some kind of a record? Nope, that's slow time for John P. Ritchey, an aggressive Altoona plastering contractor—he can do it in 20 minutes. When he arrives on a job, he's already set up and ready to go. No secret weapon—he's the "man with the bus" to architects, contractors and homeowners alike.

John is young in years, yet 17 years in the plastering business. He saw many of the problems in the industry whittling away profits and washing him out of the competitive stream. One of the big ones was setup time, moving equipment on and off the job with so much wasted effort. His answer: buy a specially adapted school bus and mount all his equipment in it. A business that has tripled in the three years since he bought the bus, with even better prospects, seems to prove it was the right answer.

In his bus, built on a heavy frame and with 6½ ft. of headroom, John can carry everything he needs on a job—even men and plaster. He mounted mixer and Tri-coater in the front, with a steel floor-to-ceiling toolbox right behind for spare parts, clothes, tools and the like. He still has room for jacks, scaffolds, 220 bags of plaster and four men—and can still hurry when he's late for work.

Ritchey's bus has gradually changed his business from residential to commercial. Almost 75% of his 1963 volume of nearly \$150,000 was commercial work. But John's first love is his plaster machine—the bus is only a means to get it there. He promotes machine-applied plaster to architects and other contractors alike, "because it's good for the industry. You can compete. It brings plaster back . . . makes work for the men . . . assures consistent quality." In his pre-machine days he had three men, now he has 11. Machine plastering has helped him increase business a number of ways: Acoustical plaster can be worked thin enough and fast enough so that a man can follow with a straight edge without peeling or pulling. Then, he can drive quite a distance and still compete on residential work. Finally, he is more in demand on remodeling work. He pulls his bus up to the curb, hoists the hose up to a third-story window and gets out, with no mess for the homeowner to clean up.

That's quite a case for the portable plasterer!

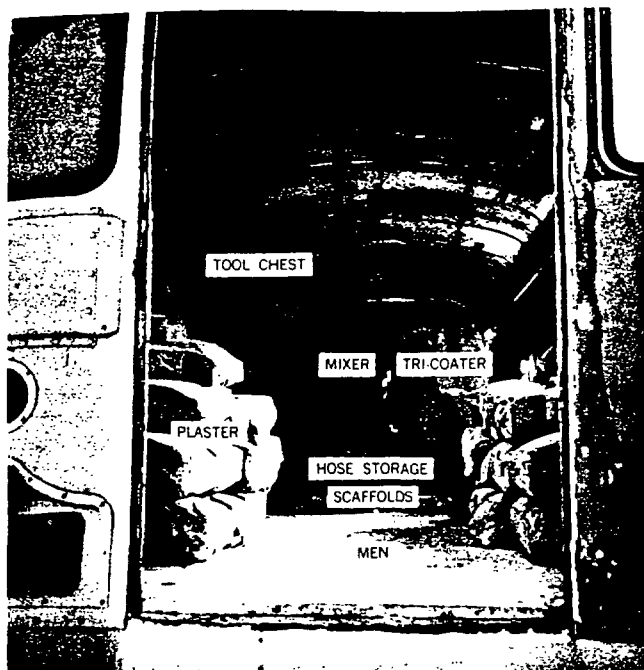
FLIP OF SWITCH and John P. Ritchey is ready for another job — no heavy machines to move and no time wasted. John enthuses about his new opportunities with U.S.G. salesman George McNeill.



HOSE TOO SHORT? Just move the bus. Ritchey rarely needs over 115 ft. of hose, even on this big Holiday Inn. The job was 134 miles from home base and he could still compete.

BB011 0403

THERE'S PLENTY of headroom and work space in the rear of specially built school bus. Electric heater in front keeps men, materials and machines protected during inclement weather.



PLASTER TIPS

RED TOP ONE-COAT PLASTER

Here are some helpful hints on recommended procedures for applying the new RED TOP One-Coat plaster.

RETARDING

Sometimes job conditions or the age of plaster cause a too-quick set on RED TOP One-Coat. Here are two recommended methods to retard set:

1. Mix 4 oz. of RED TOP retarder with 1 gal. water. Add 1 cup (6 oz.) of solution to plaster mix water; mix $\frac{1}{2}$ min.
2. Add cream of tartar, approx. 1 table-spoon per bag, to water in mixing vessel; mix $\frac{1}{2}$ min. Then add one bag of plaster and mix to creamy consistency. Amount of cream of tartar may be varied to reach desired setting time.

Note: sets of longer than 70 min. may result in soft walls or dryouts.

ACCELERATING

One-Coat may be accelerated with regular USG accelerator in the same way as ordinary plasters. However, care should be taken not to over accelerate, then try to re-temper the ingredients.

TAPING

Recommended method for taping out a job is to first staple One-Coat tape throughout the house. Then embed all tape in One-Coat plaster and pre-fill all corner boards; allow these areas to set. Finally, apply the One-Coat over the entire surface. This procedure, which permits taped and heavy-fill areas to set before finishing, assures a uniform surface suction and less chance of edge deformation.

PAINTING

A few questions from the field have prompted some words on paintability. Some plasterers use the back edge of trowel to finish-polish, as they do with lime putty. But the edge of the trowel works aggregate to the surface, creates roughness and a higher suction surface. For best results, finish troweling should be done with very little water, and with a trowel angle that is almost flat. This brings out sufficient "fat" to densify the finish and produce a smooth, hard surface. We also recommend use of a primer-sealer—but a great deal depends on quality and consistency of paint used.