

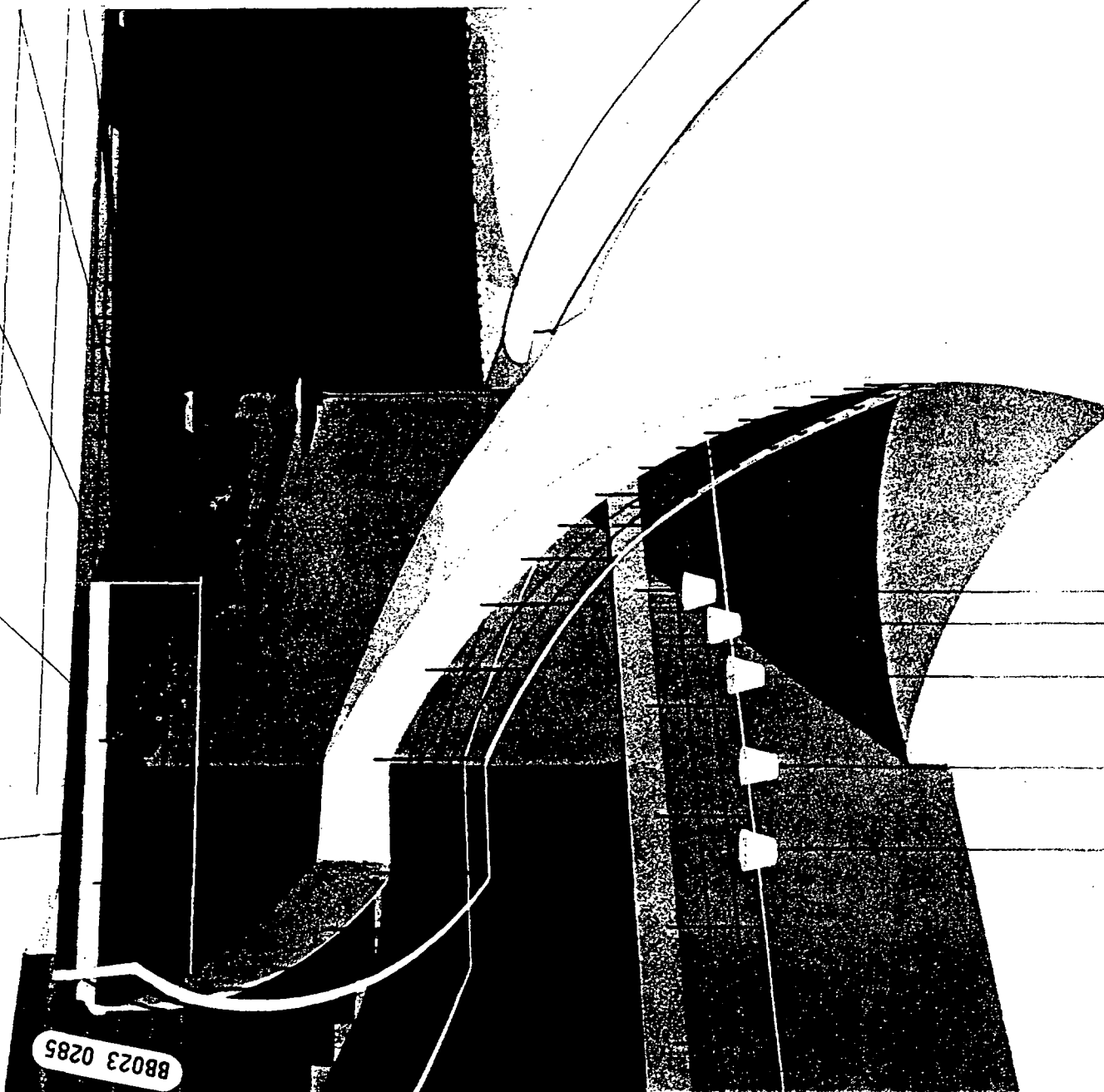
HISTORICAL FILE

Trade-Mark: Protection

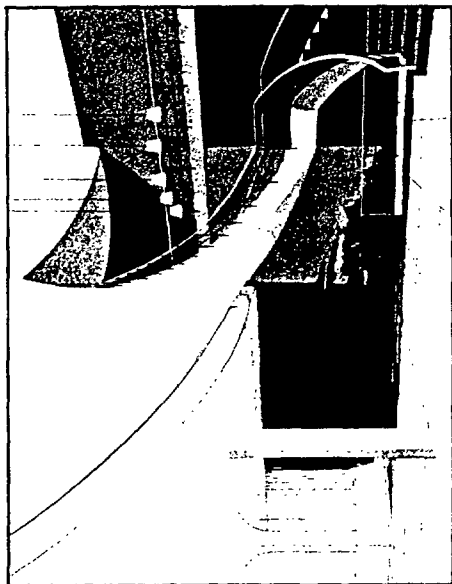
Received MAR 4 1964

DO NOT DESTROY

IT FOLLOWS NATURALLY...



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NEW RED TOP* CONCRETE FINISH

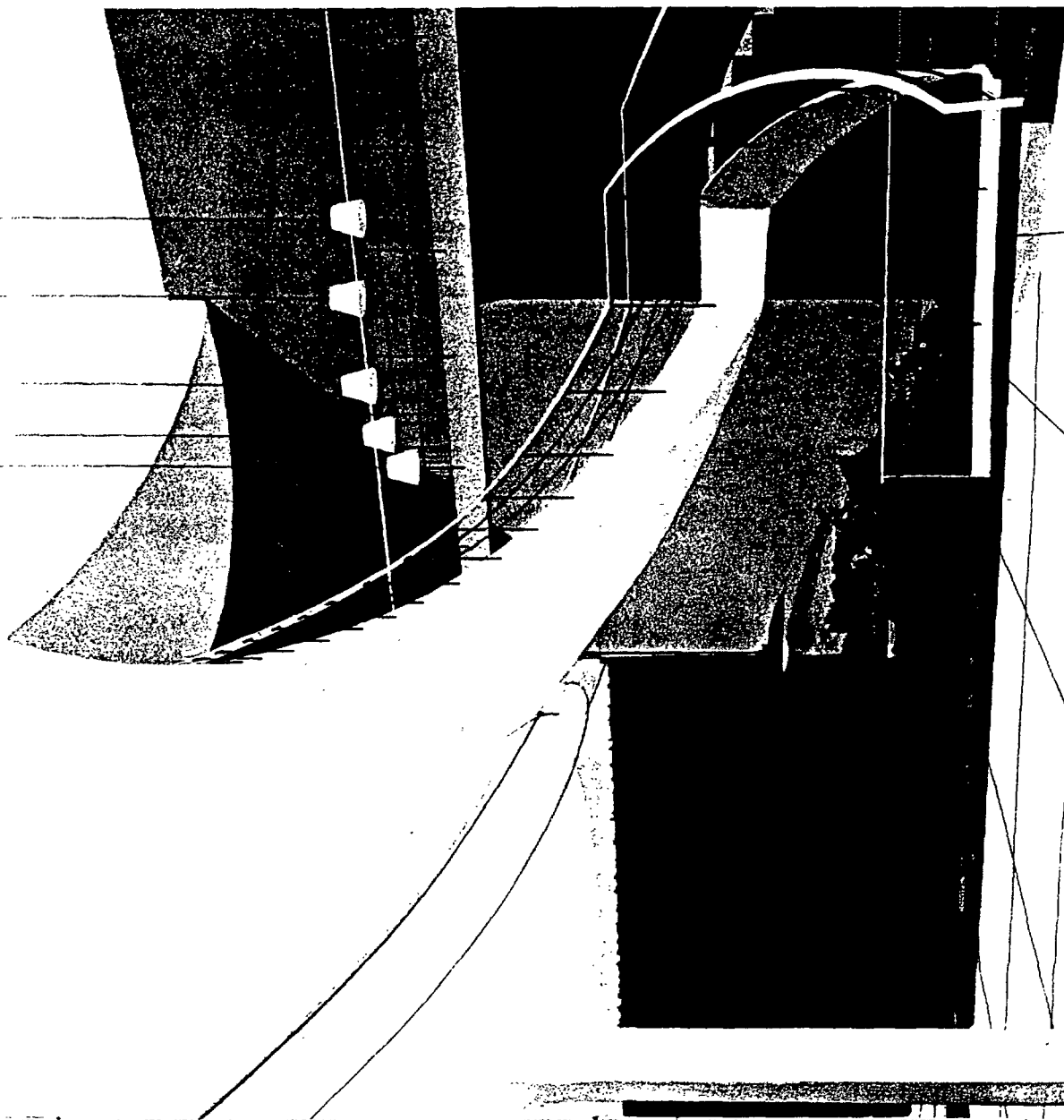
Here is the exclusive new spray-textured finish that follows concrete naturally to capture planes and contours in beauty, texture, and strength at low cost.

Economical to start with, new RED Top Concrete Finish produces further savings in application. Trowel coat covers surface irregularities. White spray-on finish coat eliminates the need for further decoration; saves on maintenance.

Best of all, new RED Top Concrete Finish gives you the sure means to enhance your ceiling design—no matter how bold or subtle, intricate or simple.

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

IT FOLLOWS NATURALLY...



IN FORM

What forms do ceilings follow? Straight, curved, flat, contoured; dimensions, planes—for all practical purposes, there are no limits. And whatever the *form*, RED TOP Concrete Finish follows naturally—smoothing, embellishing, perfecting; adding beauty and life to any ceiling design.

IT FOLLOWS NATURALLY...

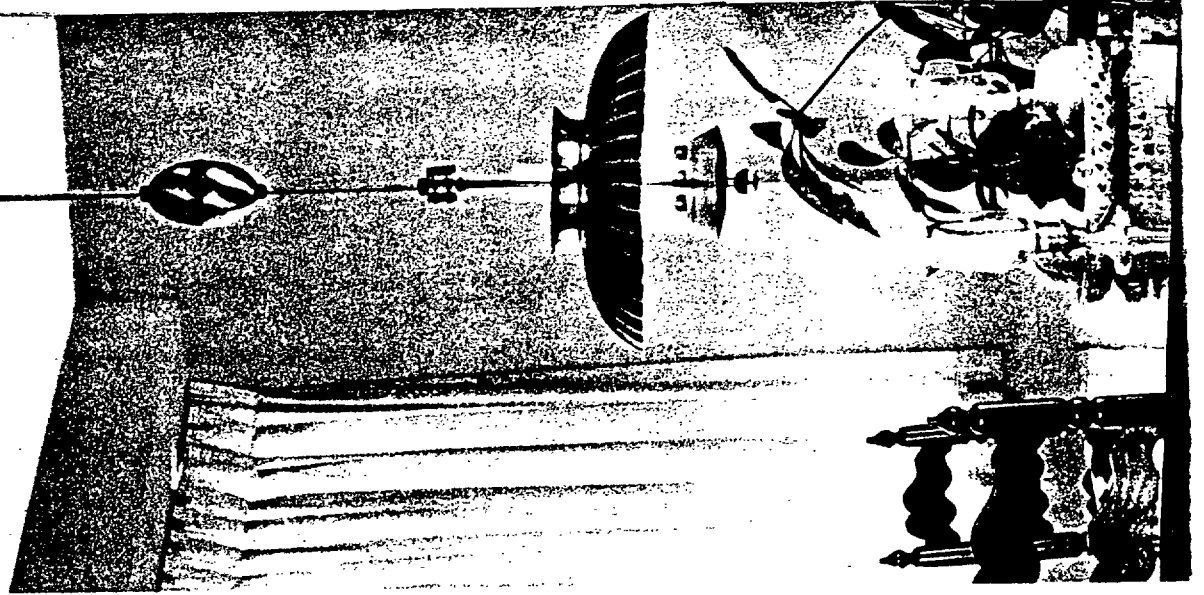
OVER SURFACE IRREGULARITIES

RED Top Concrete Finish quickly fills concrete surface imperfections as deep as two inches—levels pockmarks, ridges, and voids caused by forms and air pockets. This new finish minimizes the need for buffing and grinding, permits maximum use and re-use of inexpensive forms, provides a quality finish at low cost of material and labor.

BEFORE



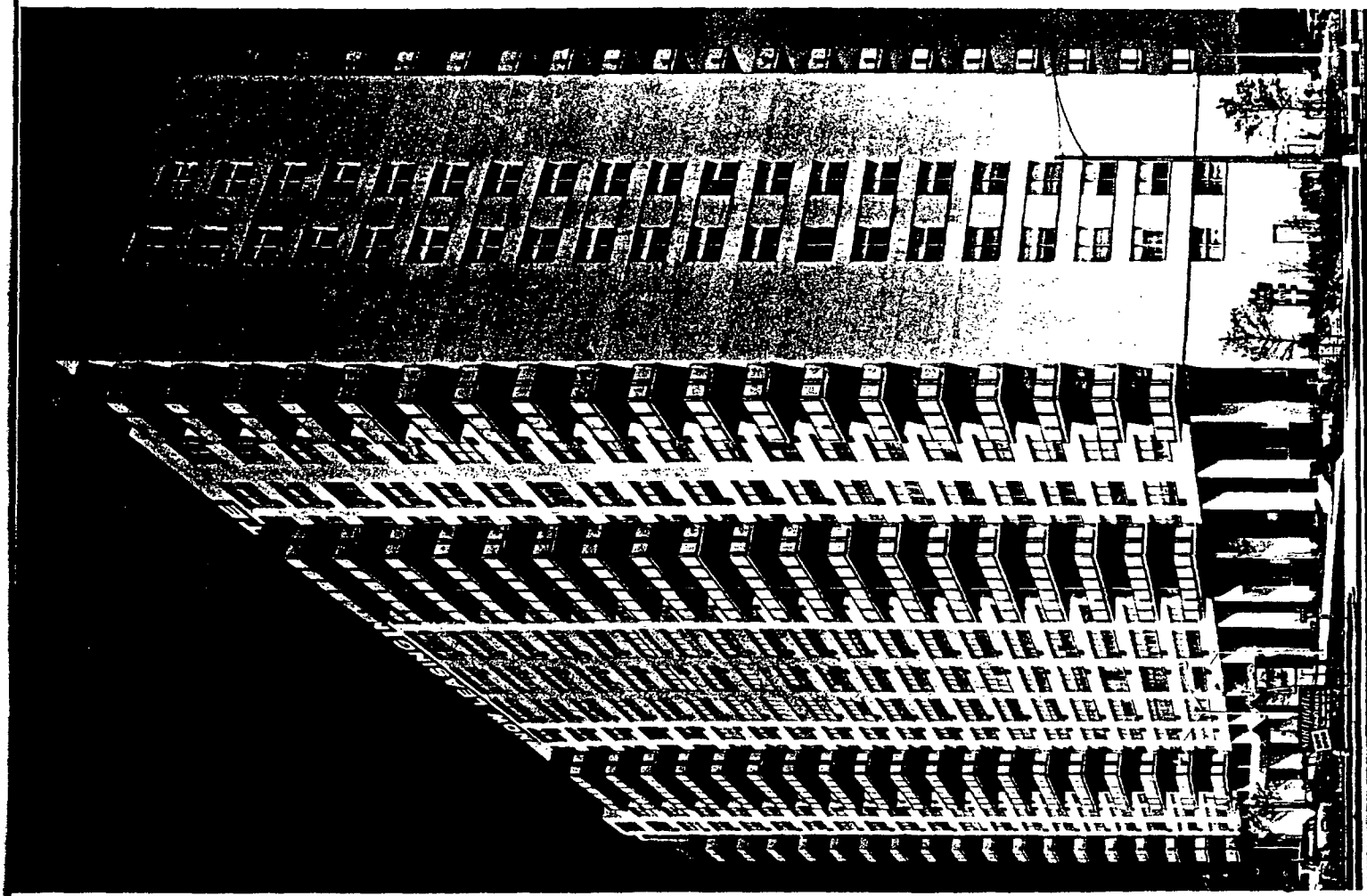
AFTER

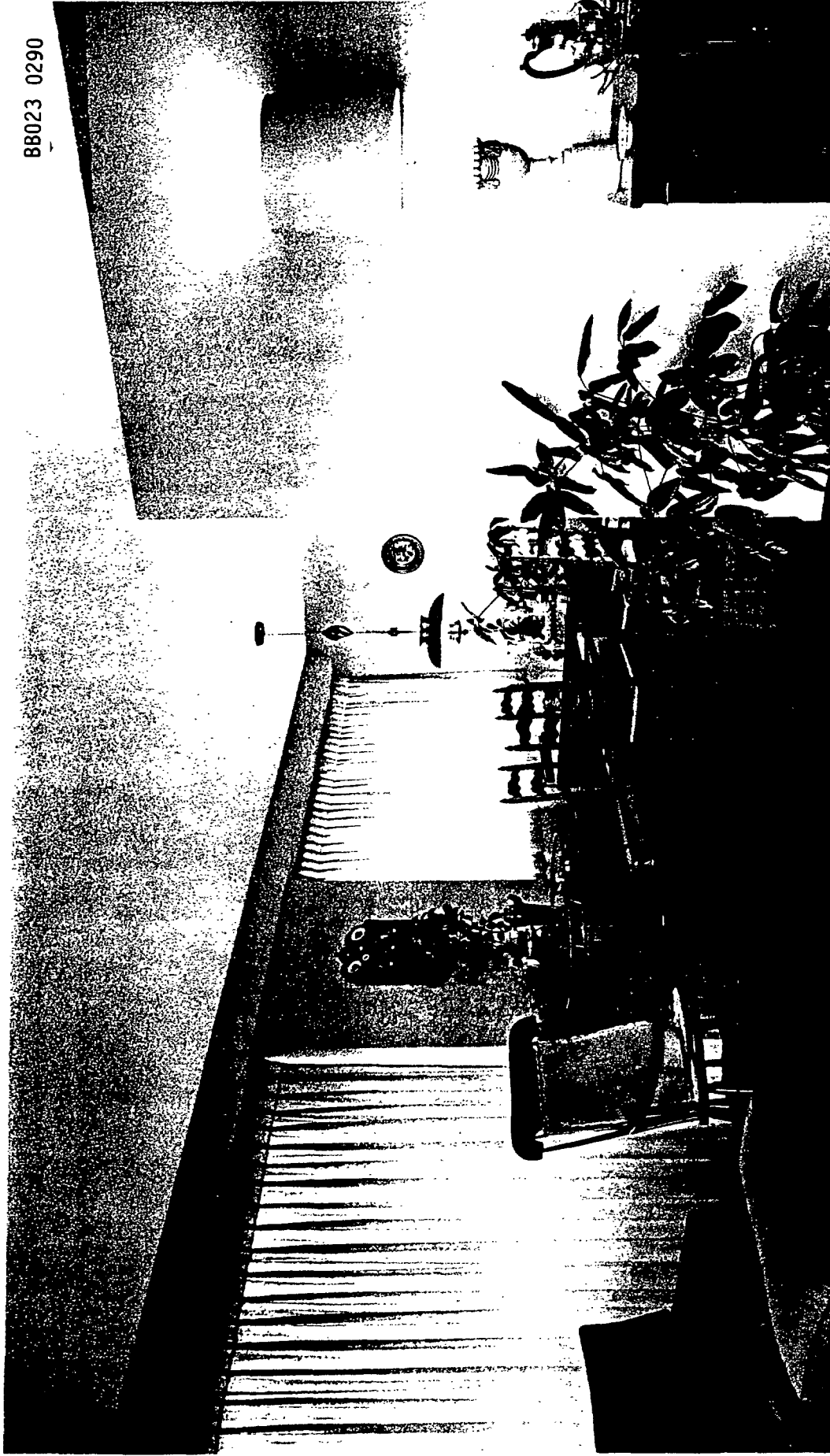


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PUMP IT ANYWHERE WITH STANDARD EQUIPMENT

RED Top Concrete Finish goes anywhere throughout the building. Pump it from the mixing area with regular pumping equipment. A twenty-story building? Pump RED Top Concrete Finish right to the top for fast, time-saving application.





DRIES HARD TO A WHITE FINISH

RED Top Concrete Finish produces a surface that dries to a strong, abrasion-resistant hardness. The white, textured finish needs no further decoration and substantially increases lighting efficiency.

DIRECTIONS FOR USE

RED TOP Concrete Finish is a mill-prepared plaster for finishing interior monolithic concrete surfaces. It must be applied over RED TOP Plaster Bond. The plaster bond shall be applied according to directions.

Mixing

RED TOP Concrete Finish shall be mixed using clean water and clean equipment. *Quick-soak:* Machine mix to a thin consistency and allow to stand a minimum of 30 minutes—remix to a smooth plastic consistency before using. *Overnight soak:* Sift evenly into soaking water—remix to a smooth plastic consistency before using.

Fill and Leveling Coat

RED TOP Concrete Finish shall be gauged on the board, using sufficient RED TOP Gauging Plaster to eliminate check cracking. Fill in and level out deep irregularities in concrete with highly gauged RED TOP Concrete Finish and allow to set prior to application of the leveling coat. For the leveling coat, gauge only sufficient material to permit application and final trowelling in 20 to 25 minutes. Grind a thin coat into the plaster bond and previously applied fills and immediately double back to achieve a level surface. Trowel two or three times with a water brush to draw the finish up tight and level the surface ready for the spray texture.

Spray Texture Finish

The leveling coat shall be allowed to dry before applying the spray texture. RED TOP Concrete Finish for texturing shall be mixed neat, with clean water only, to a creamy consistency. Do not add gauging plaster.

Texturing shall be done with a hand texturing gun or small mechanical texturing machine having an orifice opening and air pressure sufficient to produce a fine, uniform texture. Spray all areas in a uniform pattern, crossing the surface in four directions (that is, side-to-side and backward-and-forward) to obtain desired texture.

Caution

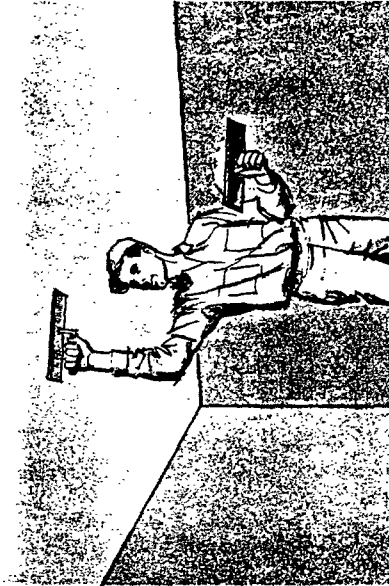
Protect plaster from moisture in storage. Allow RED TOP Concrete Finish to dry naturally, furnishing heat and ventilation in cold or slow-drying weather.

Protect other surfaces and finishes from overspray.

Since methods and conditions of application and use are beyond our control, the United States Gypsum Company will not be responsible for failure of its products when not used according to our directions and specifications.



APPLY A PLASTER BOND—Concrete ceilings are prepared by rolling, brushing, or spraying-on a liquid plaster bonding medium, such as RED TOP Plaster Bond. The job takes little time.



LEVELING COAT—The first coat of RED TOP Concrete Finish is applied by scratching in and doubling back. Use of the hand trowel is for leveling and straightening only.



SPRAY ON FINISH COAT—A texture of RED TOP Concrete Finish is sprayed on with a hand spray gun. The job is done, and the finish is fully compatible with ceiling design. Needs no further decorating.

UNITED STATES GYPSUM

THE GREATEST NAME IN BUILDING