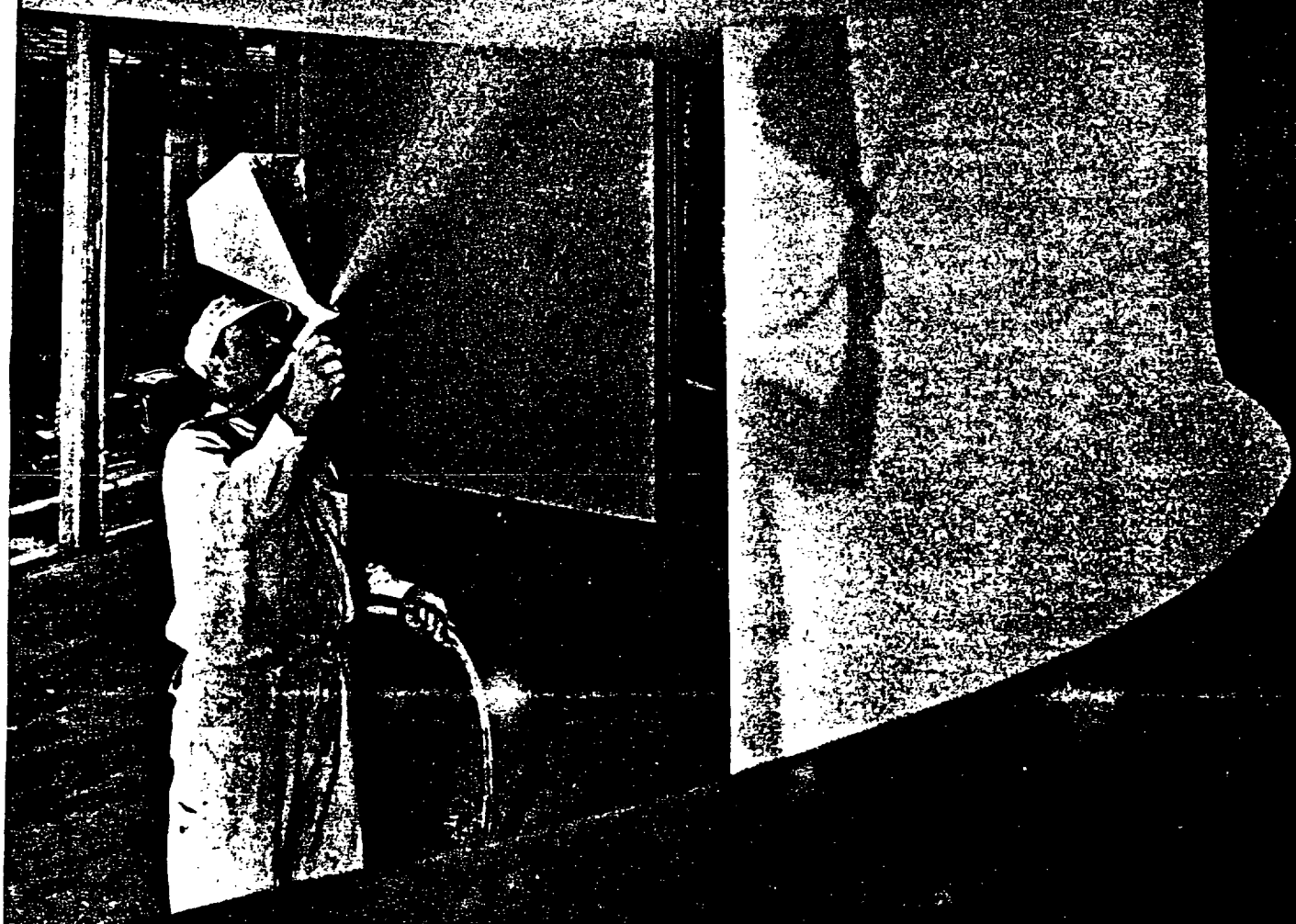
RED TOPICS

PLAINTIFF'S EXHIBIT

USG-1837

better plastering
for the better house



BB011 0146

RED TOPICS
The magazine of lathing & plastering

300 W. Adams St.
Chicago 6, Ill.

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Elmer H. Johnson, Editor
Ross I. Schram, Associate Editor
F. W. Goessling, Art Director

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Mutschler Bros. Co., kitchen cabinets
Congoleum-Nairn, Inc., kitchen-laundry floor covering
NuTone, Inc., range hood, food center, kitchen clock
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A 12-page booklet about this RED TOPICS Plaster Showcase House, published to help sell better plastering to architects, builders, and the public, is available in quantity to lathing and plastering contractors for use with their customers. Write Editor, RED TOPICS, 300 W. Adams St., Chicago 6, Ill., for a free shipment of ten copies.

Edward A. Dart, Chicago, Architect
Curran Plastering Co., Chicago, Plastering Contractor
Bellevue Builders, Chicago, General Contractor

better plastering for the better house

a RED TOPICS example of how lath & plaster can profit from today's market

QUALITY-CONSCIOUS America is stepping up a grade in its buying. Minimum-cost houses must compete with older houses which often offer more room for the money. This means that emphasis in new house construction is shifting to medium and higher-priced homes. The big demand is for a better house—a more completely equipped house.

And the buyer who pays extra for power brakes on his car, or for colored plumbing fixtures at home, will also pay a little extra for better plastering—if he knows it is available.

This is a lucrative source of extra plaster valuation, but the contractor who is still using the same lathing and plastering methods on $35,000 house jobs as he does on $12,000 house jobs is not getting his share of this available extra income. Chances are, he is losing out because he fails to tell his customers about the better methods that cost more but give better value.

THE RED TOPICS PLASTER SHOWCASE HOUSE

To put the tools for selling better residential lathing and plastering into the hands of the plastering industry—to make it easy for local contractors to show their customers why and how the lathing and plastering of a $35,000 house should differ from that of a $12,000 house, the editors of RED TOPICS magazine inspired the design of such a house, and photographed the construction, step by step, for the benefit of the industry. This entire issue is devoted to that house. It is an issue of lasting value, worthy of permanent filing, and as such is the first volume in the RED TOPICS Library of Vital Subjects for this industry.

Plaster is the most versatile of all building materials, and in this one house the gamut of its versatility is explored and displayed. Its possibilities as an acoustical material, its ability to offer a handsome texture, its capacity to create the unity of a monolithic surface, sweeping from interior to exterior, are all revealed here.

But most of all this RED TOPICS example of lath and plaster at its best demonstrates that characteristic of plaster which sets it apart and above all other wall surfacing materials—its plasticity. Dominating and dividing the entire living area of the RED TOPICS Plaster Showcase House is an imposing curved partition of 7½-foot radius. In metal lath and plaster it was created easily and economically in a way that leaves the impression that the entire interior of this house is a great piece of sculpture, shaped and molded by the hands of an artist.

The potential of the plastering industry has no limit. This house demonstrates that in contemporary architecture there is the seed of a renaissance of fine lathing and plastering. It waits only for lathing and plastering contractors to catch fire with enthusiasm about what they alone can offer to architects and builders.

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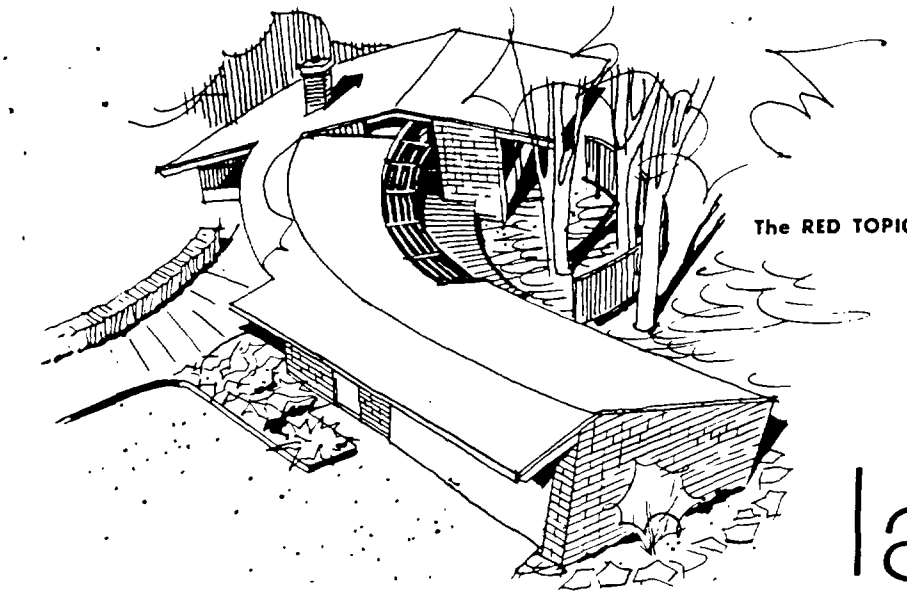

The RED TOPICS Plaster Showcase House

lathing...
where better quality begins

THE better-quality lathing and plastering job begins the minute the lathers step onto the job. Two clip attachment systems substantially minimize the possibility of plaster cracks which might otherwise be created by movement or twisting of the framing members. One of these, the resilient clip system, is also ideal for reducing sound transmission through partitions, and is recommended for bathroom walls or around a utility or furnace room in a residence. Metal lath, properly erected, also helps provide strong walls.



PLASTER FREES THE DESIGN TALENT of architects, as demonstrated here, where metal lath is easily formed to the shape of this sweepingly curved partition, from which the Plaster Showcase House gets its character, and its sculptured quality.



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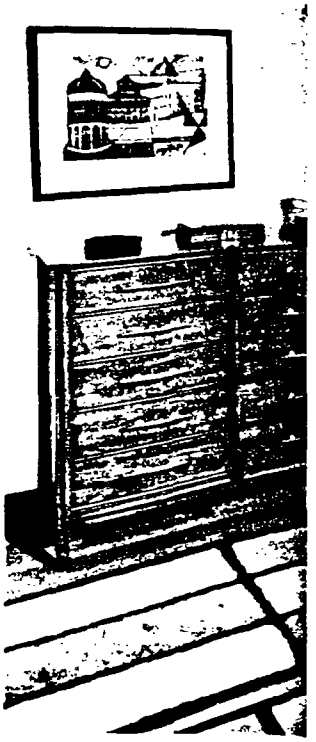
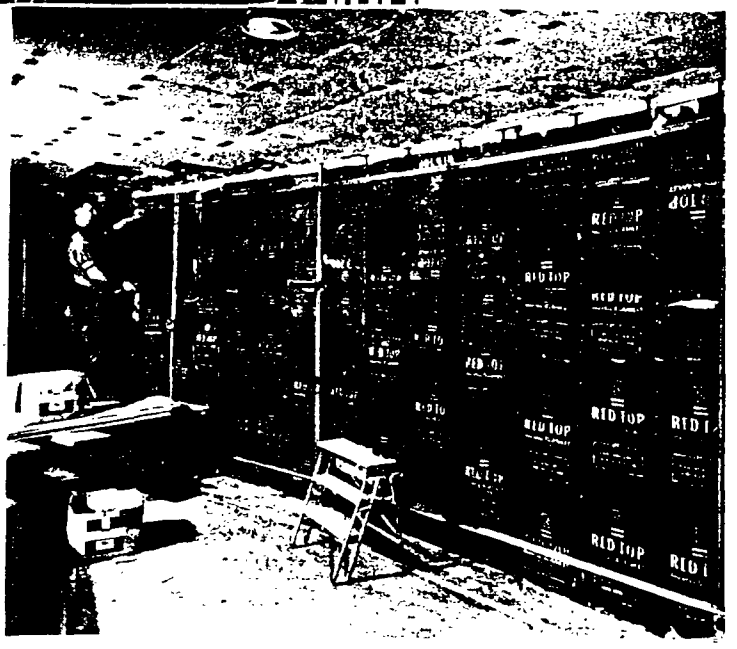
THE ROCKLATH RESILIENT CLIP SYSTEM gives excellent protection against cracks in a ceiling area, no matter how extensive. Only the spring goose-neck of the clip is nailed to the joist. Thus the lath, supported slightly below the joist in the prongs of the clip, is free of the structure. The major strain of any twisting of the joist can be absorbed by the clip. This same clip was used on bathroom walls because its flexibility reduces sound transmission.





THE BRIDJOINT SYSTEM of lath application is used on side walls. The lather is fitting the first course of lath into the special clip that provides a transition between the resilient ceiling and the nailed-on BRIDJOINT wall lathing.



THE ENTIRE DINING SECTION is formed in a gentle curve. With straight-cornered, unbending materials this curve would complicate construction. With metal lath and plaster it is easy.

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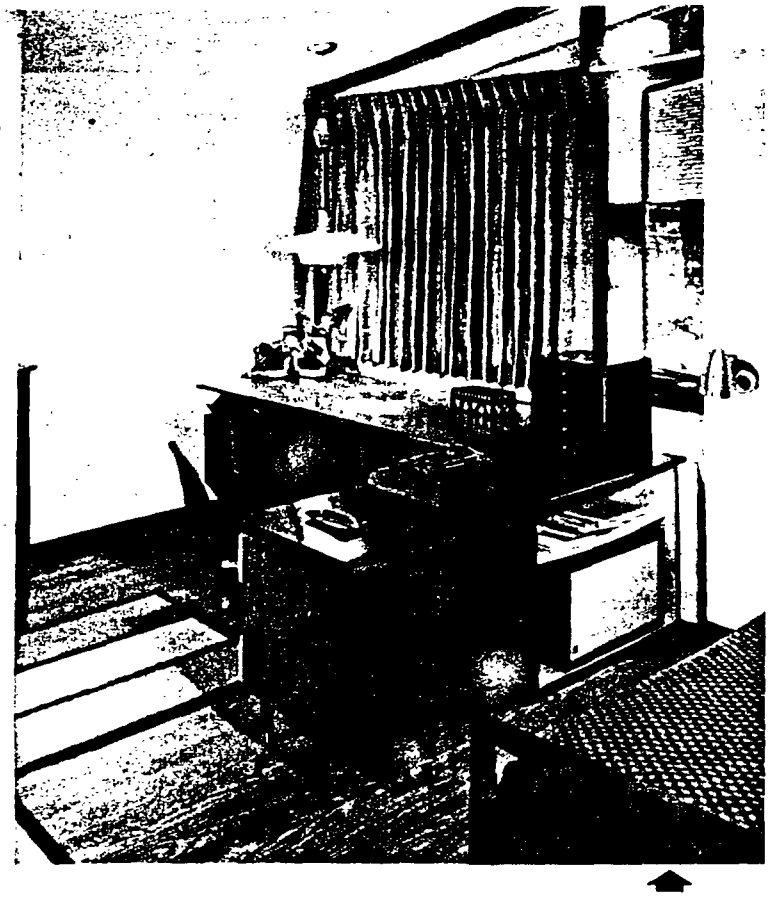
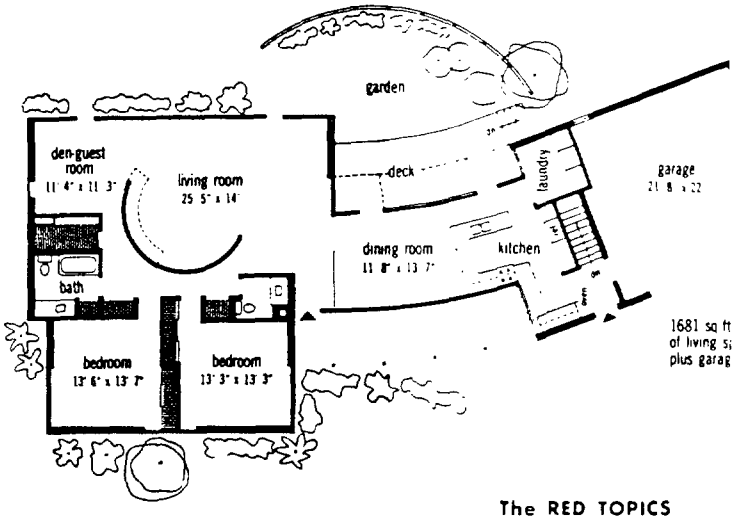
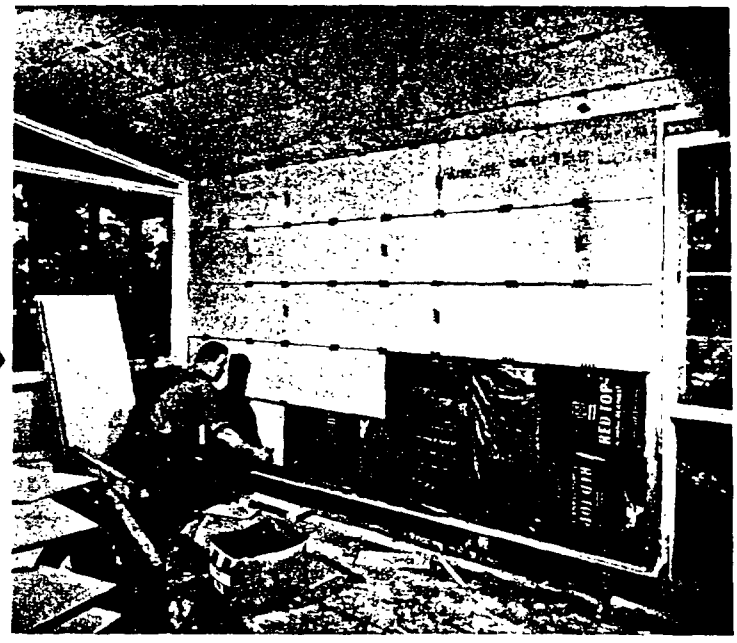




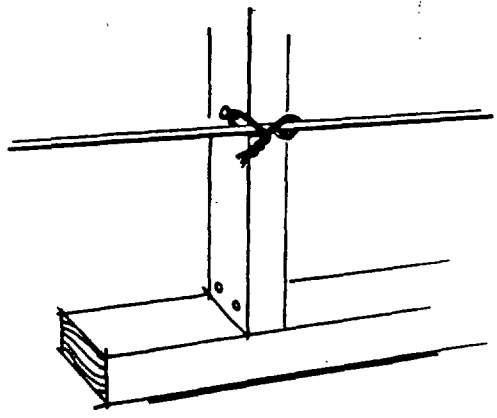
The RED TOPICS
Plaster Showcase House

JOINTS BETWEEN LATH fall between studs with the BRIDJOINT system, and are joined with a clip. Thus, twisting or movement of the stud works against the strongest part of the lath, its field, instead of its weakest point, the joint. This substantially reduces the possibility of cracking in the handsome bedroom wall shown above.





IN THE SINGLE INSTANCE where there is a solid masonry wall in this house, foil-covered insulating ROCKLATH plaster base provides vapor barrier and thermal insulating value. It is furred out from the wall, as is necessary if its insulating properties are to be effective.



METAL LATH SHOULD BE SEPARATED from wood studs by a vapor barrier or, as illustrated, by furring with channel or pencil rods. Drive a spike through the studs 16 in. on center from floor to ceiling and wire-tie pencil rods or channel to the spikes. Then tie metal lath to the rods or channel. This minimizes water entering the studs from wet plaster, an occasional cause of cracking when metal lath is nailed directly to the studs.

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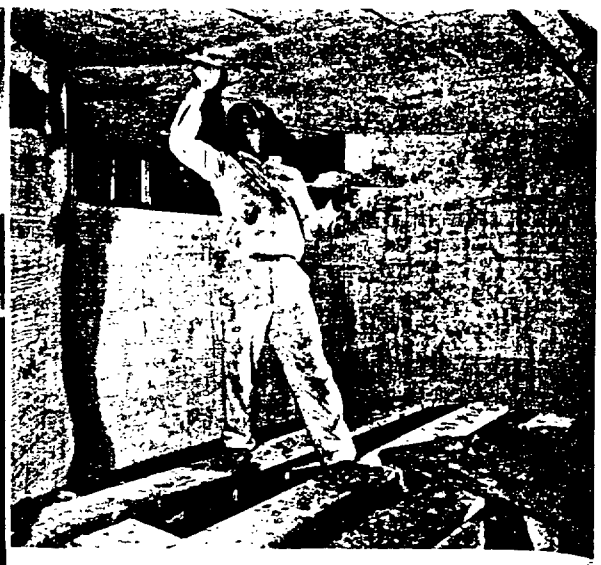
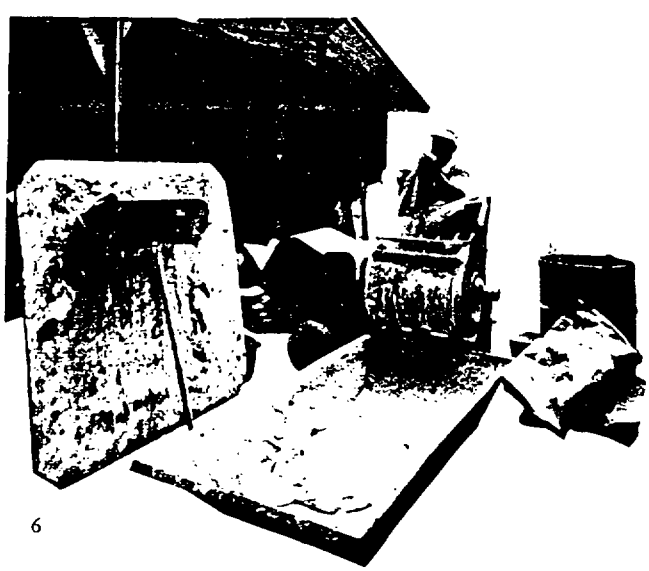


STRUCTO-LITE BASECOAT PLASTER spreads well under the trowel and gives excellent coverage. It is available fibered for metal lath jobs, where fibering can save about 5 percent on material use.

THE HOUSE HAS SWEEPING VIEWS because space between areas flows together, as this view reveals; yet where privacy is needed it is present. Straight walls and square corners could have divided these areas, but a mere conventional, cut-up feeling would have resulted. The great circle is the interesting way to divide space, and it is achieved economically with plaster.

plaster
for enduring beauty

NO SANDPILE IN SIGHT when STRUCTO-LITE mill-mixed perlited plaster is used. With STRUCTO-LITE, control of job quality is established when the material is ordered; not left to chance at the mixer.



THE old theory, "plaster is plaster," is a fallacy. It all may have similar appearance as it goes on the wall, but the long-range performance can be as good or as bad as the material used.

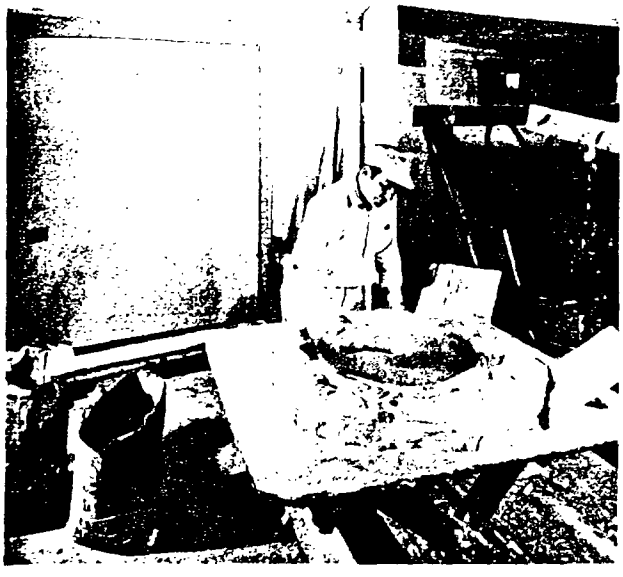
That is the reason why, for this Plaster Showcase House, STRUCTO-LITE mill-mixed perlited plaster was selected as the basecoat material. With proportioning and dry mixing done under careful controls right at the mill, only water need be added at the job site. This avoids such constant hazards to the strength of job-mixed plaster as contamination of aggregate, weakening by improper proportioning, and poor distribution of aggregate through the mix. A full-strength, more uniform basecoat job is the result.

For the finish coat, IVORY lime, a double-hydrated product, takes much of the guesswork out of soaking and mixing. Double hydration makes it possible to prepare this material as it is used, if mixed mechanically, without any tedious overnight soak. The finished walls are exceptionally free from butterflies or hot spots.

BB011 0151

RED TOP GAUGING PLASTER creates a gauged lime putty with strength and good working qualities that result in a most satisfactory job. The material is available in a setting speed to suit the working habits of journeymen, so that it need not be weakened by adding accelerator or retarder on the job.

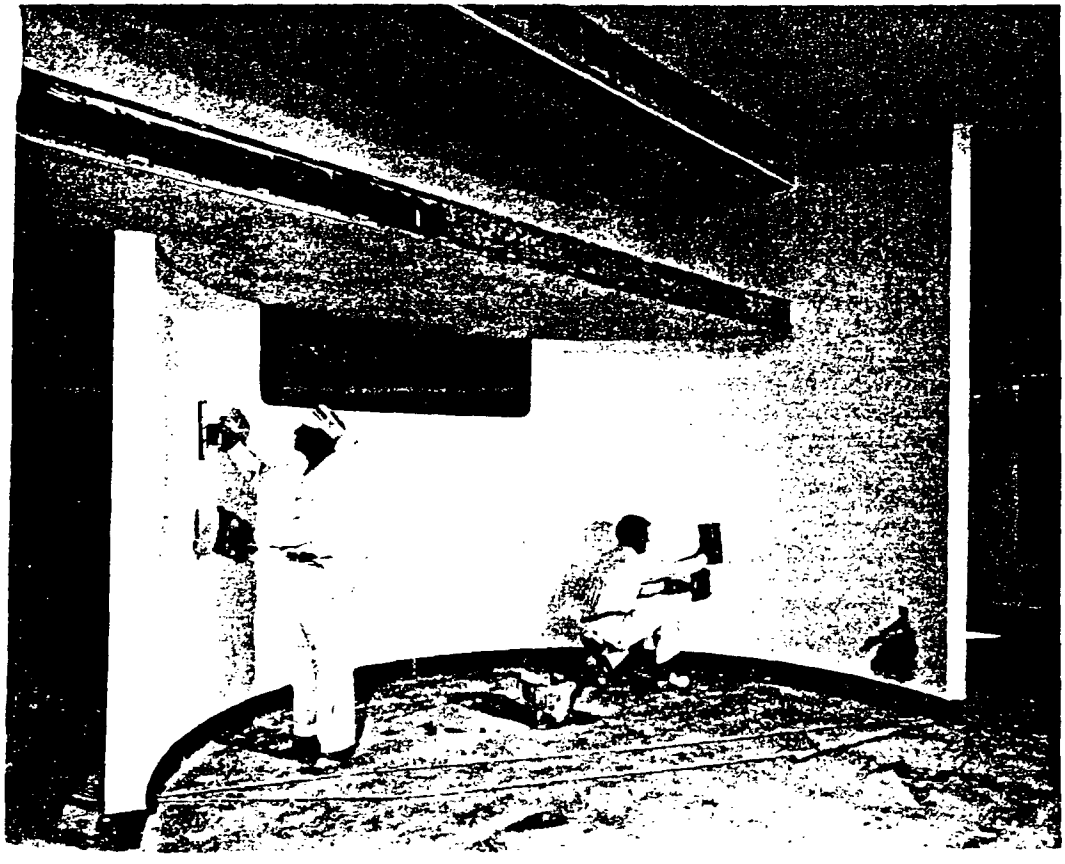




"CAKE-ICING" LIME PUTTY is a joy to use, and is easily obtained by careful mixing and the choice of U.S.G. limes and gauging plaster.



STRUCTO-GAUGE ADDS MOISTURE RESISTANCE, as well as strength to finish plaster and makes it suitable for this bathroom ceiling where a shower is present.

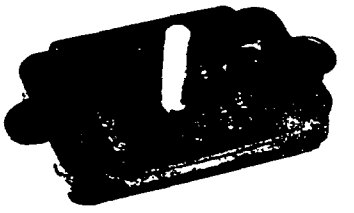


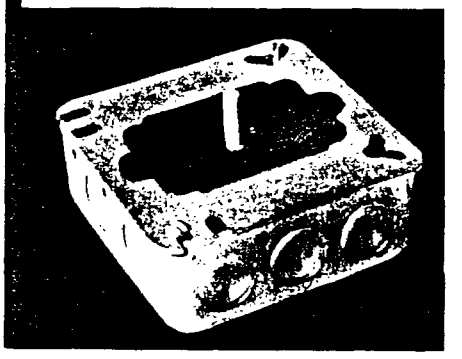
CAREFUL TROWELING is what brings a smooth, hard surface to a lime putty finish. No matter how sharp the curve, nor how intricate the design, the plasterer can meet the specification without great cost.

BB011 0152



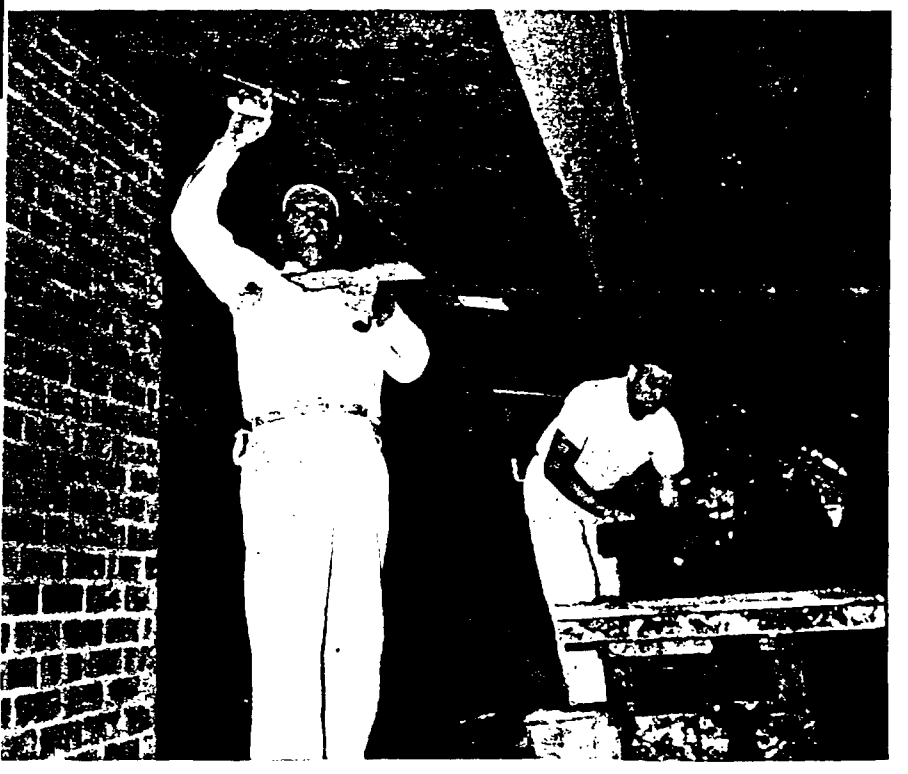
OUTLET PROTECTOR keeps electrical box free of plaster, and the green-painted stem is always visible, even if the box is inadvertently buried in plaster. Break it free by pushing it inward after the plaster has set, and the opening breaks clean and free of dirt. The protectors are flexible, reusable from job to job and save much time over the usual stuffing and unstuffing of boxes. The protectors are about $15 a hundred from Green Dot Outlet Protector Co., Dahlgren, Ill.







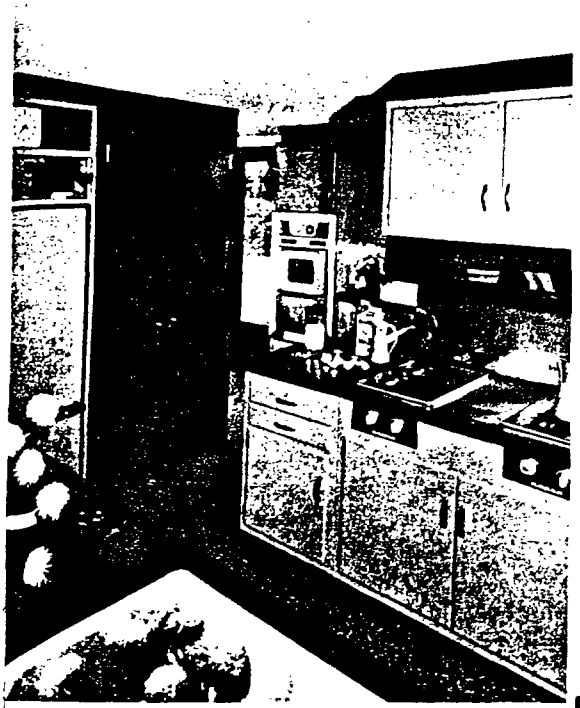
A DESIGN ACHIEVEMENT of this house is to create most walls as great plaster panels—framed in relief with other materials. The plaster panels are confined within ⅞-inch plaster stops while baseboards and moldings drop back, allowing the plaster panels to stand above them in relief. Baseboard and moldings are Fruitwood pattern Formica adhered to ¼-inch plywood. They are extremely easy to maintain.



MOVING OUT-OF-DOORS, the plasterer creates smooth monolithic eaves. New recommendations indicate that for this type of protected exterior surface, gypsum basecoat plaster is very satisfactory.

BB011 0153

spray·on plaster
for handsome texture



A TEXTURED ACOUSTICAL PLASTER normally raises the question of maintenance —especially in a kitchen. The material may be painted with water-thinned paint without appreciably affecting its acoustical properties. Actually, another light spray coat of AUDICOTE plaster can be applied with relative ease and little disorder.

THE advent of the hand-held plastering machine puts the capacity for handsome textured work within the reach of even the smallest plastering contractor. Work moves so rapidly with the gun that the economy of the system has led tract as well as custom-house builders to make use of it.

In this Plaster Showcase House the machine was used to unite the interior with the exterior by giving identical texture to different materials —AUDICOTE acoustical plaster inside, and white portland cement with sand for an exterior application.

Several brands of the small plaster machine are available, and the same type of work can be achieved by using some of the larger model basecoat plastering machines fitted with a proper nozzle.

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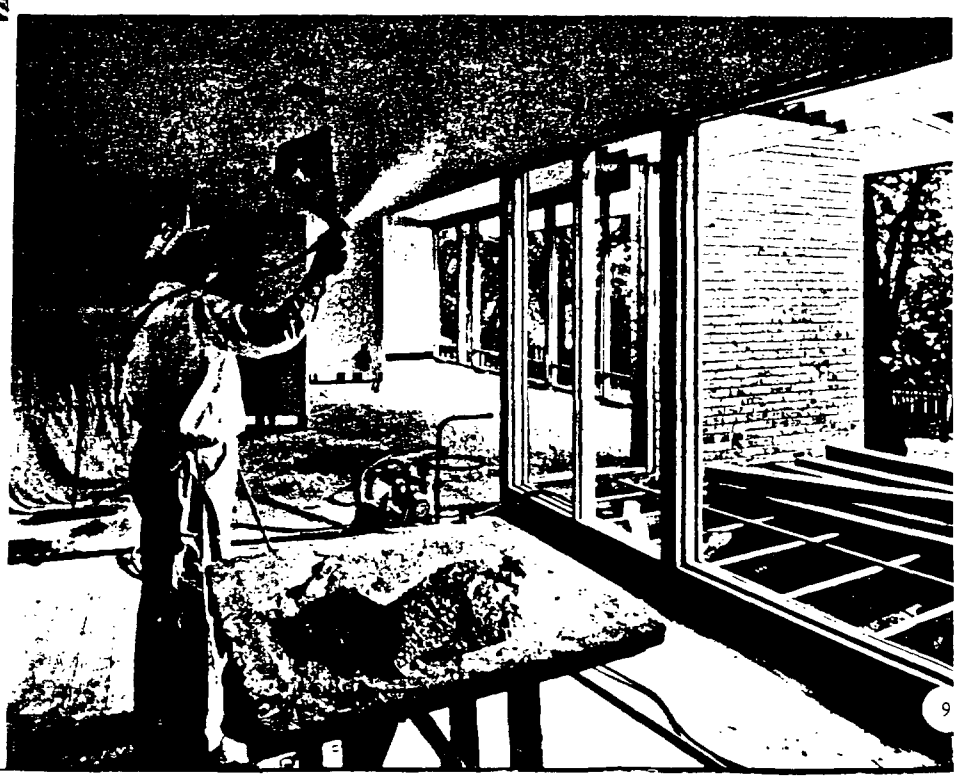
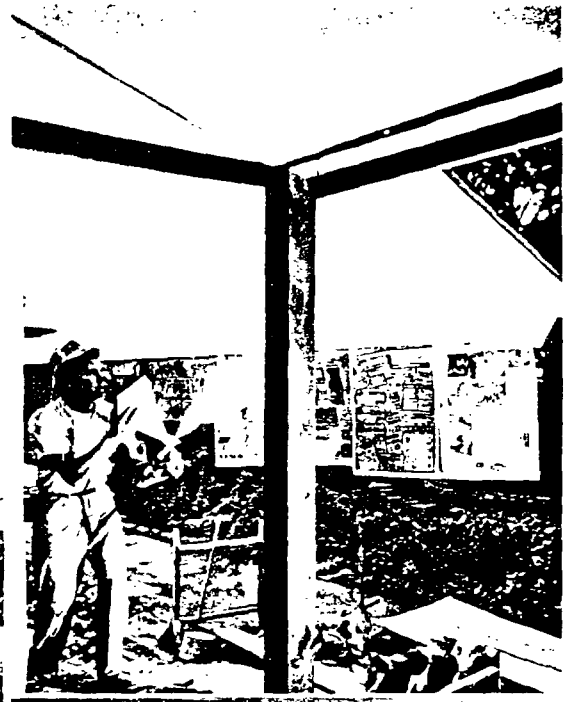


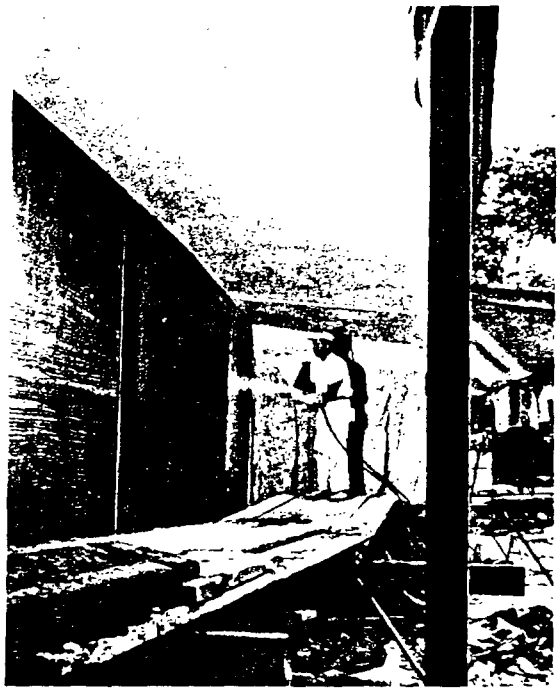
A SPRAY COAT OF AUDICOTE acoustical plaster is the source of a finish texture that wins the admiration of all who see it. About ½ inch of AUDICOTE is troweled on over the STRUCTO-LITE basecoat plaster, with only the final ⅛ inch being applied by spray. The noise reduction coefficient of this ceiling is about .55.



MIX ONLY WATER with AUDICOTE acoustical plaster for a controlled finish coat of plaster with sound quieting properties. It may be applied successfully either by hand or by machine.

THE FINAL COAT is a spray application of a handsome texture created with white portland cement and a fine white silica sand. Here is an eave free from unsightly grain raising, or warped joints.





THE SAME TREATMENT, a spray application, this time going over portland cement basecoat, provides a beautifully textured and very white exterior wall for the entrance area. The plaster base is dimpled, self-furring USG Metal Lath over USG Gypsum Sheathing.



WITH THE CEILING FOLLOWING THE ROOF line, and great windows reaching almost to the ceiling, it was desirable to match the sprayed-on AUDICOTE acoustical plaster of the interior with a sprayed-on exterior plaster material. The result makes a unit of this entire pitched line visually extending the dimensions of the room.

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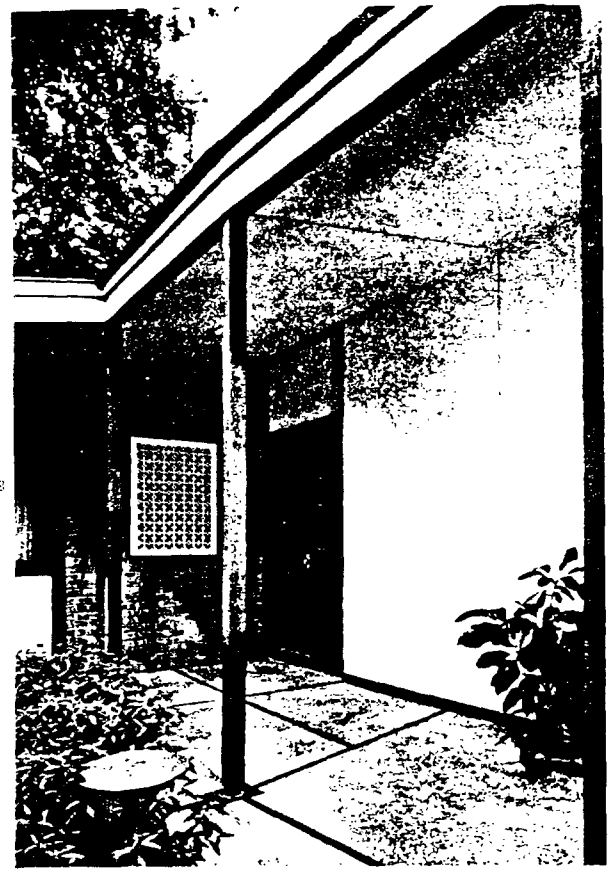
THE DRAMA OF THE ENTRANCE AREA is a product of plaster's versatility. The white beauty of the sprayed-on, textured, exterior wall and entrance ceiling is given interest by the neatly paneled effect achieved by expansion joints. The plaster grille (cast from an organ grille mold) adds a single rococo note that is becoming increasingly popular in contemporary architecture.





SOUND CONTROL is important in those areas where modern convenience equipment operates. AUDICOTE acoustical plaster goes on so easily that it is not an extravagance for such areas as this laundry of the Plaster Showcase House. In fact its economy is demonstrated by at least one tract house builder who uses it even in his garages.



THESE TEXTURE MACHINES are made by several manufacturers and are in a price bracket that makes them available to any plastering contractor.

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ISSUE 3 · 1958 **RED TOPICS** MAGAZINE

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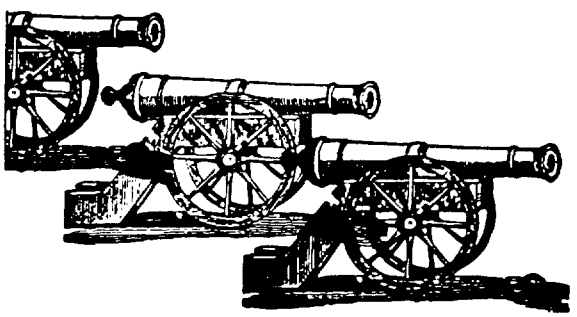
RT83

is there dust on your sales guns?



Look 'em over here—each one is ready for some bull's-eye salesmanship, if you will take them off the shelf and lay the facts about them in the lap of your prospects.

Don't gather dust just bidding job specifications and hoping for an occasional contract. After all, you are the local expert on these new products and systems offering features available only with lath and plaster. Comb every set of specs you get for opportunities to use lath and plaster more and better. And then share your secret! Tell everyone concerned with the job about what you have found. They will thank you for it and help to further boost your dollar volume.

For quality and service, accept the experienced help of your U.S.G. representative.

UNITED STATES GYPSUM
The Greatest Name in Building



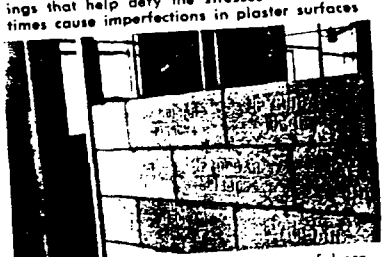
TRUSSTEEL* STUD PARTITIONS — They can beat concrete block every time for over-all economy, sound control, fine appearance



"PLASTERING" THE EXTERIOR can be easily sold to those who prize a monolithic surface



RESILIENT LATHING CLIPS for walls and ceilings that help defy the stresses that sometimes cause imperfections in plaster surfaces



PYROBAR* PARTITION TILE—A powerful protection against fire—gives fire ratings that meet the most demanding conditions

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



ORNAMENTAL PLASTERING can swing entire jobs to plaster. It's an "exclusive" for the trade



SPRAY-ON AUDICOTE* ACOUSTICAL PLASTER—A beautiful even-texture appearance (that sells architects) combined with a fine sound reduction job



RED TOP* WOOD FIBER PLASTER—A super-strength basecoat for heavy-duty areas



STRUCTO-GAUGE* GAUGING PLASTER — Makes super-strong plaster surfaces that resist damage from moisture and impact

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