

RED TOPICS

AN ISSUE
TO BRING YOU UP-TO-DATE

PLAINTIFF'S EXHIBIT

USG-2110

Plaster Today!

BBO11 0285



PLASTER CRAFTSMANSHIP, INSIDE AND OUT

BELMONT BAPTIST CHURCH • ODESSA, TEXAS • SEE PAGE 15

*Research has revolutionized the
industry. You are missing opportunities
if you are not up-to-date on*

PLASTER TODAY

THIS is a special issue of RED TOPICS magazine designed to be more of value to users of lath and plaster than to those who sell these products and services. As you read the record of recent developments and refinements, the versatility of plaster becomes strikingly apparent. State a structural problem; then reach into lath and plaster's bag of tricks to select the proper solution. It is always there.

This issue limits itself to five special areas of building problems. It shows (page 3) what can be done with plaster to gain more than ordinary beauty in a plastering job. Plaster literally releases the bonds on a creative architect. It can be shaped, it can be perforated, it can be the base for embedding decorative objects, it can be smooth, it can be textured.

New methods have introduced the work of plasterers into the basic structure of exterior curtain walls. An opportunity to escape the me-too sameness of glass and metal exteriors is found in the more flexible choice of texture and form offered by the plastering contractor (page 7).

Monumental public buildings for living, learning, work, or for public gatherings—have special problems for which a series of lath and plaster partition systems have been developed (page 11).

If you need normal fire protection or exceptional fire protection, there are plaster types and methods that give you either, with maximum economy (page 14).

The largest segment of building is still private homes. Lath and plaster has much to offer those who would build a home, and in this issue we cover plaster possibilities in both subdivision house and custom-built home (page 13).

This special issue, then, is designed to compile the industry's best and most advanced methods in a form that will make it easy for readers to take advantage of all that is offered by "Plaster Today."

Extra copies are available to lathing and plastering contractors to use as their own selling literature with architects, builders and consumers. Address request to Editor, RED TOPICS, 300 W. Adams St., Chicago 6, Ill.

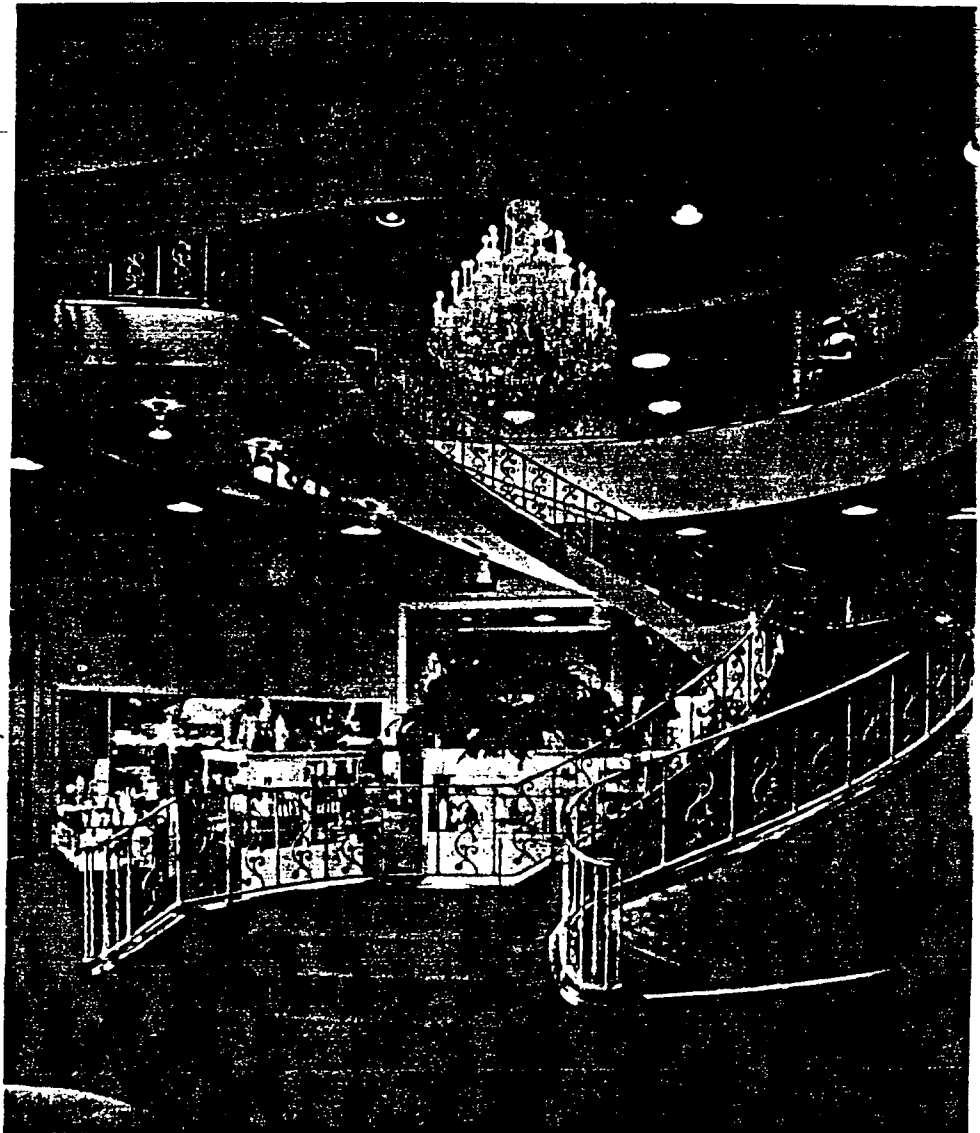
Plaster Today for Beauty

LATH AND PLASTER gives freedom to the creative talent of architects and designers. It loosens the visual straight-jacket of flat planes and sharp corners, and makes it possible to reproduce in three dimensions any curve, any contour, any shape they can draw.

Lath and plaster can supply the variety of contrast in texture upon which many rooms or buildings depend for visual character. It can be smooth and exceedingly hard. It can be as textured as a bubbling bed of lava. It can embrace rocks or pebbles or shells or straw or any other small objects that can give a surface texture. A pattern or design can be pressed into its surface.

The possibilities shown here are not a pattern to follow, but a springboard for thought from which the individual designer or architect may launch his own creative ventures.

continued



SWEEPING COMPLEX CURVES
HAGGERTY'S, SANTA ANA, CALIF.

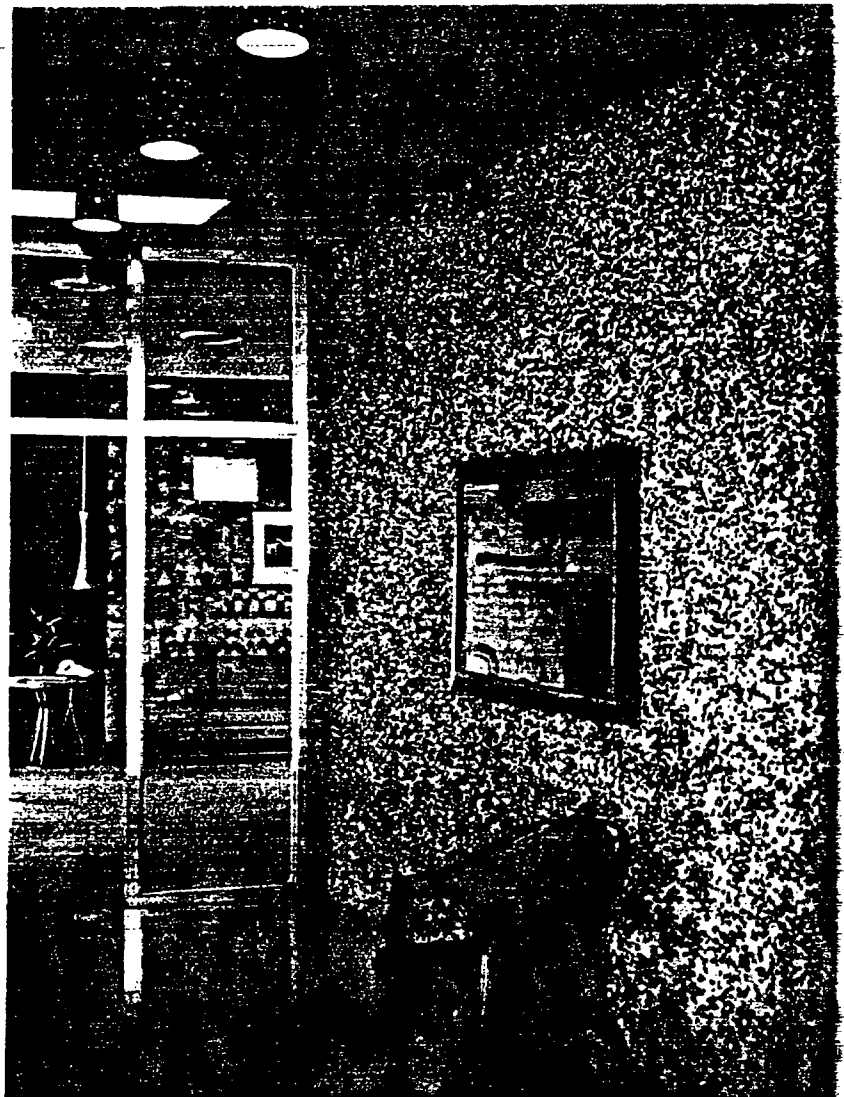


**FOR
BEAUTY**

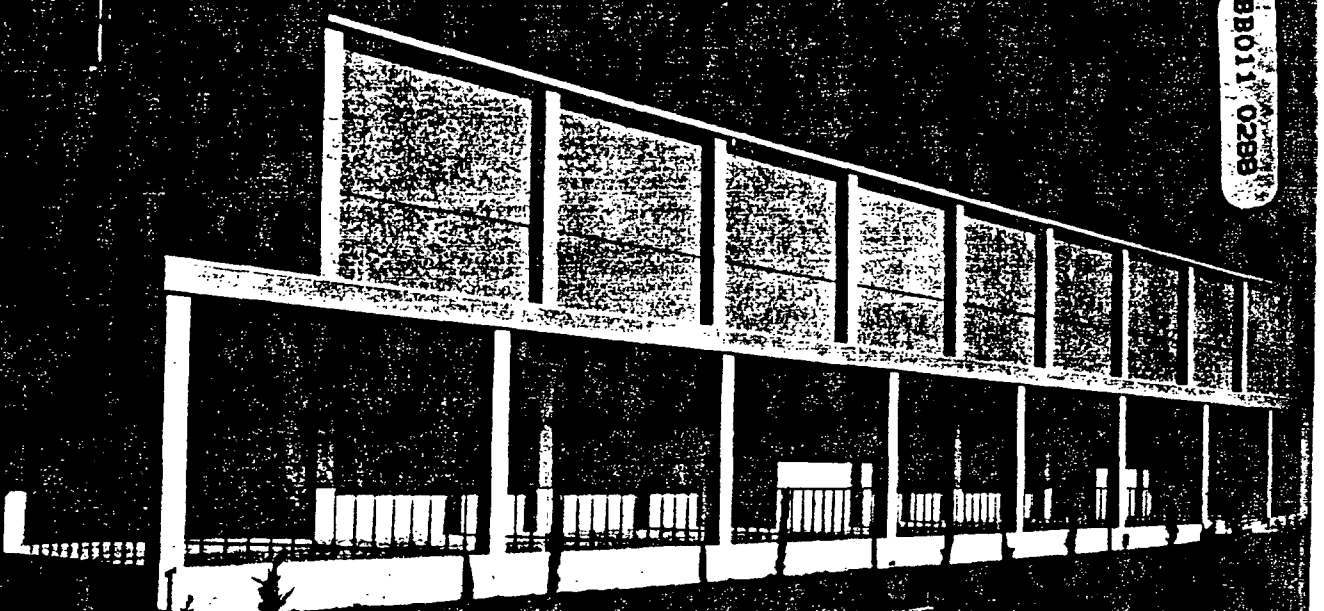
**COLOR TEXTURE
FROM EMBEDDED PEBBLES**

ELDER BUILDING, MIDLAND, TEXAS

Entrance lobby (right) of office building is enhanced by pebble inlay, applied at random. Paul L. Vaughn, Midland (below), plastering contractor for the Elder building, smoothed brown coat with a trowel and flung pebbles at it. Pebbles were not embedded by further troweling, and plaster was allowed to puff up around pebbles as they dug in. The exterior was faced with hydroplastic cement, but pebbles were troweled-in to increase their bond. Six men were used on job to maintain a continuous operation so joints would not show.



ARCHITECT: JAMES TITTLE, ABILENE, TX





NATURAL ROCK BEAUTY IN PLASTER

BULLOCK'S, SANTA ANA, CALIF.

Embedding, done on a planned basis, inserts large smooth stones in plaster that was machine applied to heavily textured surface.

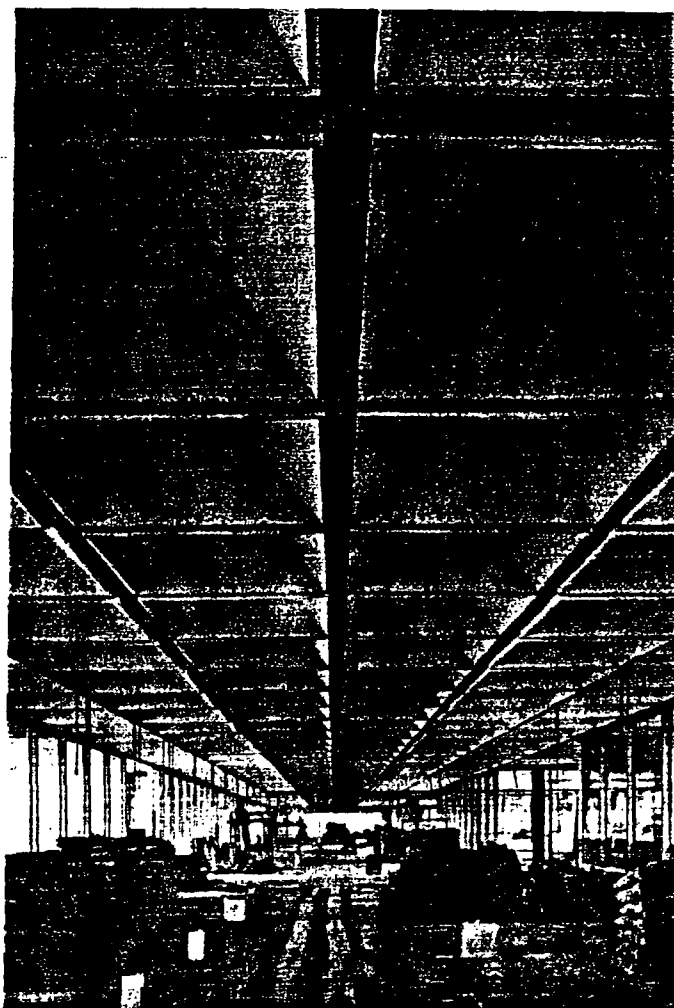
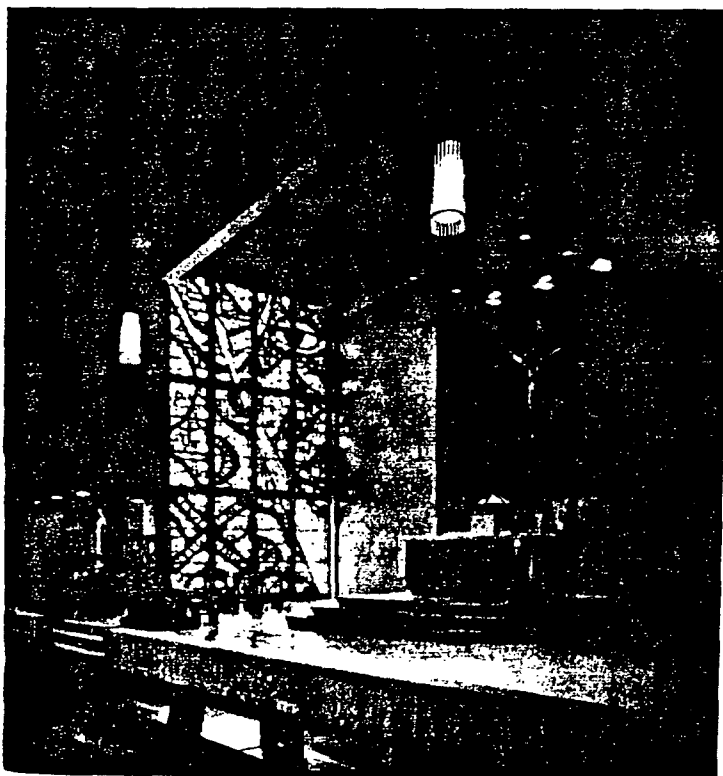
ARCHITECTS: PEREIRA & LUCKMAN

PLASTERING CONTRACTOR: C. F. BOLSTER CO.

EXTERIOR TEXTURE & SMOOTH BEAMS

HOLY SPIRIT CHURCH, FAIRFIELD, CALIF.

Texture of embedded pebbles is a major factor in exterior appearance (left) of this Catholic church. Supporting beam structure is frankly stated in smooth, white plaster (interior, below) and in portland cement exterior contrasted to textured walls.



DIFFUSING LIGHT AND SOUND

UPJOHN LABORATORIES, KALAMAZOO, MICH.

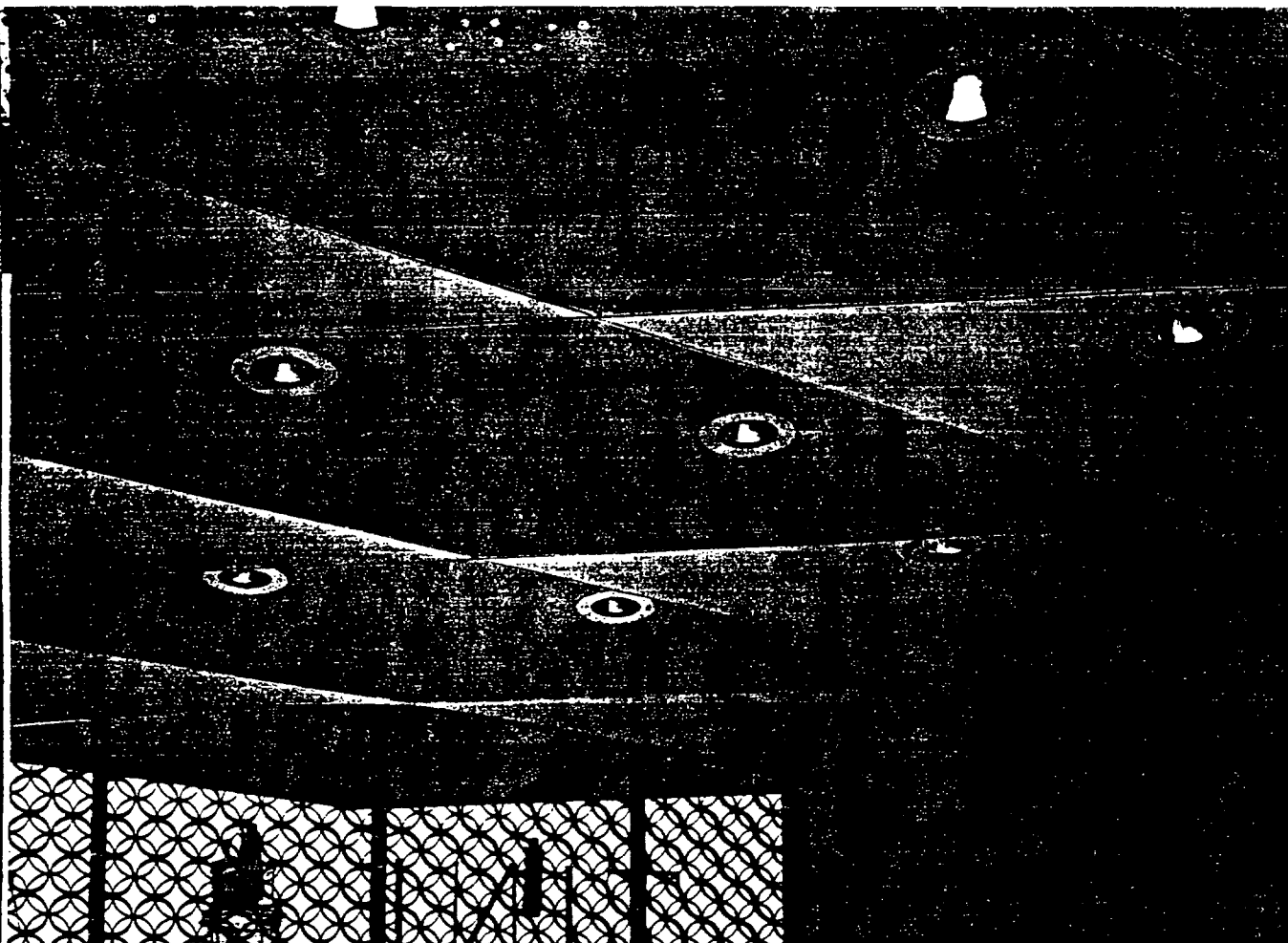
Diffusion of sound and light is accomplished by this series of pyramid-like forms which create handsome ceiling for headquarters office. Pyramids were cast on molds, lifted and bolted into place. This method is used for many shapes too complex to be done in place.

ARCHITECTS: SKIDMORE, OWINGS & MERRILL

PLASTERING CONTRACTOR: BERTI PLASTERING CO.

ARCHITECT: JOHN G. MILTON, SAN FRANCISCO

PLASTERING CONTRACTOR: L. N. JOHNSON & SON, VALLEJO, CALIF.



FOR
BEAUTY

FOLDED CEILING WITH PLANNED ACOUSTICS

TINI PLUMBING & HEATING CO., VIRGINIA, MINN.

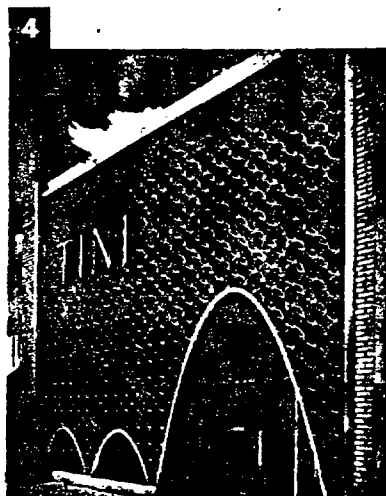
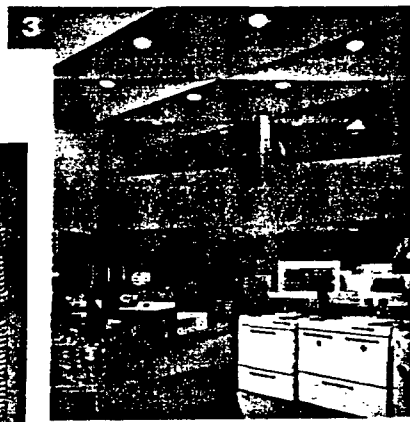
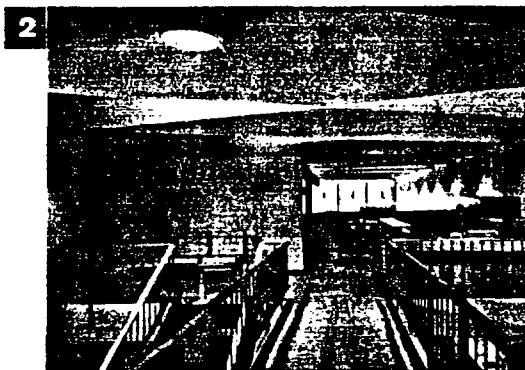
1 This ceiling is a study in contrasts between sprayed-on, textured AUDICOTE acoustical plaster in the great central diamonds and a smooth trowelled lime putty finish in the half-diamonds. Plaster stops between panels are spaced approximately $\frac{3}{8}$ in. to admit conditioned air to store and to act as expansion joints.

2 Office area is a bridge suspended within the two-story space, and enjoys an even closer view of handsome ceiling.

3 Tini's showroom is two stories high, and the interwoven plaster ceiling pattern supplies spectacular structural embellishment.

4 Handsome metal grille exterior is a promise of an interesting interior, fulfilled by the shaped and textured ceiling of sales room that soars two stories high.

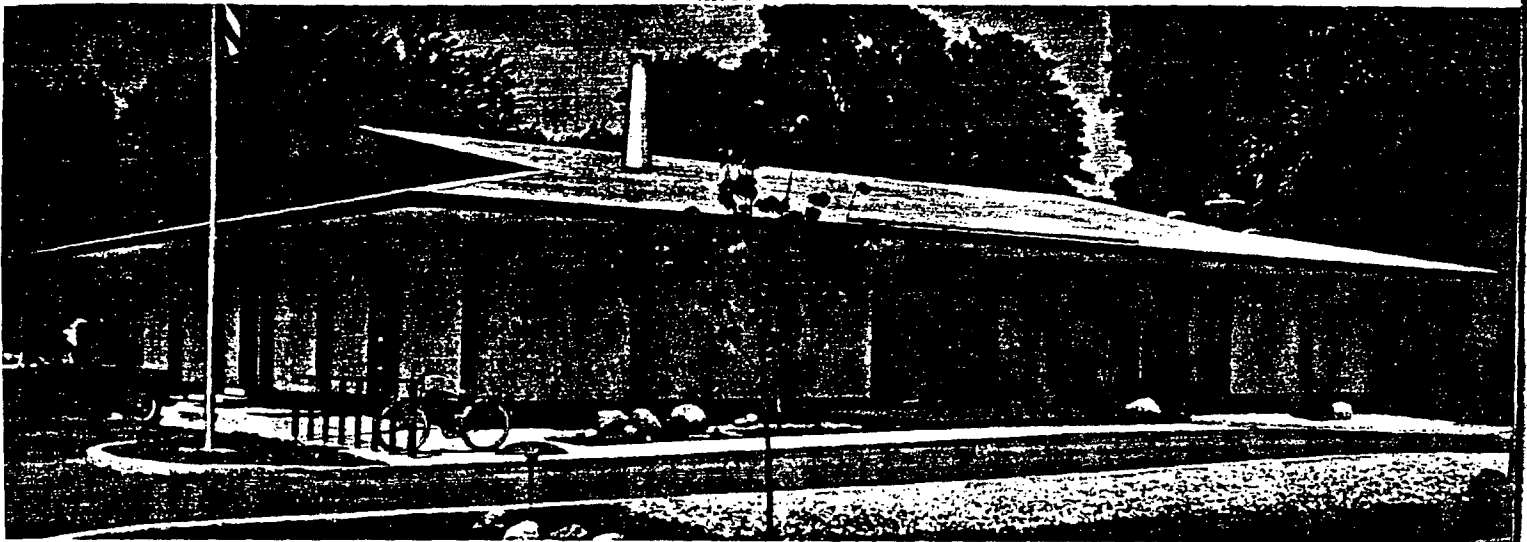
ARCHITECT: JYRING & WHITEMAN, INC., HIBBING, MINN.
PLASTERING CONTRACTOR: W. W. LAKOSKY
PLASTERING CORP., VIRGINIA, MINN.



NEW SYSTEMS have carried the plasterer's art in exterior work far beyond the stucco surface application job on a residence. Now the plasterer can provide an entire exterior curtain wall for a structure of any size. The plastering machine and the power trowel are latter-day developments which make this possible and practical.

Plaster also provides fire protection, structural strength, sound and thermal insulation as a back-up material for the metal skin type exterior curtain wall. *continued*

PLASTER TODAY ! FOR FINE EXTERIORS



GLASS BEADS IN STUCCO PUBLIC LIBRARY, FLOSSMOOR, ILL.

Stucco exteriors offer a variety of surface treatment selections. The sequence (above) of achieving this sparkling exterior wall is first to float in an inch of portland cement stucco, stopping about $\frac{1}{4}$ inch below the face of expansion strips. The final $\frac{1}{4}$ inch is then troweled in and raked rapidly, and glass particles mixed with wetting agent are sprayed into stucco before it can dry with a hand-held acoustical plaster gun (see photos). The job is worked a panel at a time, with a man on the scaffold and a man on the ground, so tools can be handed from one to other to make the work a continuous process.

ARCHITECTS: MacPHERSON, SWING & ASSOC., HOMEWOOD, ILL.
PLASTERING CONTRACTOR: BAUMGARTNER PLASTERING CO.

BB011 0291

FOR
FINE
EXTERIORS

BB011 0292

SHEATHED STUCCO CURTAIN WALL U.S.G. RESEARCH CENTER, DES PLAINES, ILL., & OTHERS

TRUSSTEEL studs, gypsum sheathing, pencil rods and metal lath are the base for portland cement stucco sprayed on the exterior of this wall system (left and below). Insulating sheathing can be used with equally good result (far right). Cost can be reduced by eliminating sheathing entirely, and wire-tying metal lath to TRUSSTEEL studs (right). Then the scratch coat may best be hand-applied.



ARCHITECT: SHAW, METZ & DOLIO, CHICAGO





ARCHITECT: O'NEIL FORD, SAN ANTONIO



ARCHITECT: GILBERT H. CODDINGTON, COLUMBUS, OHIO

PLASTER FILL FOR METAL SKIN "CURTAIN"

BANK OF THE SOUTHWEST, HOUSTON, TEXAS

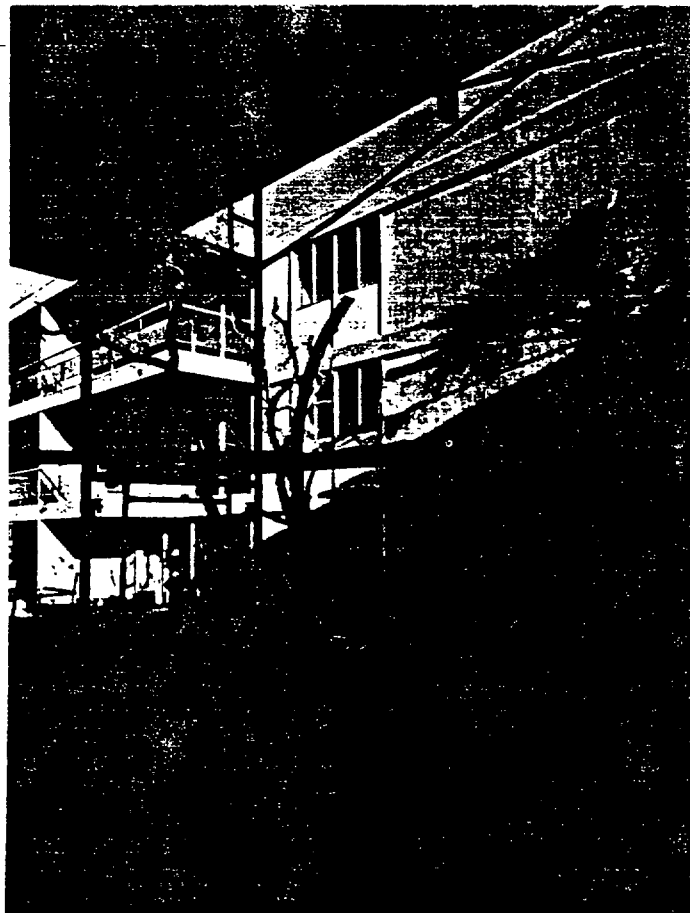
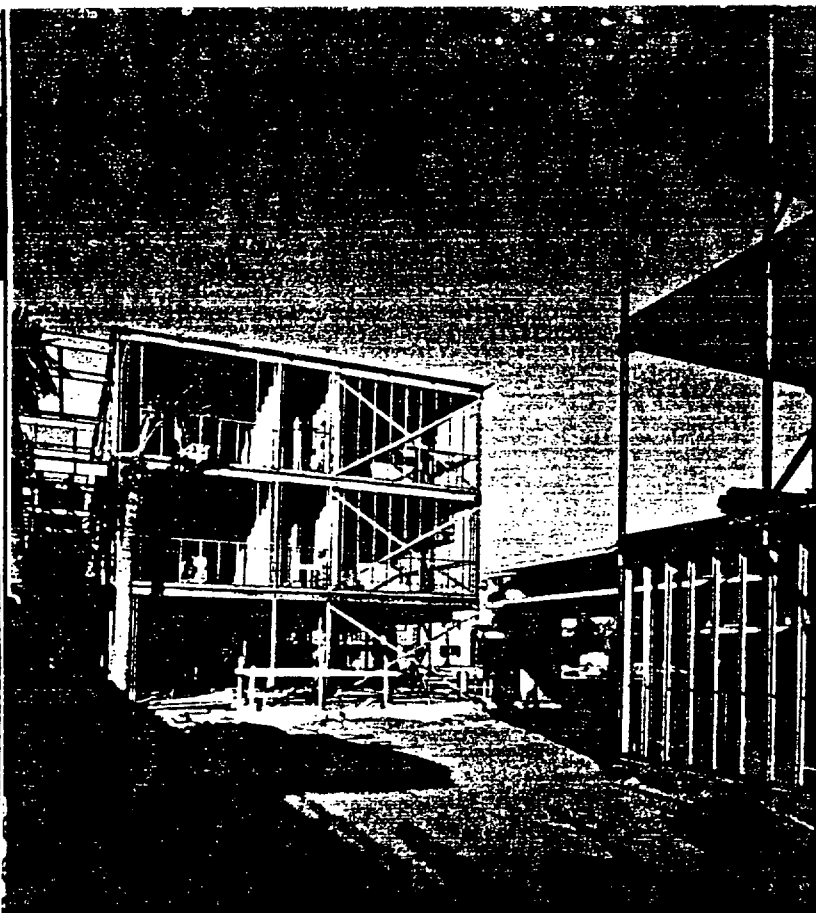
Metal skin type curtain walls can be backed-up with TRUSSTEEL studs, and the interior sprayed with STRUCTO-LITE lightweight aggregate plaster until cavity is filled almost to depth of steel stud. This provides fire protection, sound and thermal barriers. Exposed part of TRUSSTEEL stud accepts clip for attachment of ROCKLATH as base for interior surface plastering.



ARCHITECT: KENNETH FRANZHEIM
PLASTERING CONTRACTOR: A. A. GREER



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**FOR
FINE
EXTERIORS**

COLOR CONTRAST FOR STUCCO CURTAIN WALL

MAGNOLIA APARTMENTS, RIVERSIDE, CALIF.

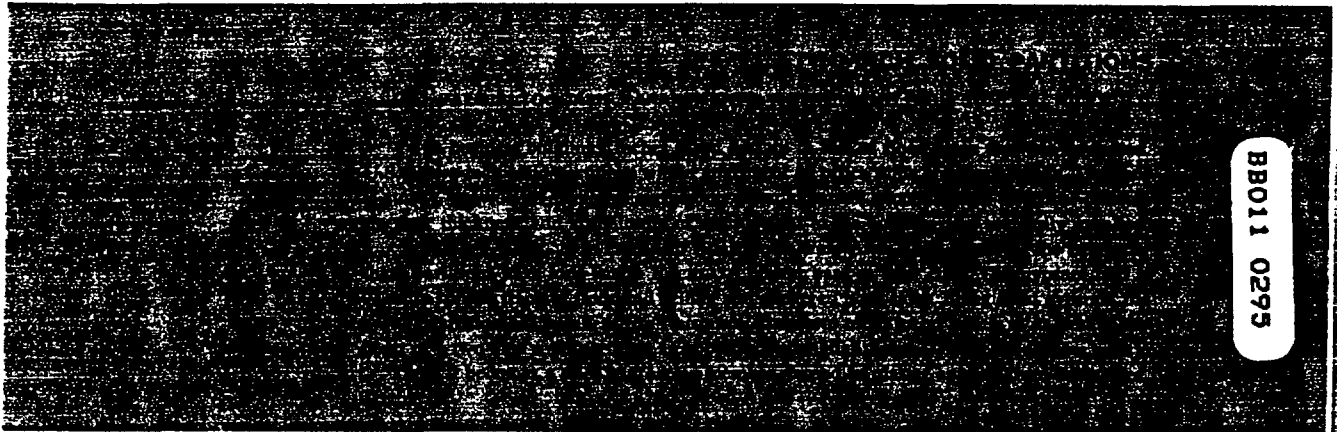
Curtain walls on monumental apartment project are stucco applied over metal lath tied to steel studs. The building framework of this three-story structure is exceedingly light. Pipe-type columns and junior beams support floor and roof slabs. Plasterers applied a light cream and deep tan integral-colored ORIENTAL stucco to give building exterior color interest, and raked certain panels of the stucco for permanent texture.

PLASTERING CONTRACTOR: WILSON & WOODWARD, BLOOMINGTON, CALIF.
LATHING CONTRACTOR: L. A. LATHING CO., REDLANDS, CALIF.

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PLASTER TODAY ■ FOR PUBLIC BUILDINGS

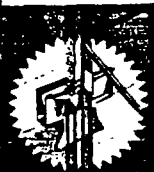
CONSTRUCTION RULES, fire codes and acoustical standards tighten when a building is intended to house or accommodate many people. Schools, hospitals, hotels, apartment buildings, office structures — all share the need to provide protection against hazards to life and limb. Lath and plaster have met this need for years and are meeting it even better now with methods and systems which add substantially to plaster's properties of fire resistance and acoustical control. Here is a series of outstanding examples, meeting special needs.



ARCHITECT: W. F. HEMPLE
PLASTERING CONTRACTOR: ASSOCIATED
LATHING & PLASTERING



ARCHITECT: BELLI & BELLI
PLASTERING CONTRACTOR: LUCZAK BROS.
LATHING CONTRACTOR: HARRY REUSE



FOR
PUBLIC
BUILDINGS



BB011 0296

PLASTER TODAY!

FOR HOMES

IN THE SUBDIVISION featuring lath and plaster, quality is an implied sales asset. Infinite variety of type, and quality scaled to the price bracket of the house, are available to the builder who chooses this building materials combination.

With the recent emphasis on machine plastering in the subdivision, economy combines with quality more than ever before. Efficient construction programming and the plaster machine's volume put the lath and plaster home in a price range comparable to drywall.

Proper lathing methods minimize the possibility of disfigurements developing in the wall and ceiling surfaces while

a new structure dries and settles to its permanent state. Excellent plastering can introduce handsome ceiling coves, textured surfaces or smoothness and hardness approximating marble.

Clip systems give substantially better quality to the better home at only a slight increase in cost. The BRM-JOINT and ROCKLATH Resilient clip attachment systems effectively minimize the possibility of plaster cracks which might otherwise be created by movement or twisting of framing members. The resilient clip system is also ideal for reducing sound transmission through partitions, and is recommended for

bathroom walls or around utility areas.

The visual effectiveness of a home interior is as dependent upon plaster-perfect walls as exterior attractiveness is upon good landscaping. Wall and ceiling areas are such a major proportion of the visible part of a house that appearance is of supreme importance.

For that "little bit better" treatment, handsome textured work is easy to achieve. A spray coat of AUDICOTE acoustical plaster is the source of a finish texture that wins the admiration of all who see it. And the material's acoustical properties absorb household noise, especially in kitchen or laundry.





PLASTER CAN MAKE A DIFFERENCE

when fire strikes as in this adjacent office and store in same building. Store (left) had acoustical tile ceiling. Ceilings of offices (below) were acoustical plaster. Fire started in roof structure, and each ceiling was attacked equally by it.



PLASTER TODAY | FOR FIRE PROTECTION

GYPSUM PLASTER delays the spread of fire better than any other building material. Not only is it incombustible, but it acts as a barrier to heat because, when attacked by fire, the heat releases chemically combined water from gypsum. For those unfortunate enough to be visited by fire, plaster's fire resistance characteristics are easily its most important advantage over competitive materials.

Although all gypsum plaster products provide a degree of fire protection, some are manufactured especially to meet rigid fire-resistance requirements. Some of these special plaster products are sprayed directly to steel beams, columns and decks; others are gypsum blocks or tile which form a fire-proof base for partitions.

ROCKLATH plaster base—plain or perforated—is the most widely used plastering base.

Attached to wood framing or steel studs, it is the base for a variety of partitions which can give fire ratings of one hour or more. In many fire experiences, wood studs have not even been charred when protected by ROCKLATH and RED TOP plaster from heat of a direct flame.

Perforated ROCKLATH plaster base extends fire ratings because it adds mechanical keying to the chemical bond between lath and plaster. The mechanical grip of plaster to metal lath also provides fire barrier qualities.

PYROBAR is a pre-cast gypsum tile for building fireproof partitions in commercial structures. Made entirely of gypsum, plastered PYROBAR will withstand high temperatures until it is completely calcined, a very slow process. Fire ratings of one to five hours can be obtained with a partition of PYROBAR RED TOP gypsum cement.

ONE-COAT FIRE PROOFING machine-applied to 1¼-in. thickness, gives four-hour fire rating to steel beams and columns. The system cuts costs without sacrificing performance.



RIGID SPECIFICATIONS for high fire resistance and sound loss are met by PYROBAR gypsum partition tile. A five-hour rated construction can be obtained with 6-in. hollow PYROBAR partitions.



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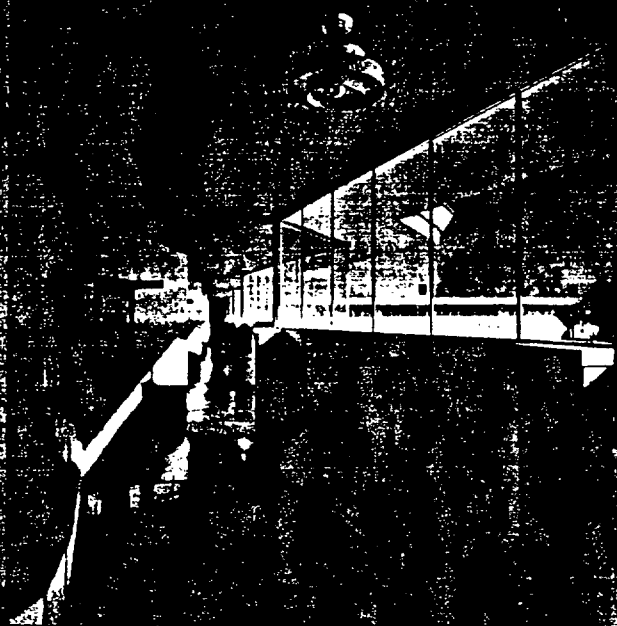


SLIM GRACEFUL COLUMNS were wrapped with metal lath to the shape of the H-beams and plastered for beauty and fire protection.

ARCHITECTS: MITHUM, RIDENOUR & COCHRAN
BELLEVUE BRANCH, FIRST NATIONAL
BANK, SEATTLE, WASH.

**PLASTER
TODAY**

**TO FILL
EVERY
NEED**



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