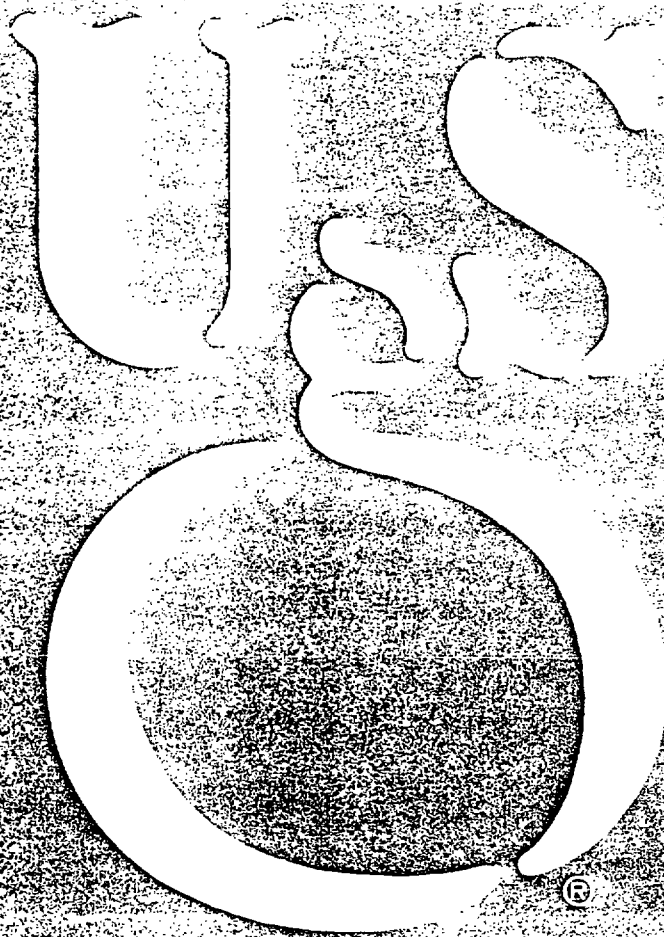


PLAINTIFF'S EXHIBIT

USG-2114

BOWMAN  
EX 34



DATA BOOK

TEXOLITE® PAINT PRODUCTS

UNITED STATES GYPSUM

BB012 0972



For Quality... For Color  
**TEXOLITE** Paint Products

With practically no limit on the variety of colors used in interior decoration today, more and more builders and contractors are turning to TEXOLITE DURAVAL rubberized paint. Almost any decorator shade can be achieved by simply blending two of the 22 ready-to-use DURAVAL colors. Moreover it's *rubberized . . . Scrubberized*, easily applied, gives a lustrous, velvety finish that can be washed time and again.

USG long ago recognized the need for better interior paints—particularly those readily applicable to new plaster and wallboard. The first TEXOLITE, a powder material, was formulated to meet this demand. An improved paste product soon followed. Thereafter a complete line of TEXOLITE products was introduced, and they have enjoyed an increasing acceptance and use ever since.

The TEXOLITE paint line now includes flat and velvet finish paints for exterior and interior work, masonry paints, texture paints, and surface preparation materials. Their outstanding beauty, adaptability, dependability, ease of application, endurance and economy are recognized from coast to coast.

Made always to the consistently high USG standards TEXOLITE paints have won the acceptance of painters and decorators from coast to coast. The TEXOLITE slogan is the buying guide of millions: "For Quality . . . For Color . . . Buy TEXOLITE"

The following trademarks are owned and/or registered in the U.S. Pat. Off. by United States Gypsum Company, and are used by it to distinguish its products:

DURAVAL Rubberized Paint  
TEXTONE Plastic Paint  
CEMENTICO Hydraulic Cement Paint  
PERF-A-TAPE Joint Reinforcement

TEXOLITE Paint  
RED TOP Plaster  
USG Paint  
SHEETROCK Sealer  
CEMENT-A-PATCH Concrete Patching Material

# Paint Products



**INTERIOR Flat**  
**and Velvet Finish Paints**

**INTERIOR and**  
**EXTERIOR Masonry Paints**

**TEXTURES**

**SEALERS and PRIMER**

**Surface Preparation Materials**

BB012 0974

## INTERIOR FINISHES FOR WALLS AND CEILINGS



### TEXOLITE DURAVAL

White, tints and Custom Colors for tinting. Rubber base paint for interior walls and ceilings. Highly scrubbable and easy to apply. Highly extended color line available with simple intermixes.

#### Characteristics:

Quick drying, recoatable, no unpleasant odor, clarity in large range of decorator colors with excellent hiding power. Ready to use, and extremely durable

#### Form:

Ready to use.

#### Priming:

Unpainted metal and new wood surfaces should be primed with pigmented oil primer. Most wall surfaces need no priming. See directions.

#### Uses:

Over most interior wall surfaces, old or new, including walls and ceilings in homes, apartments, schools, hotels, commercial buildings, hospitals, factories and warehouses. Not recommended where damp condition exists on surfaces.



### TEXOLITE Imperial

White and tints. A water-thinned oil resin flat paint for interior walls and ceilings. Affords beautiful flat surface with good washability at minimum cost.

#### Characteristics:

Dries in one hour. Excellent hiding power, highlight reflection, thinned with water, no painty odor, prime or size coat not required for most surfaces. No fire hazard. Recoatable. Cuts painting time and costs.

#### Form:

Paste.

#### Priming:

Some surfaces do not require. See directions.

#### Uses:

Over old and new interior wall and ceiling surfaces in homes, hotels, offices, apartments, stores, shops, schools, hospitals, factories and warehouses. Not recommended for use over wood trim subject to wear or under damp conditions, whether permanent or periodic. Do not use where it will be subject to excessive abrasion.



### TEXOLITE Standard

White and tints. Cleanable water-thinned casein flat paint for interior wall and ceiling decoration. Economical, colorful interior decoration that is easy to apply, providing lasting beauty.

#### Characteristics:

Dries in one hour. Excellent hiding power, high light reflection and excellent coverage. No objectionable painty odor and easy to apply. No fire hazard. No thinner cost. Recoatable. Offers low maintenance costs.

#### Form:

Paste.

#### Priming:

Some surfaces do not require. For details, see directions.

#### Uses:

Over new and old plaster surfaces—over painted surfaces on walls and ceilings in homes, offices, stores, shops, hospitals and factories. Not recommended for use over wood trim or where there is a damp condition.

## **SELL COLOR**

### **SELL TEXOLITE PAINT PRODUCTS**

This pocket has been bound into this Data Book for the  
easy-to-use TEXOLITE Paint Products color selectors.

BB012 0976

# PAINT

## SEALERS—EXTERIOR PAINTS



### USG Plaster Sealer

White only. Special emulsion type sealer for sealing new or old interior gypsum plaster walls and ceilings, previously painted walls. An ideal sealer for use over plaster in preparation for latex-base, flat oil, semi-gloss or enamel paints.

#### Characteristics:

Controls suction variation in plaster surfaces, fills check cracks, equalizes porosity and levels slight textures while sealing the plastered surface. Gives a uniform sheen, provides "tooth" for real grip for subsequent coats of paint. Highly pigmented to reveal holidays and to facilitate easy touch-up.

#### Form:

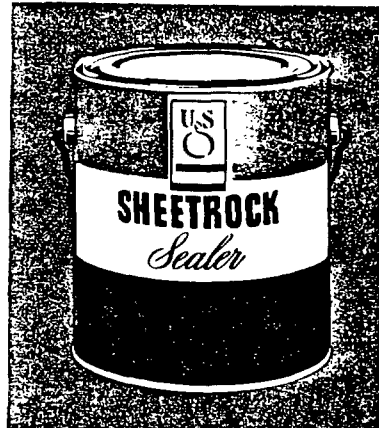
Ready to use.

#### Priming:

Not applicable.

#### Uses:

For use over new or old plaster surfaces either painted or unpainted, that are free of calcimine, glue size and other water soluble materials. See directions.



### SHEETROCK Sealer

An ideal emulsion sealer developed especially for use over gypsum wallboards having joints treated with finishing cement system. Recommended to seal before the application of spirit-thinned paints, on interior gypsum wallboard surfaces.

#### Characteristics:

Seals off impurities such as asphalt or carbon spots, lays the nap of the face paper, provides uniformly smooth surface, controls suction and equalizes porosity over gypsum wallboard face paper and joint finishing cement. Provides "tooth" for subsequent coats of paint. Is highly pigmented so as to reveal holidays and facilitate easy touch-up.

#### Form:

Ready to use.

#### Priming:

Not applicable.

#### Uses:

For use over gypsum wallboards having joints treated with joint finishing cement. Prepares wall and ceiling surfaces for latex, casein, resin emulsion, oil stipples, enamels or flat oil paints and is recommended for use under wall-paper.



### TEXOLITE Exterior

White and tints. An alkyd resin emulsion paint for exterior masonry surfaces. Provides decoration and good weathering qualities, can be brushed or sprayed for a high quality job at low cost.

#### Characteristics:

Quick drying, good hiding qualities, durable finish with true color, excellent coverage, thinned with water—a non-toxic, non-inflammable thinner. Does not require spraying with water after painting to attain full hardness. Colors may be intermixed to attain wide selection of shades.

#### Form:

Paste.

#### Priming:

Normally not required. Prime incidental wood and metal surfaces. Thoroughly seal surfaces that have copper stains. See directions.

#### Uses:

May be applied over painted or unpainted interior or exterior masonry surfaces that are clean, firm and sound. It is a non-penetrating paint and must not be applied over chalky or dusty surfaces. For use on unglazed brick, tile and unglazed asbestos cement siding that is weathered. Do not use on magnesite stucco, glazed brick or tile, metal, polished stone or as a floor paint.



### CEMENTICO

White and tints. Water repeller hydraulic cement base paint for use on interior and exterior porous masonry surfaces. Adds ne beauty to masonry surfaces. Available in attractive range of color

#### Characteristics:

Durable, water resistant with excellent bond to porous masonry surfaces. Ready to use after the addition of water. Applied with either brush or spray equipment. Made with white Portland cement and ingredients to produce hardness, binding qualities and workability. Appealing color range resistant to lime and alkali, may be intermixed. See directions.

#### Form:

Powder.

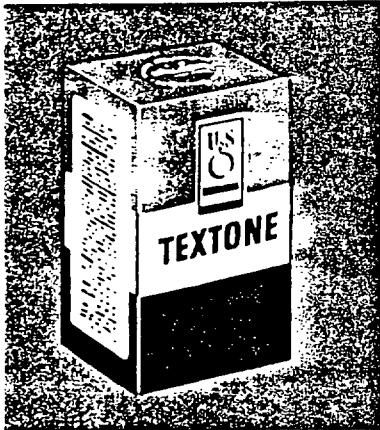
#### Priming:

Recommended for unpainted masonry surfaces.

#### Uses:

Use only over porous masonry surfaces such as concrete, Portland cement stucco, concrete and cinder-concrete blocks, brick, tile and building stone. Not recommended for use over non-porous surfaces such as glazed brick or tile, terracotta, magnesite stucco, vibrated concrete, polished stone, metal asbestos cement siding, cement boards or over non-masonry surfaces such as wood, gypsum plaster or wallboard nor as a floor paint.

## INTERIOR TEXTURE FINISHES



### TEXTONE

A plastic texturing paint designed to produce varied texture finishes for interior walls and ceilings. Excellent for treating new walls and modernizing old ones as well as concealing wall blemishes.

#### Characteristics:

Applied correctly, provides a surface that is rugged, insoluble and durable. Furnished in white only, but can be tinted (see directions), or can be coated with most types of wall paints.

#### Form:

Powder.

#### Priming:

Prime surface as needed.

#### Uses:

For producing light, soft modern textures as well as heavy period designs over any dry, solid, clean interior surface. For decorating over new plaster, gypsum wallboards and insulating wallboards. Exceptional for refinishing old or cracked plaster surfaces; for producing antique effects, stone effects and stencil work.



### USG Texture Paint

A popular dependable texturing paint that is easy to use for wide range of texturing possibilities. Lower in price than TEXTONE paint, but available in both white and an attractive range of pastel colors for pleasing texture surfaces.

#### Characteristics:

An excellent working plastic paint for various uses similar to TEXTONE. Somewhat less coverage per pound. Provides a finished wall texture and color in one operation.

#### Form:

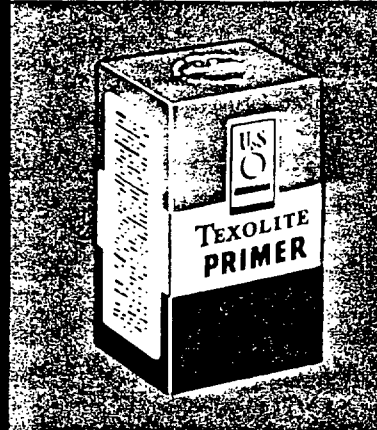
Powder.

#### Priming:

Prime surface as needed.

#### Uses:

For interesting textures over dry, clean, solid surfaces such as new plaster, gypsum wallboards, insulating wallboard and other interior walls and ceilings, also for decorating old cracked plaster surfaces.



### TEXOLITE Primer

A lime (alkali) locking primer for interior walls and ceilings which provides "tooth" for succeeding coats of paint and equalizes suction on the surface to be painted. Recommended for practically all interior surfaces, painted or unpainted, that are clean, firm and sound.

#### Characteristics:

Produces a hard, lime-locking prime coat over which oil paints, lacquers, enamels, casein and resin emulsion water-thinned paints may be applied. Reduced to painting consistency with water and may be brushed or sprayed. Not recommended for concrete or gypsum surfaces that are not thoroughly dry.

#### Form:

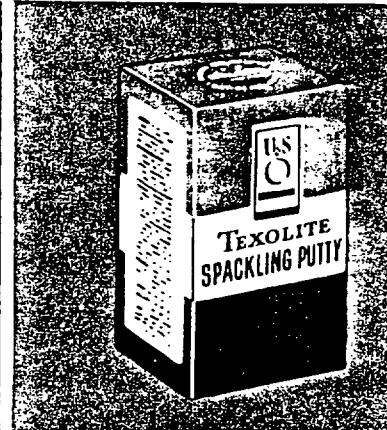
Powder.

#### Priming:

Use rust inhibitive primer on metal surfaces.

#### Uses:

For use on all interior wall and ceiling surfaces such as gypsum wallboards, concrete and concrete block, insulation boards, gypsum plaster and may also be used as a primer for concrete floors that are unpainted, dry, clean and free from oils and grease. Not recommended for surfaces that are subject to dampness.



### TEXOLITE Spackling Putty

A general purpose putty for filling, patching or building up painted or unpainted interior surface imperfections in preparation for painting or other decoration. Produces a smooth, even surface and is economical and easy to use.

#### Characteristics:

Forms a tough, durable surface and dries hard within a few hours. Exceptionally fine grind—free of grit. Applied with either putty knife or brush and may be sanded when dry and hard. Adheres to practically any solid surface that is clean and sound.

#### Form:

Paste or powder.

#### Priming:

Takes any standard priming material.

#### Uses:

For filling small cracks, scars, and slight surface imperfections in plaster, tile or mosaics, and concrete. Fills nicks, cracks, knotholes and nail holes in wood. Is used to repair joints and surfaces in furniture, toys, etc. May also be used to fill canvas and wall fabric—makes excellent Swedish P

PAINT

## SURFACE PREPARATION MATERIAL



### RED TOP Patching Plaster

For easy and permanent patching or repairs on interior plaster walls and ceilings and interior concrete surfaces, at a very nominal cost.

#### Characteristics:

Is non-shrinking, contains no lime, has ample working life of about 30 minutes and dries to a hard, dense uniform finish. Add only water in mixing. May be covered with any decorative material.

#### Form:

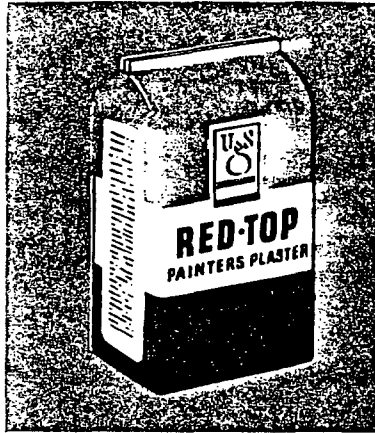
Powder.

#### Priming:

Takes any standard priming material.

#### Uses:

For patching cracks and larger surface imperfections on interior plaster and concrete surfaces. Not recommended for concrete floors. Excellent for preparing old, defaced plaster surfaces for any type of interior decoration.



### RED TOP Painters Plaster

A quick setting plaster of Paris for general painter's use to provide a hard, dense, finished surface in preparation for decoration on interior walls and ceilings. Is used for patching cracks and breaks in plaster with a quick setting time to facilitate earlier application of succeeding wall decoration.

#### Characteristics:

Mixes readily, works easily, requires more skillful handling than RED TOP Patching Plaster due to the stepped-up setting time. Working time approximately 10 minutes after adding water with a setting time of about 30 minutes.

#### Form:

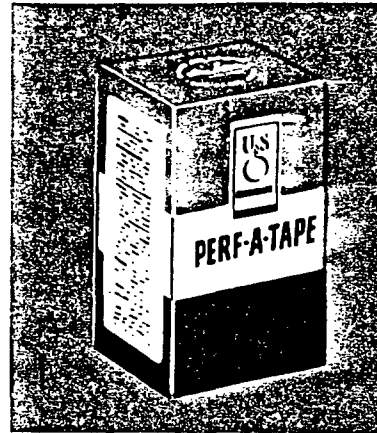
Powder.

#### Priming:

Takes any standard priming material.

#### Uses:

Excellent results obtained when used to patch cracks and breaks on interior plaster and concrete surfaces. Not to be used for patching concrete floors.



### Painters PERF-A-TAPE Joint System

System consists of Joint cement and a strong perforated fiber tape. Is designed to reinforce and conceal gypsum wallboard joints and nail heads. Is excellent for repairing cracks on plaster surfaces. Cement and tape packaged in one unit.

#### Characteristics:

Works easily when properly mixed. Reinforces as well as conceals joints. Product designed for use in hand taping or for application with special taping machine. Add water for mixing. See directions.

#### Form:

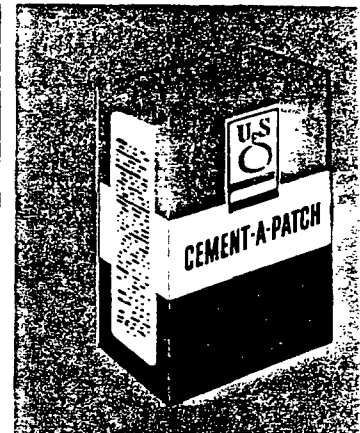
Powder (cement) and reinforcement tape.

#### Priming:

None.

#### Uses:

Used in both new and old construction for treating joints and nail heads on wallboard or for reinforcing cracks, interior and exterior angles in most types of interior wall surfaces.



### CEMENT-A-PATCH

A Portland Cement patching material for repairing and patching cracks, breaks, and holes in Portland Cement surfaces, walls, or walks.

#### Characteristics:

Has ample working life, of 30 minutes, and sets to a hard, durable surface within three to four hours. Add only water in mixing.

#### Form:

Powder.

#### Priming:

Not applicable.

#### Uses:

For patching cracks and holes in concrete walks, stucco, cinder block, concrete block, and poured concrete walls. Excellent for tuck pointing old brick walls, and to reset ceramic tile on small jobs.

| Product                             | Approximate Weight |
|-------------------------------------|--------------------|
| <b>DURAVAL</b>                      |                    |
| Qt. (6 cans per carton)             |                    |
| 1 gal. (2 cans per carton)          | 24                 |
| 5 gal. (Single can)                 | 120                |
| <b>TEXOLITE IMPERIAL</b>            |                    |
| Qt. (6 cans per carton)             |                    |
| 1 gal. (2 cans per carton)          | 24                 |
| 5 gal. (Single can)                 | 120                |
| <b>TEXOLITE STANDARD</b>            |                    |
| Qt. (6 cans per carton)             |                    |
| 1 gal. (2 cans per carton)          | 24                 |
| 5 gal. (Single can)                 | 120                |
| <b>SHEETROCK SEALER</b>             |                    |
| Qt. (6 cans per carton)             |                    |
| 1 gal. (2 cans per carton)          | 24                 |
| 5 gal. (Single can)                 | 120                |
| <b>USG Plaster Sealer</b>           |                    |
| Qt. (6 cans per carton)             |                    |
| 1 gal. (2 cans per carton)          | 24                 |
| 5 gal. (Single can)                 | 120                |
| <b>TEXOLITE Exterior</b>            |                    |
| 1 gal. (2 cans per carton)          | 24                 |
| 5 gal. (Single can)                 | 120                |
| <b>TEXOLITE CEMENTICO</b>           |                    |
| (Cement Paint)                      |                    |
| 5 lbs. (6 pkgs. per carton)         | 32                 |
| 25 lbs. (Single bags or metal pail) | 27                 |
| <b>TEXTONE (Texture Paint)</b>      |                    |
| 5 lbs. (6 pkgs. per carton)         | 32                 |
| 25 lbs. (Single bags)               | 26                 |
| <b>USG Texture Paint</b>            |                    |
| 5 lbs. (6 pkgs. per carton)         | 32                 |
| 25 lbs. (Single bags)               | 26                 |

| Product                                   | Approximate Weight |
|-------------------------------------------|--------------------|
| <b>TEXOLITE Primer</b>                    |                    |
| 2 1/2 lbs. (12 pkgs. per carton)          |                    |
| 5 lbs. (6 pkgs. per carton)               |                    |
| 25 lbs. (Single bags)                     |                    |
| <b>TEXOLITE Spackling Putty</b>           |                    |
| 1 lb. (24 pkgs. per carton)               |                    |
| 5 lbs. (6 pkgs. per carton)               |                    |
| 25 lbs. (Single bags)                     |                    |
| 1/2 Pint (12 cans per carton)             |                    |
| Qt. (6 cans per carton)                   |                    |
| <b>RED TOP Patching Plaster</b>           |                    |
| 2 1/2 lbs. (12 pkgs. per carton)          |                    |
| 5 lbs. (6 pkgs. per carton)               |                    |
| 15 lbs. (2 pkgs. per carton)              |                    |
| 25 lbs. (Single bags)                     |                    |
| <b>RED TOP Painters Plaster</b>           |                    |
| 5 lbs. (12 bags per carton)               |                    |
| 10 lbs. (6 bags per carton)               |                    |
| 25 lbs. (Single bags)                     |                    |
| <b>CEMENT-A-PATCH</b>                     |                    |
| 5 lbs. (12 pkgs. per carton)              |                    |
| 10 lbs. (6 pkgs. per carton)              |                    |
| 25 lbs. (Single bags)                     |                    |
| <b>Painter's PERF-A-TAPE Joint System</b> |                    |
| 250 lin. ft. Reinforcement,               |                    |
| 18 lbs. Cement                            | 20                 |
| 60 lin. ft. Reinforcement,                |                    |
| 4 1/2 lbs. Cement (6 pkgs. per carton)    | 35                 |
| <b>PERF-A-TAPE Cement</b>                 |                    |
| 5 lbs. (6 pkgs. per carton)               | 32                 |
| 25 lbs. (Single bags)                     | 25                 |