

red topics



FOR PLASTERERS



Published by the United States Gypsum Company

Vol. 14

April, 1937

No. 3

PLAINTIFF'S EXHIBIT

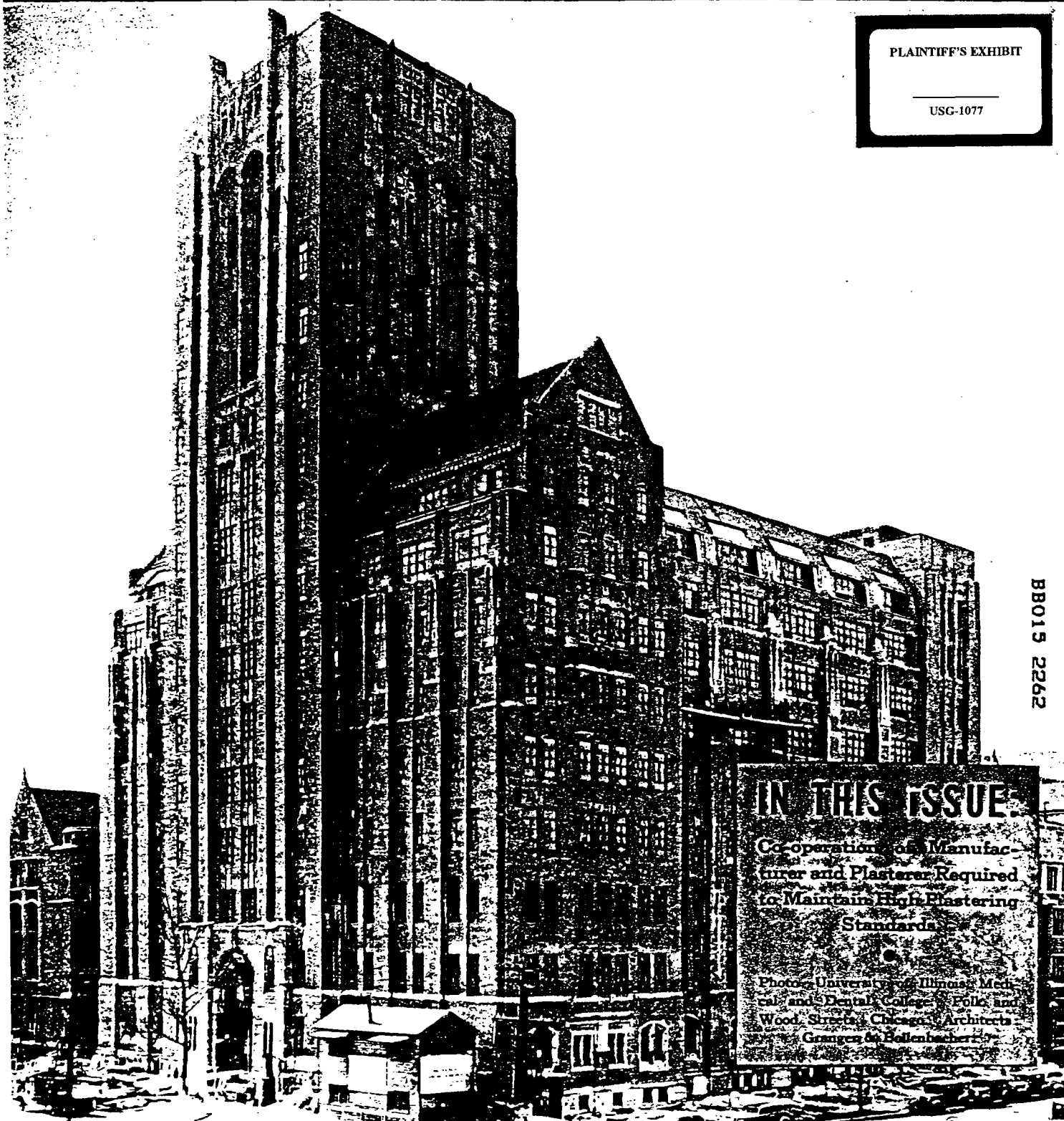
USG-1077

BB015 2262

IN THIS ISSUE:

Co-operation of Manufacturer and Plasterer Required to Maintain High Plastering Standards

Photo: University of Illinois Medical and Dental College, Polk and Wood Streets, Chicago. Architects: Granger & Ballenbach



Centuries of Use Establish Plastering as Finest Interior Finish

GYPSUM plaster is so old that its origin is lost in antiquity; man plastered before he knew enough to write about it.

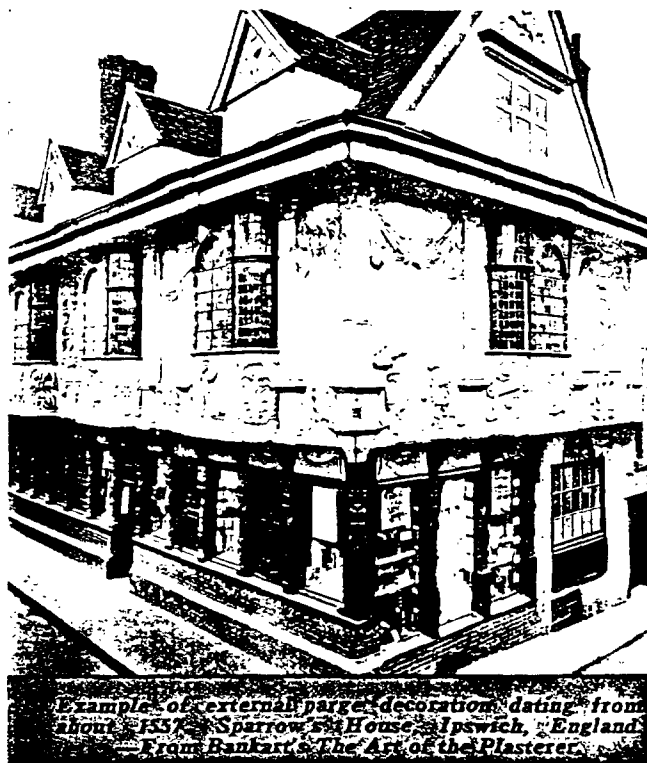
The first known use of gypsum plaster was in the pyramid of Cheops at about 3700 B. C., over five thousand years ago. All the interior rooms in the pyramid are plastered with sanded gypsum plaster applied in three coats to a lath work made of intertwined reeds. Many examples of fine gypsum plastering that can be traced to the centuries before the Christian Era are found on the shores of the Mediterranean.

King John Fixes Wages

The first recorded information about the methods used by old time plasterers describes the use of lime plaster in England in the 10th, 11th and 12th centuries after Christ. Plasterers were called "daubers." During the reign of King John (about 1200 A.D.) an ordinance in the City of London fixed the wage of "white washers and mud daubers at three pence a day with keep and four pence a day without." In the 13th and 14th centuries in England, the plasterers divorced themselves from the mud daubers and white washers and formed a new guild of "Playsterers"—men who applied a mixture of lime putty, sand, and hair, called "parge," to lath made of hazelwood withes.

No Substitute for Good Plastering

Few permanent buildings have been built since the 14th century that have not been plastered either with lime or gypsum, and plaster was the first material used to protect buildings from fire. No substitute for good plastering has ever been found. Plaster covers up the crude structural or supporting parts of a build-



Example of external parge decoration, dating from about 1557. Sparrow's House, Ipswich, England. From Bankart's The Art of the Plasterer.

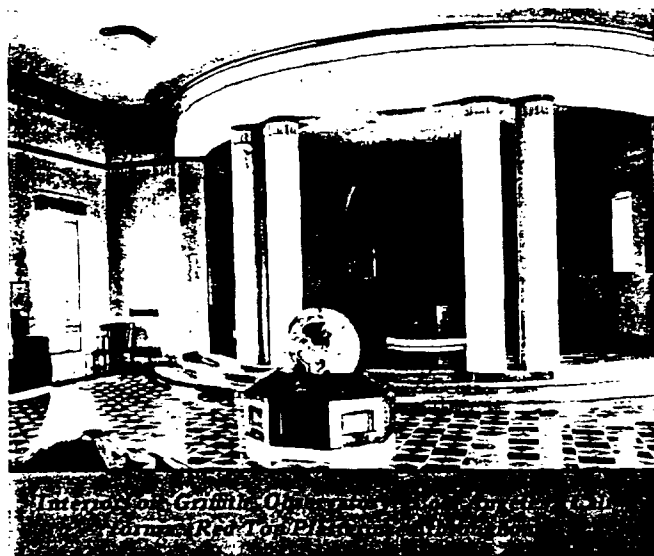
ing and gives a smooth, even wall with straight arrises to receive the final decoration for the room. The owner looks to plaster to present a permanent decorative finish for about 80 per cent of the visible interior of the building. Good plastering is therefore essential on every job.

Manufacturer and Plasterer Concerned

As the leading manufacturer of plasters and laths, the United States Gypsum Company is as vitally concerned in raising the standards of plastering as is the plasterer himself. Largely to protect the name of good plastering—plaster is no better than the lath that carries it—the United States Gypsum Company entered into the manufacture of a lath that could be relied upon, that does not shrink or buckle, that bonds perfectly to gypsum plaster, and is fireproof.

Promote the Plastering Trade

There is a definite relationship between the plasterer and the plaster manufacturer. Good workmanship and good materials are required for good plastering. To help you spread the gospel of good plastering a sticker has been prepared for the windshield of your car. Just fill in and mail the attached card—there is no charge, no obligation.



Perforated Rocklath* and Gypsum Plaster Partition Given One Hour Fire Rating Following Severe Test



THE value of the double bond with which Perforated Rocklath holds gypsum plaster was demonstrated by tests conducted at the Bureau of Standards. Both fire and water were applied during the tests, yet Perforated Rocklath and plaster withstood

the punishment with a considerable margin of safety. At the conclusion of the tests, a Perforated Rocklath and gypsum plaster partition plastered in the approved manner was shown to have qualified for a one hour fire rating.

This added fire protection is but one of the advantages of the double bond of plaster on Perforated Rocklath; stronger walls and ceilings and greater resistance to cracks are also the direct result of the combination of a strong natural bond plus a "mechanical key."

Over 100 cities have already granted Perforated Rocklath the one hour fire rating. Added fire protection can now be had with the economy of Perforated Rocklath. No other lath made can claim equal performance at near the price of this unique lath. This combination of economy, added fire protection and permanence means more jobs for the plasterer.

Perforated Rocklath is a $\frac{3}{8}$ inch thick fireproof lath 16 inches wide and 48 inches long with $\frac{3}{4}$ inch perforations spaced 4 inches apart. It is shipped in bundles—six lath to the bundle—that protect edges and surfaces from the mill to the job. It is conveniently handled and quickly applied. And Perforated Rocklath does not warp or buckle.

Plasterers like the "feel" of plastering over Perforated Rocklath. They like the way the perforations slice the plaster off the trowel.

"I had a date with a mind reader last night."

"Really? Did you have fun?"

"No. He just sat around all evening and blushed."

Potts was a great man! Three towns have been named after him: Pottsville, Pottstown, and Chambersburg.

At show: "Look, George, there's the blond we met last week. Recognize her?—she's the fourth from the front."

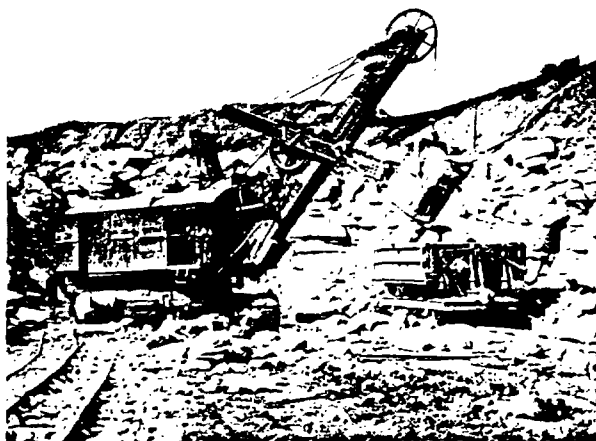
George: "Can't say I do, but I can recognize the fifth one from the rear."

Plaster Manufacture Begins in Gypsum Mines and Quarries

The manufacture of good plaster starts with gypsum rock. Gypsum is found all over the world in great profusion, but only a small portion of it is useful in the manufacture of plaster. Clean rock is essential, and only selected deposits are used in the manufacture of plaster.

Deposits of the rock which lie fairly close to the surface are removed from quarries like the one shown at the right. Deeper deposits are mined.

The stripping of dirt from the top of the layer of gypsum rock in the quarry is done carefully in order to keep the rock clean. Compressed air is often used to clean all dirt from the cracks and crevices of the deposit before blasting is begun. After blasting, the rock is loaded into cars and is carried to the manufacturing mill, where it starts on the way to further processing. (Additional steps in the manufacture of plaster will be described in succeeding issues.)



Red Top* Plaster Meets Your Own Specifications—It's a Plasterer's Plaster



THE requirements of a good plaster are best known by the man who works with plaster; the man who must meet the conditions of the job.

The following ten requirements of an ideal plaster were listed by a plasterer of long experience. See if his specifications do not agree with your own. And keep in mind the fact that Red Top Plaster meets these requirements to the letter.

1. "I want a plaster that I can sand two to one for scratch coat over metal lath and then sand three to one for brown coat and still get the same setting time."
2. "I want a plaster that I can use over different bases in the same building and get the same setting time—regardless of the different amounts of sand used."
3. "I want a plaster that can be mixed with a hoe two sacks at a time or thrown into a machine mixer without special retardation and without danger of quick set."
4. "I want a plaster that will set in from two to six hours on a hot dry day, instead of holding for ten or twelve hours."
5. "I want a plaster that will be plastic when mixed after as long as a year in storage; a plaster that saves the mechanic's arm."
6. "I want a plaster that sets from the lath out, that gives me time to straighten, darby and work the surface."
7. "I want a plaster that sets even, not spotty, that holds long enough to let me go over it thoroughly, and once it starts to set, sets in a hurry."
8. "I want a plaster that is as near troubleproof as possible—the same with this sand as with the next, the same in this town and the next."
9. "I want a plaster that produces better finished work because it gives the plasterer an opportunity to do better work."
10. "I want a plaster that raises the standard of plastering work, because I know that plaster properly used always has been and still is the best interior finish made."

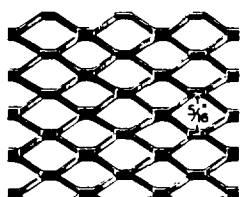
With the latest improvements in Red Top Cement Plaster the variation in setting time has been reduced to a negligible feature through the entire range of recommended sand content—from two parts for scratch coat on metal lath to three parts for scratch coat over brick and tile. This uniform setting time is coupled with improved plasticity and improved keeping qualities to provide the plasterer with the most dependable plaster to be had.

The uniformity of Red Top is rigidly controlled by repeated chemical and physical tests and by effective inspection at every stage of manufacture. The plasterer can get better results easier than ever before because he can depend on Red Top.

All USG plasters are clearly identified for your protection. To be sure of these advantages, insist on Red Top Plaster on your next job.

UNITED STATES GYPSUM COMPANY
300 WEST ADAMS STREET : : : CHICAGO

When You Need Metal Lath Consider These Products

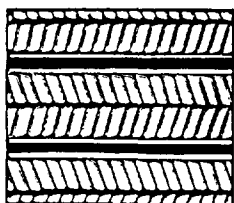


RED TOP (JUNIOR) DIAMOND MESH

Provides a level surface, quick coverage, and uniformly perfect keying without plaster waste. The rigid sheets are easy to erect.

RED TOP 1/8" Z-RIB LATH

The narrow "Z" ribs of this distinctive type of flat rib lath give extra rigidity and hold the wet plaster in place.



The Complete Line of USG LATHING and PLASTERING MATERIALS

BASE COAT PLASTERS

Red Top Cement Plaster
Red Top Wood Fiber Plaster Red Top Sanded Plaster
Bondcrete—For Plastering Over Concrete

PLASTER FINISHES

Red Top Gauging Plaster USG Moulding and Art Plasters
Red Top Trowel Finishes Red Top Float Finishes
Red Top Keene's Cement Oriental Colored Finishes
Oriental Colored Exterior Stucco

PLASTER BASES

Rocklath, The Fireproof Lath
Perforated Rocklath, With Mechanical Key
Insulating Rocklath, For Added Insulation
Weatherwood Insulating Lath Red Top Metal Lath
Red Top Metal Lath Accessories

LIME PRODUCTS

USG Hydrated Finishing Limes USG Finishing Quicklimes
USG Masons Hydrated Limes USG Masons Quicklimes