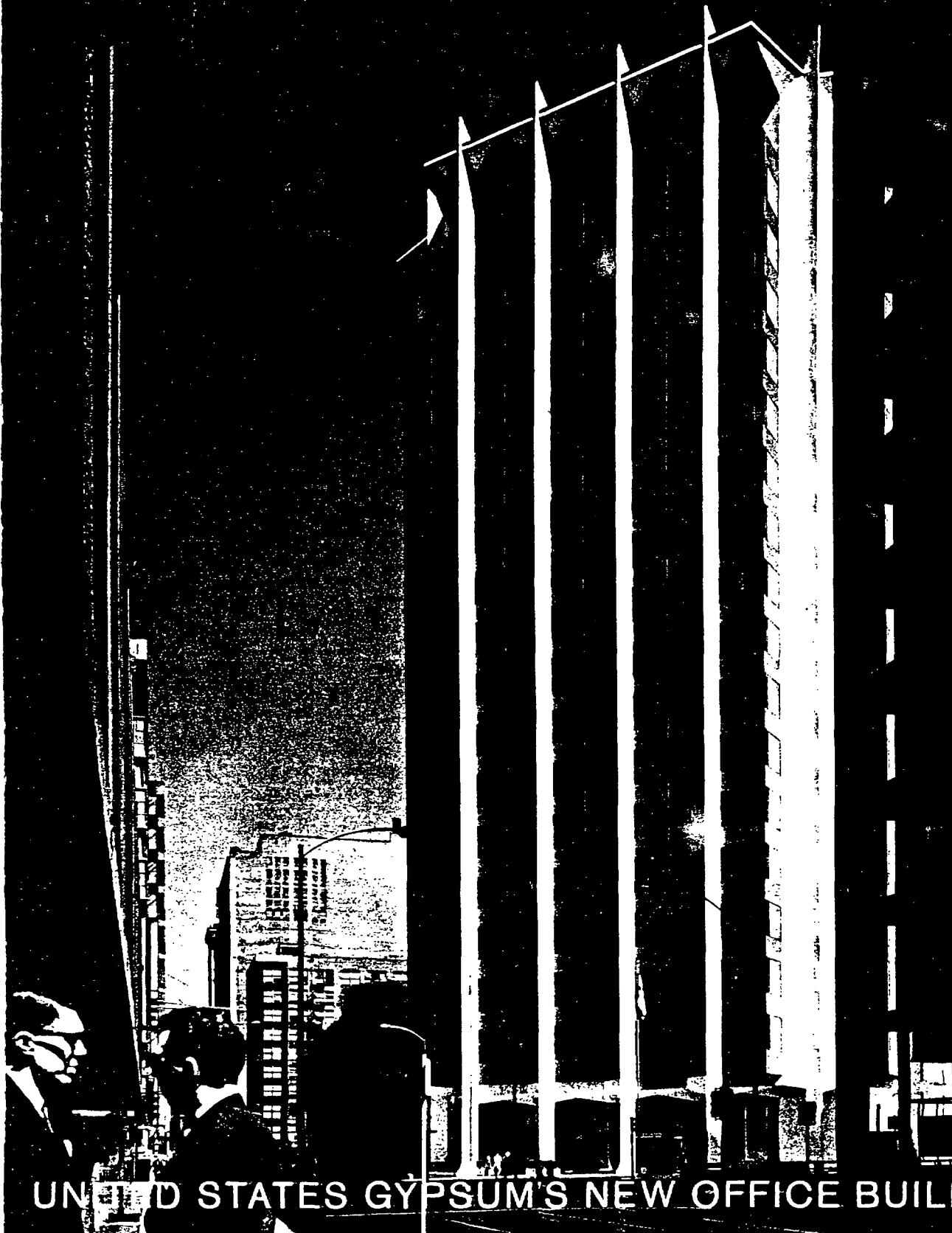


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USG-935

RED TOPICS



UNITED STATES GYPSUM'S NEW OFFICE BUILDING

BB011 0386

RED TOPICS MAGAZINE

treating subjects
vital to lathing and plastering

a UNITED STATES GYPSUM publication
101 S. Wacker Dr., Chicago, Ill., 60606

GEORGE E. HARPER, Editor
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Photographs in this issue by Hedrich-Blessing, Chicago; Caulfield & Shook, Louisville, staff

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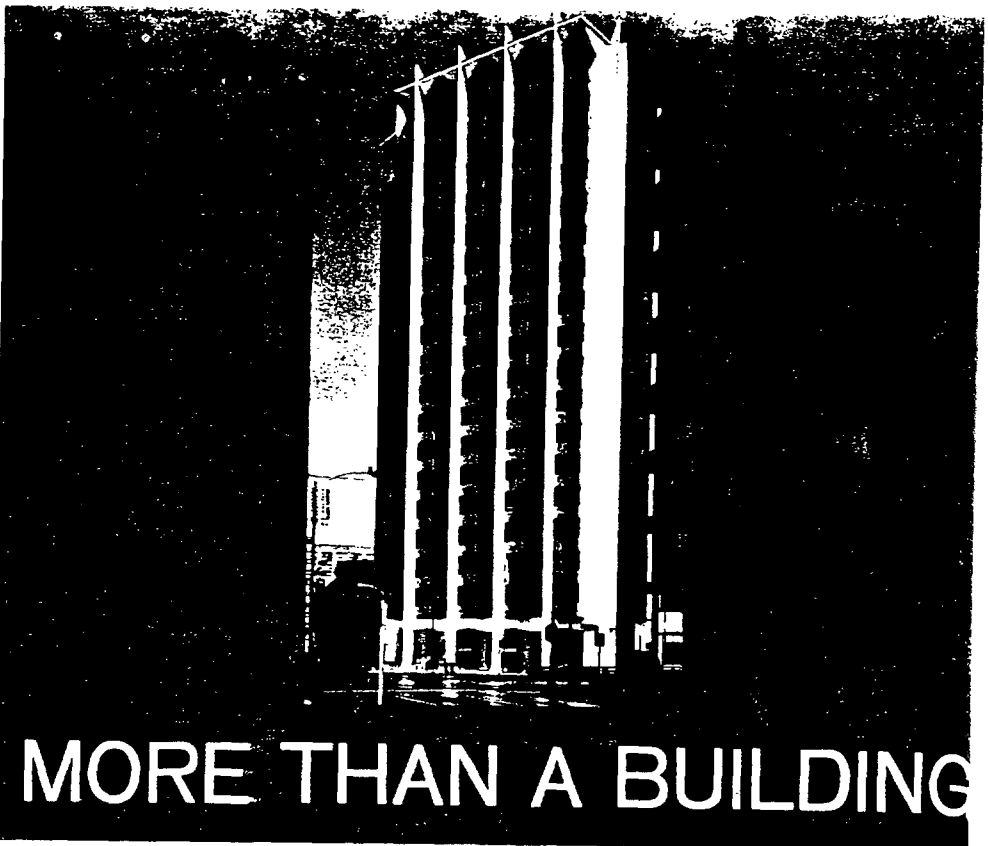
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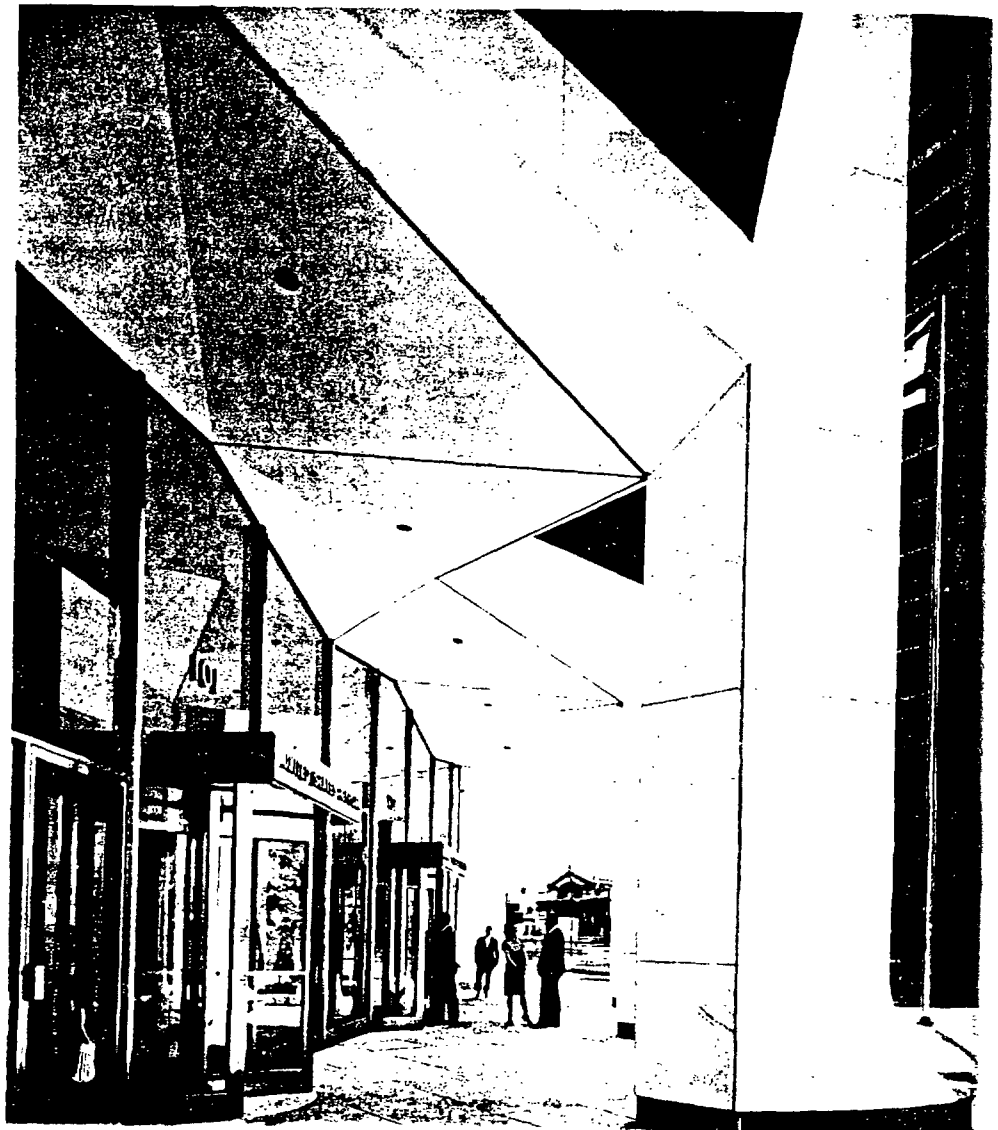
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MORE THAN A BUILDING



BB011 0387

GOOD FOOD IS ENJOYED in quiet, attractive cafeteria. Dropped ceiling and light cove formed by difference in levels are AUDICORE acoustical plaster.



U.S.G.'s new home office building is latest addition to Chicago's dramatic skyline



THE STORY OF GYPSUM is told in HYDROCAL gypsum cement by internationally-renowned Sculptor Edgar Miller. Sculpture is decorative highlight in main lobby.

◀ MARBLE, PLASTER, GLASS AND STEEL form geometric patterns at entrance to U.S.G. building.

Through the years, United States Gypsum Company has attempted to offer more than the building products it manufactures and sells. It has sought to be a service company, providing assistance in whatever way possible.

In building a new home office building in Chicago, then, it was only natural that the structure should be more than just another building. It was planned to be a contribution—to the city of Chicago and to the building industry.

In a city known for architectural leadership, U.S.G. sought a break from the steel-and-glass box design of the last decade. It wanted to introduce a new, softer concept in office building design. To help achieve this high aim, the noted architectural firm of Perkins & Will was engaged.

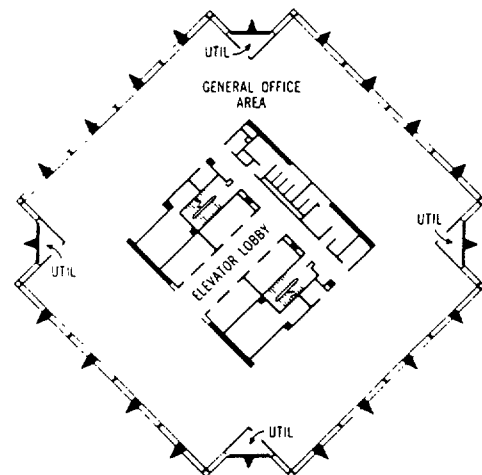
The completed structure is a dramatic, exciting fulfillment of its creators' goal. Situated at 45 degrees to the usual 90 degree grid of the city, the building provides maximum benefit of air and light to its occupants and its neighbors, and transforms what could have been just another traffic intersection into a place pleasant to be in as well as to pass by.

From the spacious sidewalk plaza, prominent marble columns soar 17 stories to a penthouse that encloses heating, air

continued



CENTRAL CORE, housing high-speed elevators and building services, was fireproofed with PYROBAR gypsum tile (above), plastered and covered with different colors of vinyl fabric on alternate floors (at right). Floors and beams were fireproofed with FIRECODE "V".



TYPICAL FLOOR PLAN, at 45° angle to the compass and the site, has a central core which houses stairwells, elevators and mechanical services. Unique design provides eight corner offices per floor.



MORE THAN A BUILDING *continued*

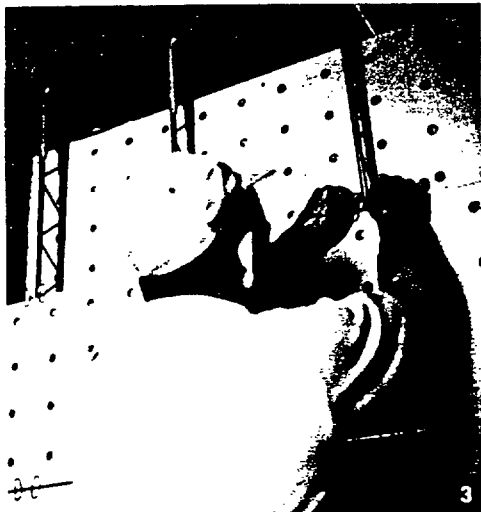
conditioning and service facilities. Black slate spandrels cover the areas between glass-enclosed floors. A basement and sub-basement house a meeting room, an employees' cafeteria, library, mail room, central files and printing department. All of the tastefully decorated offices are column free and designed for maximum use of space.

The new U.S.G. building takes its place in the richly-endowed atmosphere of the nation's finest buildings.

ARCHITECT: PERKINS & WILL
GENERAL CONTRACTOR: A. L. JACKSON
DESIGNER OF INTERIORS: MARIA BERGSON



TWO CONTRASTING TEXTURES OF PLASTER decorate executive reception area. Elevator corridor (foreground) has heavy-sand texture plaster on walls and AUDICOTE acoustical plaster on ceiling while reception ceiling is smooth.



LITTLE THINGS ADD UP TO...

HIGH-CLASS PLASTERING ON LOW-COST HOUSING

Quality work on a production basis is the constant aim of Manganaro Brothers, Malden, Mass., plastering contractors. The brothers, young men with some good, old-fashioned ideas about quality workmanship, have recently launched into large commercial work. Over the years they have been in business, mostly residential, they have continually

1. IN LOW RENTAL APARTMENTS, Springfield, Mass., economy begins at mixer. Overhead water box eliminates mess and lost time of conventional hose. Lime and gauging are mixed at machine for precise proportioning.

2, 3. TIME-SAVING TRUSSTEEL studs, a premium product for a low-cost job, speed erection of corridor and party walls. Perforated ROCKLATH plaster base is then clipped to studs.

4. SPRAY APPLICATION of basecoats speeds job, reduces labor costs. Three Challenge machines (one for plaster, one for lime, one stand-by) pump plaster on job.

JOHN MANGANARO, president of quality-conscious plastering firm.



BB011 0390



FAST CLEANOUT is another cost-cutter. Plaster and lime hoses, spotted in opposite ends of building, are connected by hose on floor being worked. Sponges go in one end of building at ground level, are washed out on ground at other. No hoses need to be pulled to upper levels for clean-out. Foreman Leo Manganaro (right) explains advantages to U.S.G. salesman Bill Sawin. Standpipes inside eliminate winter freeze-ups. Plaster was pumped up to 300 ft. in eight-story building.

HIGH-CLASS PLASTERING *continued*

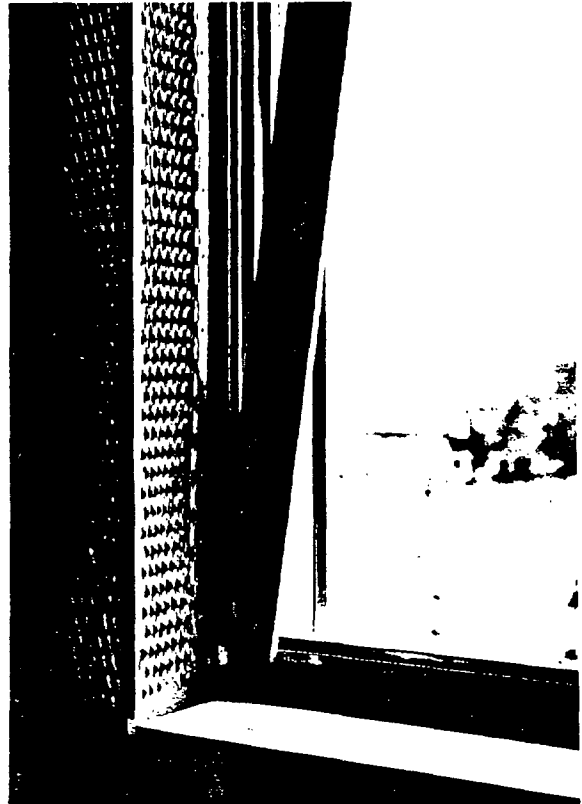
sharpened their craftsmanship with little tricks of the trade that give them a bidding advantage when better jobs come along.

A recent job, low-rent apartments for the Springfield Housing Commission, demonstrated how many of these touches of quality workmanship can go into even a tightly-bid public housing project. The little things pictured here and on page 5 count up to some high-class "production" plastering.

CHASE WALLS are constructed of USG metal lath attached to channel iron for easy installation of plumbing and electrical service lines.



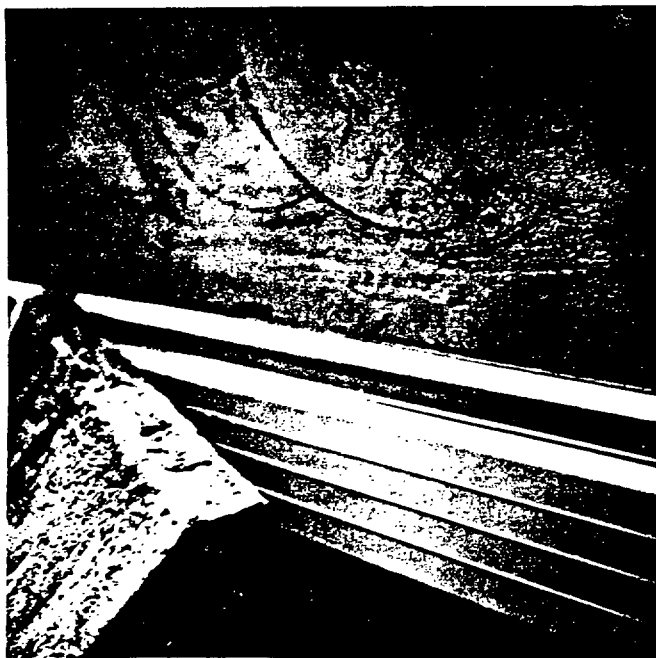
POSITIVE ALIGNMENT of plaster stop is assured by 1/4-in. hard-board strip. Also, polyethylene masked to strip eliminates need for cleaning window frames and runners.



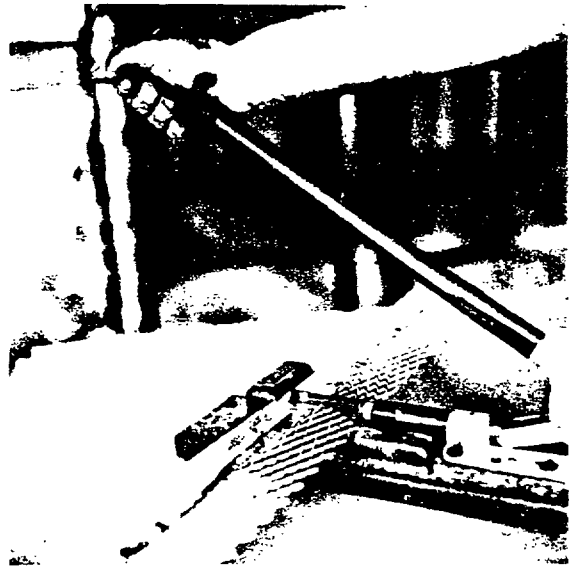
MANGANARO USES STRUCTO-GAUGE plaster, another premium product, for harder finish and better job, even on low-rental housing project.



CLEAN-UP TIME is all the time. Easily made metal pans protect baseboard units from plaster droppings. And plaster is cleaned from floors when wet—after every coat—not scraped up after it's hard. Significant time savings and cleaner working conditions are results.



LATHING CONTRACTOR: JOSEPH SWEENEY CO.
ARCHITECT: CASLO ASSOCIATES
GENERAL CONTRACTOR: JOSEPH RUGO



METAL TRIM MITERING tool, invention of Lathing Foreman Paul MacMillan (left, in top photo), notches trim with a swing of handle (center) for perfect fit (bottom).

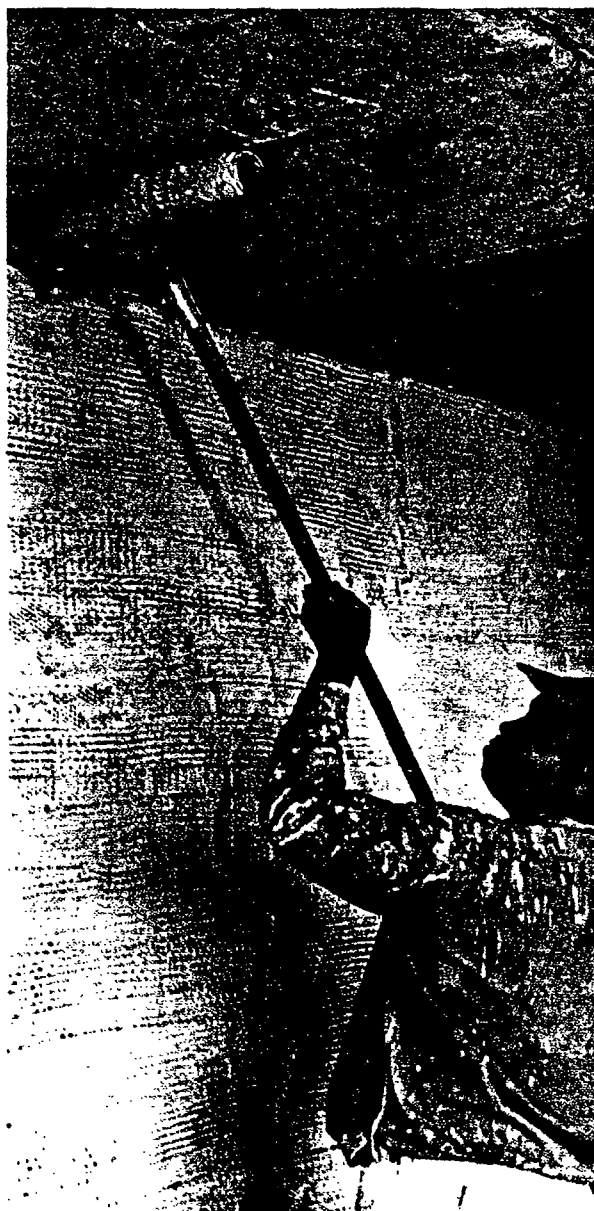
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two new teammates*
to win you more
of the concrete ceiling market

* RED TOP plaster bond

directly bonds gypsum plaster or gauged lime putty to interior monolithic concrete ceilings, walls, beams, columns and soffits (see photo).

RED TOP plaster bond, a liquid bonding agent, effectively bonds plaster to cured concrete surfaces—provides 10 to 20 times greater bonding strength than gypsum plaster applied directly to concrete.



* RED TOP concrete finish

helps you capture new profit opportunities in economically finished concrete ceilings—with a decorative plaster finish for monolithic surfaces which have been treated with RED TOP concrete bond. A trowel coat easily levels concrete form irregularities . . . a spray coat gives a distinctive simulated acoustical finish that requires no further decoration. Consider these advantages:

- Highly plastic
- Covers 400-600 sq. yd. per ton
- Fills surface imperfections
- Easily hoisted by pump
- Requires minimum grinding of concrete

If you've been relying on other concrete finishes, look at the results . . . and the profits . . . you can expect with these two new products from United States Gypsum.

See your local U.S.G. sales representative or write:
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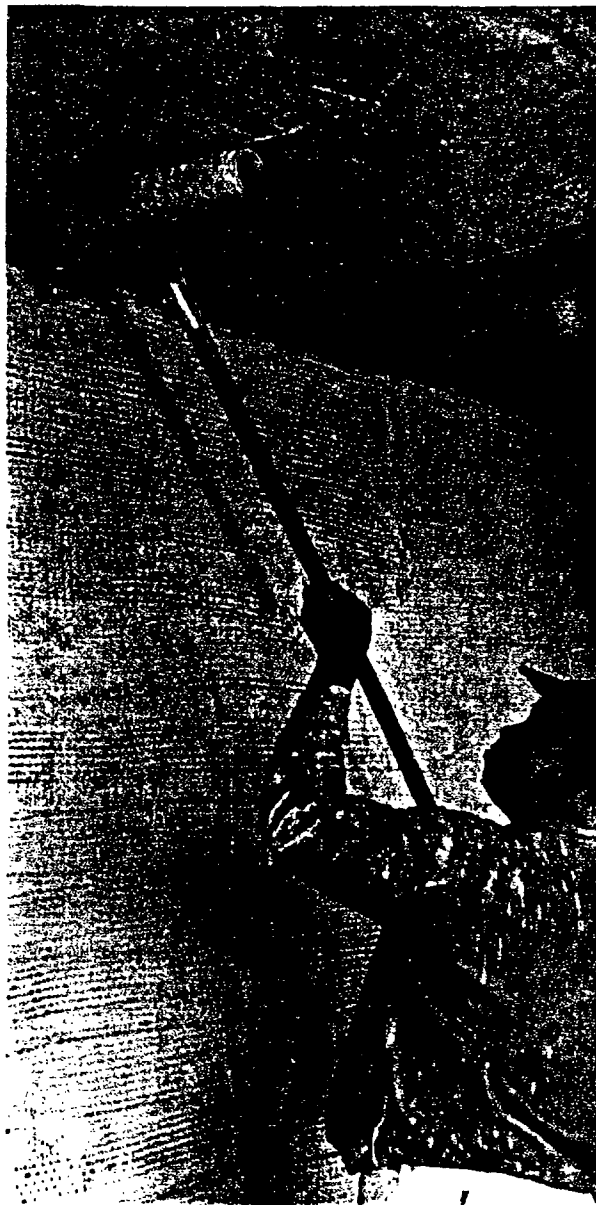
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