

"Thanks, Red... that new COVER COAT brought me..."



5,000 YARDS OF PROFITABLE PLASTERING!"

"Remember the day you dropped the hint on using new COVER COAT plaster over smooth, unpainted concrete?" asked Tom Schultz, the plastering contractor. "Well, that was the day I got the contract for all but the ceilings of the new Delux Apartments—that 6 floor apartment job of poured concrete." "Yes," I replied. "I told you about the smooth, unbroken finish of COVER COAT—how economical, no basecoat needed." "And," Tom filled in, "how it takes any decoration. Well, listen..."



"I was content with my contract for plastering party walls over PYROBAR® Tile, and with interior partitions of 2" Solid ROCKLATH® and plaster. With ceilings of smooth poured concrete, the general contractor had decided to buff the joints and spackle and paint the ceilings."



"But when you told me about this new bonding-finishing plaster, I was over talking to that general contractor faster'n you can say 'COVER COAT'. Sure, I sold him—and added 5,000 profitable yards of ceiling plastering to my contract."



I asked Tom: "Did COVER COAT work out as I said—mix quickly and easily, no gauging or special mixing?" "Like a charm," Tom answered, "and plasterers like it, because it's easy working and applies in two coats—leveling and finishing with only 1/8" total thickness... finishes much like a lime putty finish coat. And 350-550 yards per ton coverage—I like that."

Let COVER COAT widen your field for plastering profit. It's adaptable, economical. Eliminates buffing and spackling or bond plaster and white coat finish. COVER COAT Bonder will be included with shipments of COVER COAT; it is the bonding agent and must be used as part of the system. Write me for the complete COVER COAT story!

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

Red Topper

YOUR U.S.G. SALESMAN



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint



5H100 1179

"Red, I might have been a Dead Duck... if you hadn't come along"



Here's another example of Unit Responsibility—showing how the big family of U.S.G. materials can work together for over-all job quality. From outside to inside, it's U.S.G.—ORIENTAL* Stucco Exterior Finish, U.S.G. Stucco Mesh, U.S.G.* Sheathing, RED TOP* Insulating Wool; ROCKLATH* Plaster Base, RED TOP Base Coat Plaster and Finishing Plaster. Even the interior wall finish will be TEXOLITE* DURAVAL Paint. No question where responsibility for plastering materials falls in this unit. That goes for all U.S.G. products too!

BILL KING, plastering contractor on this new hospital, took me aside as the dedication ceremony got under way. "Yes," Bill insisted, "I sure would have been a dead duck if anything had gone wrong on this job. And something you said a long while ago about *unit responsibility* put me on the right track.

"Seems to me I just suggested that you use *only* U.S.G. plastering materials, and follow directions carefully," I replied.

"That's right," said Bill. "And knowing that I had *one* reliable company standing behind their materials—with no question of where product responsibility started and stopped—sure took a load off my mind. What's more, the combination of U.S.G. quality control, good service, your expert guidance, and the best workmanship we knew how to deliver brought us through with flying colors. I'm sold on U.S.G.'s unit responsibility—and you can quote me on that."

"Okay, Bill," I said, "I will." (And as you can see, that's just what I've done!)

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

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