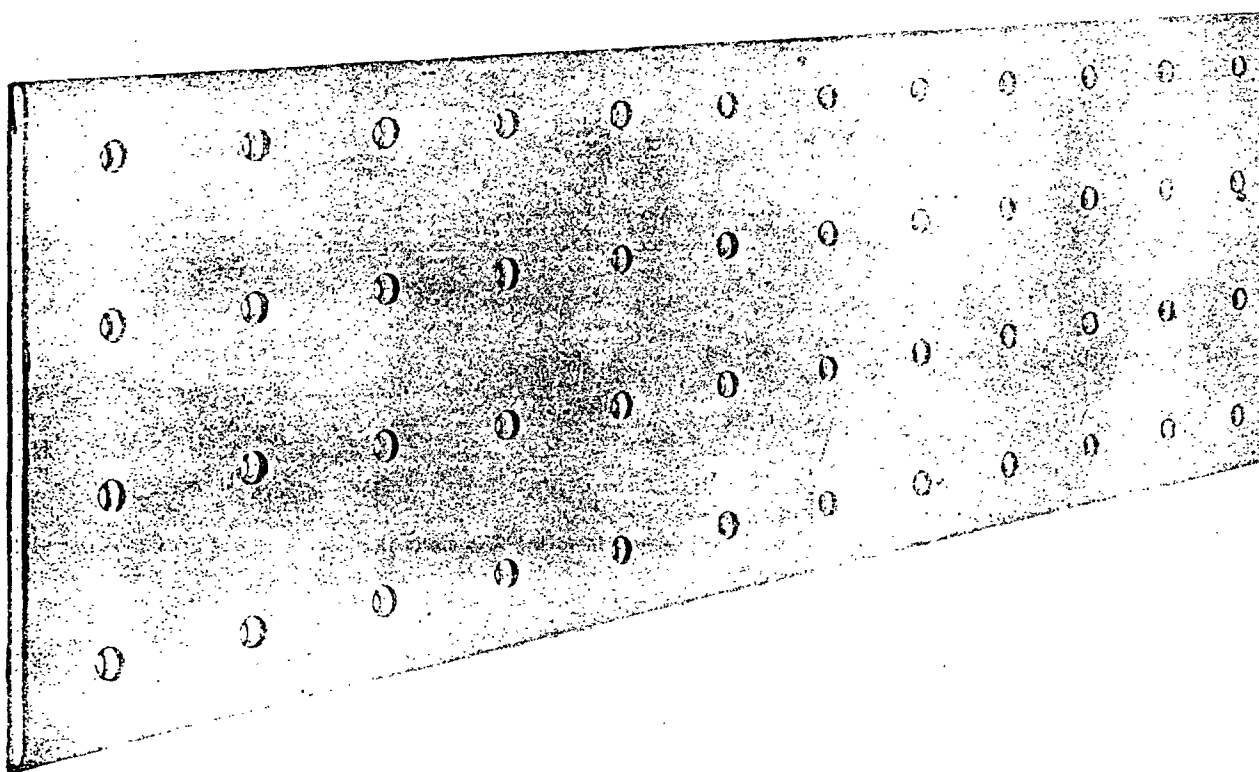


PLAINTIFF'S EXHIBIT

USG-781



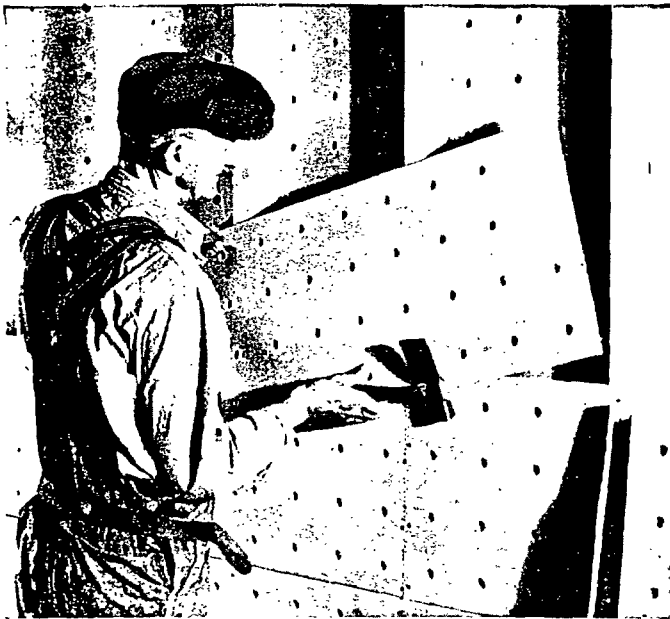
BB016 2177

Build More Fire-Safe, Stronger Walls and Ceilings with

PERFORATED ROCKLATH

THE FIREPROOF LATH

A PRODUCT OF UNITED STATES GYPSUM COMPANY



PERFORATED ROCKLATH Meets Today's Need for a Fireproof, Strong Plaster Base

When you think of walls and ceilings for a new building, you no doubt think first of a decorated surface; you think in terms of the effect of the finished, decorated surface on the eye. And in so thinking you are right; for the part of any interior that is seen most, that more than any other single feature makes interiors attractive, is the wall and ceiling area.

How important it is, then, that the materials over which the decoration is to be applied be carefully considered. For it is upon the quality of these materials—upon the quality of the interior finish—that the effectiveness of the decoration greatly depends.

So in selecting the interior finish over which decoration is applied, check these features: 1. Will it provide hard and lasting surface that will allow decoration (that may well cost as much or more than the interior finish) to be permanently attractive? 2. Will it give the building added strength and help keep the finished wall free of blemishes? 3. Is it fireproof, will it help protect the building and its occupants from fire?

Is its cost in line with the cost of materials ordinarily used?

These you may think are rigid specifications. They are rigid specifications. But they are specifications that are met in every respect by an interior finish of Perforated Rocklath® and Red Top® Plaster.

Perforated Rocklath is a gypsum

plaster base made by encasing a core of gypsum between two sheets of stout fibrous material. It is five-sixteenths inch thick, comes in pieces 16 inches wide and 48 inches long. In each sheet perforations one-half inch in diameter spaced four inches apart are made.

The photographs at the head of this page illustrate how simple is the erection of a Perforated Rocklath-Red Top Plaster wall. The lath is applied with ordinary tools over framing; plaster is applied with unusual ease over the lath.

When plaster is applied over Perforated Rocklath it bonds to the lath with a double grip—first, the grip of plaster to the surface of the lath (twice the grip of plaster to the average lath); then the grip of the "mechanical" keys formed as plaster is forced through the perforations. The result is a wall that meets the specifications set up for the ideal interior finish.



*Perforated Rocklath and Red Top Plaster
provide beautiful, permanent walls*

The finish is first of all an excellent base for decoration—smooth, hard, highly resistant to cracking. It is a finish that adds greatly to the rigidity of the building. It is a finish that has superior resistance to fire—for it consists of almost an inch of solid, non-combustible gypsum. And considering its many added advantages, the cost of this interior finish is unbelievably low; so low that a Perforated Rocklath-Red Top Plaster finish actually costs little if any more than a finish of old-fashioned, less satisfactory materials.

BB016 2178

These Are Features That Make Perforated Rocklath the Preferred Base for Plaster



EASILY, QUICKLY APPLIED

Perforated Rocklath is economical to use because it goes on quickly. It comes in 16 by 48-inch pieces that fit standard framing and are nailed directly to joists and studding.

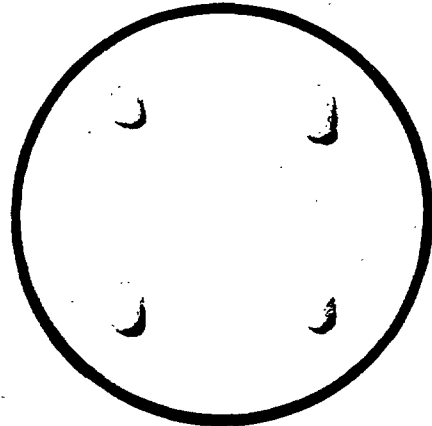
Perforated Rocklath is handled with exceptional ease, can be "scored" with a hatchet and broken, as shown in the illustration.

It is shipped in bundles—seven lath to the package—that protect edges and surfaces from mill to job.



EASY TO PLASTER OVER

Plasterers everywhere like Perforated Rocklath because it gives them a better base to plaster over. The perforations "take hold" of the plaster, literally "slice" it from the trowel. Because it makes the plasterer's job easier, he is more able to produce a fine, craftsmanlike job. And he likes Perforated Rocklath too because it enables him to give the owner a stronger, more fire-resistant wall, suitable for any decoration.



STRONG BOND FOR PLASTER

This illustration is a photographic "close-up" of the back side of a section of Perforated Rocklath plastered with Red Top Plaster. Notice how plaster forms "mechanical" keys when forced through the perforations. And remember that this "mechanical" keying is in addition to the already strong grip of plaster to the surface of Perforated Rocklath itself—proved in tests to be greater than for any other type of lath.

Greater Protection From Fire Because Perforated Rocklath Is Incombustible



If Perforated Rocklath were not superior in other respects—strength, permanence, grip for plaster—the one fact that would still argue for its use in buildings is its unequalled resistance to fire. Think of the millions of dollars worth of property destroyed every year by fire, of the thousands of lives fire snuffs out every year. Is not this sufficient reason for more fire-safe construction—for the Perforated Rocklath-Red Top Plaster wall that has been proved to have extraordinary resistance to fire?

To demonstrate this resistance to

fire, tests were conducted at the Bureau of Standards. At the conclusion of the tests, a Perforated Rocklath partition three-eighths inch thick when plastered with one-half inch of gypsum plaster, was shown to have qualified for a one-hour fire rating—a preferred fire rating.

This superior resistance to fire means that in case of fire, fire-fighting equipment has more time to get on the job; it helps confine fire to rooms of origin; helps protect not only the building, not only furnishings and furniture, but also life.



USG PLASTER AND LIME PRODUCTS FOR EVERY PLASTERING NEED

Included in the complete line of plaster products that the United States Gypsum Company makes are plaster and lime materials to meet practically every plastering need. All these products are made in modern, well-equipped plants, under the expert supervision of men with years of experience in guiding the manufacture of materials for building. Here is a listing of USG plaster and lime products:

CEMENT PLASTER
WOOD FIBER PLASTER
SANDED PLASTER
BONDCRETE
GAUGING PLASTER
MOULDING PLASTER
TROWEL FINISH PLASTER
FLOAT FINISH PLASTER
KEENE'S CEMENT
ORIENTAL INTERIOR
COLORED FINISH PLASTER
ORIENTAL EXTERIOR COLORED STUCCO

THESE ARE WELL-KNOWN BRANDS OF USG FINISHING LIMES:

IVORY HYDRATED FINISHING LIME
GRAND PRIZE
HYDRATED FINISHING LIME
RED TOP HYDRATED FINISHING LIME

For Strong, Permanent Walls and Ceilings Use Red Top Plaster Over Perforated Rocklath

First need in getting a lath and plaster wall that will give long, satisfactory service and provide a good base for decoration is good lath. Perforated Rocklath fills that need. Second need is a high quality plaster. Red Top Plaster fills that need.

For more than thirty years, Red Top Plaster has been the standard of gypsum plastering materials. Its quality and strength have been tested in laboratories and on many thousands of jobs. Recent improvements are so significant that you can't afford to overlook them when selecting the brand of plaster you intend to use.

More uniform setting time, greater plasticity, better working qualities, and better keeping qualities are among the important improvements. These improvements are important because they make possible better plastering work and encourage a higher standard of plastering than was ever before possible.

Good lath—Perforated Rocklath, plastered by competent workmen with good plaster—Red Top Plaster—these are the requisites of good walls and ceilings. Insist on them for your next plaster job.

Use USG Finishing Lime For Finish Coat

Standard plastering practice for lath and plaster walls is to apply two coats of gypsum plaster topped with a finish coat. For this finish coat, USG Finishing Lime gauged with Red Top Gauging Plaster is ideal, producing a smooth, hard, white finish suitable for any decoration.



UNITED STATES GYPSUM COMPANY