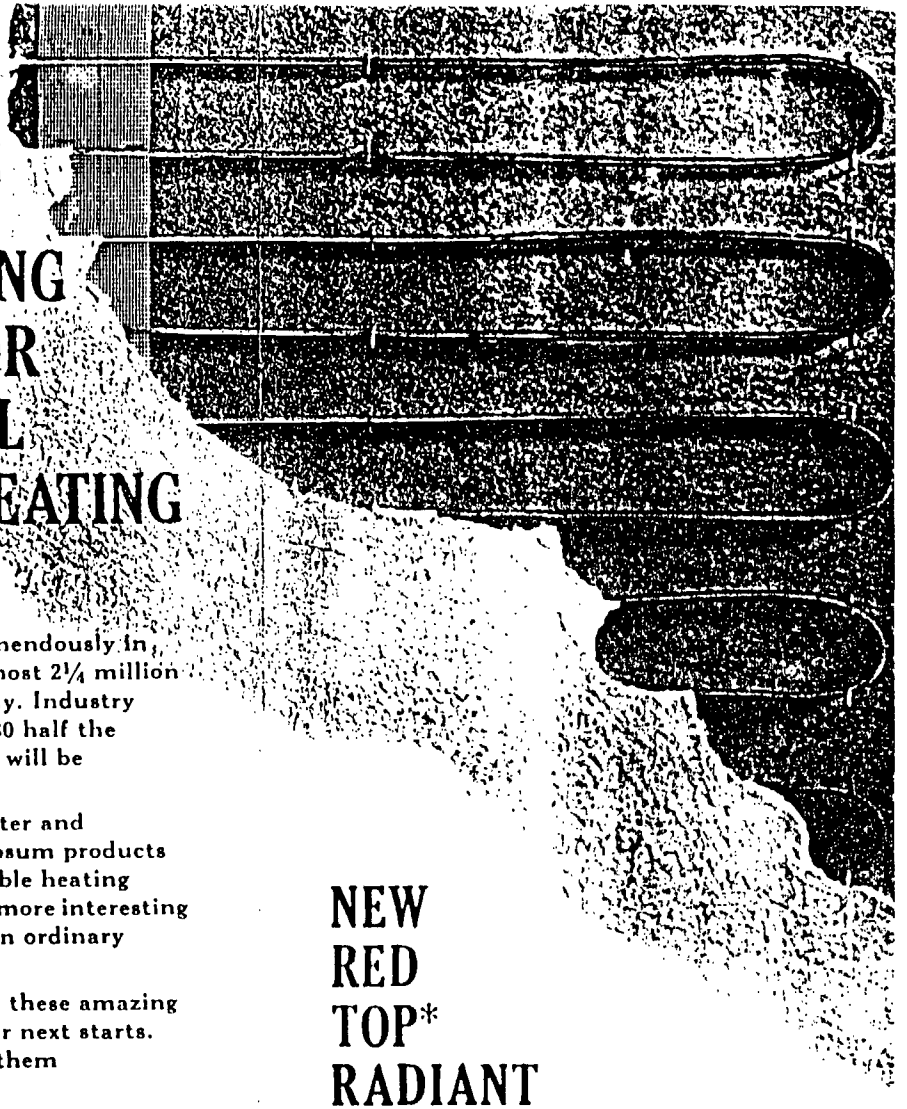
PLAINTIFF'S EXHIBIT
USG-775

SPECIFICALLY FORMULATED FOR CEILING CABLE ELECTRIC HEAT!

CUTS CALL-BACKS!

These new U.S.G. products go up easily. No special skills are needed.

CASH IN ON THE BRIGHT AND GROWING MARKET FOR RESIDENTIAL ELECTRIC HEATING



This market has grown tremendously in the last 10 years. Today, almost 2¼ million homes are heated electrically. Industry leaders estimate that by 1980 half the homes in the United States will be heated by electricity.

RED TOP Radiant Heat Plaster and Plasterbase are the only gypsum products designed to make ceiling cable heating virtually trouble-free. Even more interesting—all this costs no more than ordinary installations.

We strongly urge you to use these amazing new U.S.G. products in your next starts. We believe you'll stay with them for a long time.

NEW RED TOP* RADIANT HEAT PLASTER AND PLASTERBASE

THE ONLY GYPSUM PRODUCTS SPECIFICALLY FORMULATED FOR CEILING CABLE HEAT

UNITED STATES GYPSUM
THE GREATEST NAME IN BUILDING

P-353. USG. Rev. 4/65 Printed in U.S.A.

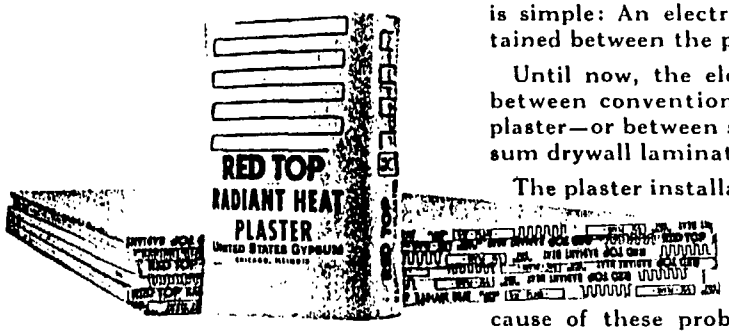
*T.M. Reg. U.S. Pat. Off.

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RED TOP RADIANT HEAT PLASTER AND PLASTERBASE

STOP HEAT-CRACK!





These U.S.G. products are amazing improvements over conventional plaster or laminated drywall ceiling heat installations. The principle is simple: An electric resistance cable is contained between the plaster base and plaster.

Until now, the electric cable was contained between conventional lath and conventional plaster—or between sheets of conventional gypsum drywall laminated together.

The plaster installation tended to develop unsightly cracking at the unreinforced lath joints. Drywall installations tended to delaminate. The cause of these problems is that conventional gypsum deteriorates in strength when exposed to the temperatures that the cable reaches in order to heat a room. For this reason the Gypsum Association states in their specification: the temperature of the heating element in contact with plaster should not exceed 125° F.

With conventional cable used (2.75 watts per lineal foot) the temperature reaches as high as 140° F. With the RED TOP Radiant Heat Plaster and Plasterbase, no temperature limitations exist when used with 2.75 or lower watt-per-lineal foot cable, providing the watt-density of the installed cable does not exceed 25 watts-per-square-foot (a minimum cable spacing of 1.5 inches on centers as specified by the National Electric Code, 422-52 b). This—with fewer and stronger plaster base joints—means a housetime of virtually trouble-free operation.

EASY TO INSTALL

1. RED TOP Radiant Heat Plasterbase is nailed to wood joists. Available in 4′ widths and up to 14′ lengths. Goes up fast. Next, joints are covered with staple-applied 2½″ glass fiber tape.

2. The cable is stapled in a conventional manner. Cables can now go in any direction, in any pattern, for any distance. No need to keep the cable clear of ceiling joints. No danger of finish nails penetrating the cable as can happen with ordinary laminated drywall installations.

3. The cable is completely embedded with a 3/16″ fill coat of RED TOP Radiant Heat Plaster.

4. After about one to two hours, a 1/16″ finish coat of RED TOP Radiant Heat Plaster is applied over the fill coat. The result: an attractive ceiling that makes electric cable heat practical.

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