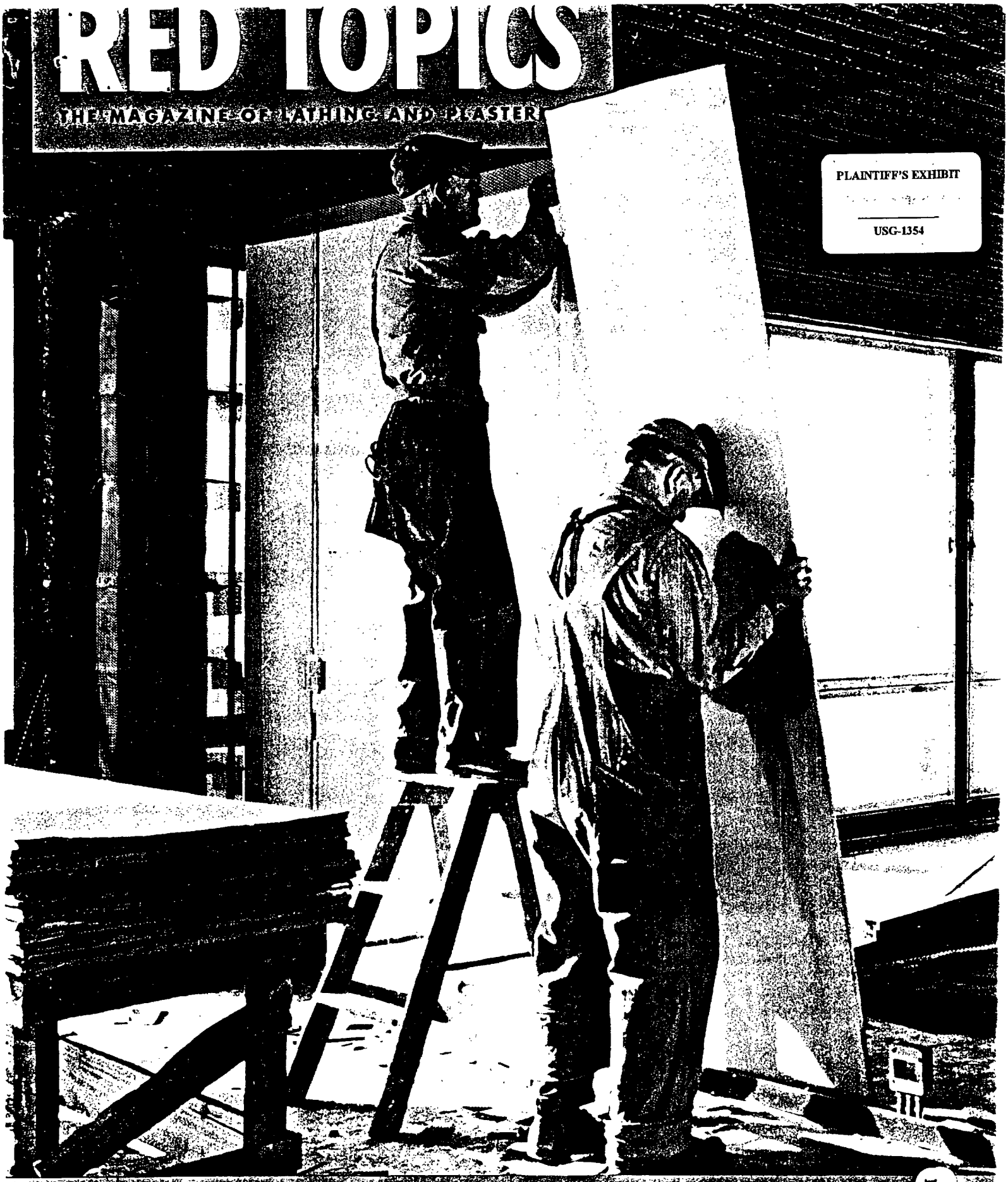
RED TOPICS

THE MAGAZINE OF LATHING AND PLASTER

PLAINTIFF'S EXHIBIT

USG-1354



HOW TO BEAT SHORTAGES

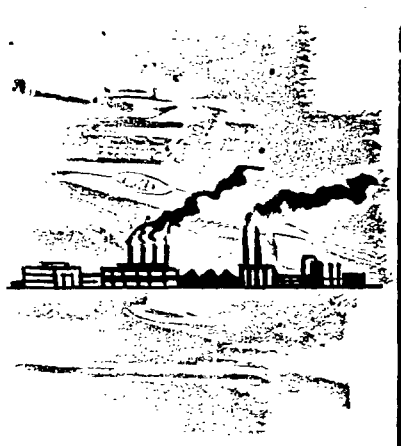
SEE PAGES 2 & 3

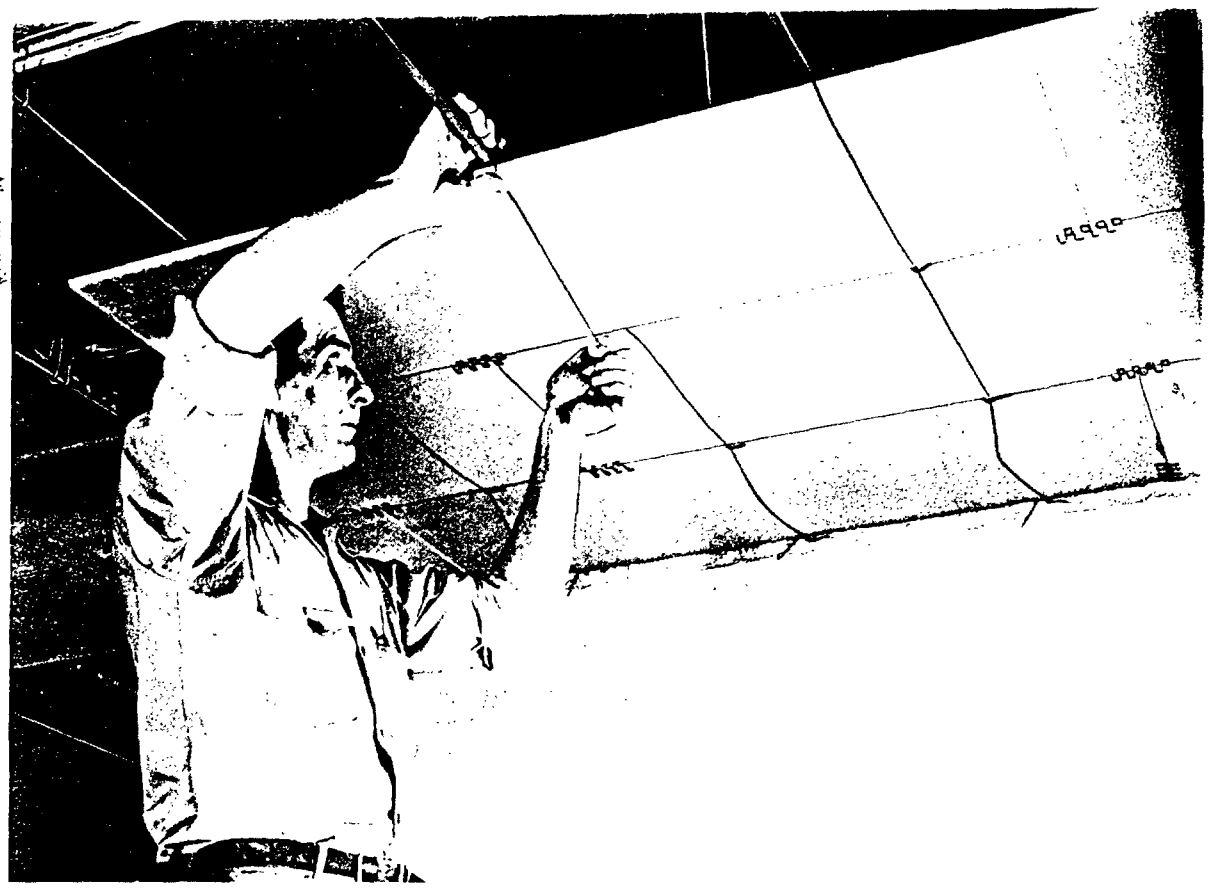
USG 1902 1952 50 YEARS

Issue 1 1952

The Greatest Name in Building

BB018 2092





HOW TO BEAT SHORTAGES



A RECENT National Production Authority "Memorandum on Controlled Materials in Construction" stresses need for conservation of steel and other metals. It provides some guidance to material economy methods which conform to accepted standards of construction.

By directing its limited steel supplies into accessories, which combine with non-critical materials to build economical and durable ceiling and partition assemblies, United States Gypsum Co. is contributing to contractors' and plasterers' ability to do more work with lesser amounts of critical materials.

These gypsum lath and plaster wall and ceiling assemblies, recognized for durability and for their fire and sound resistive ratings, save steel, cut costs.

TWO INCH SOLID ROCKLATH & PLASTER PARTITIONS

Space saving two inch solid partitions are misers of critical materials when built with Long Length ROCKLATH plaster base. With metal ceiling runner and metal or wood base they offer a sturdy partition with a one hour fire rating when plastered with proper proportions of gypsum-sand or gypsum-perlite plaster.

Critical materials savings: approximately 585 lbs. per 100 sq. yds. with wood base, or approximately 455 lbs. with metal base.

RR019 2093

BRACE-TITE ROCKLATH CEILINGS

A rigid and economical suspended ceiling can be achieved with ROCKLATH plaster base fastened to ¾ inch channels with BRACE-TITE clips. Using insulating ROCKLATH plaster base this plaster-saving ceiling gains insulating and vapor barrier properties. With perforated ROCKLATH plaster base and ⅝ inch gypsum-perlite plaster it has a one hour fire rating.

Critical materials saving: approximately 290 lbs. per 100 sq. yds.

BRACE-TITE, ROCKLATH, TRUSSTEEL STUD PARTITION

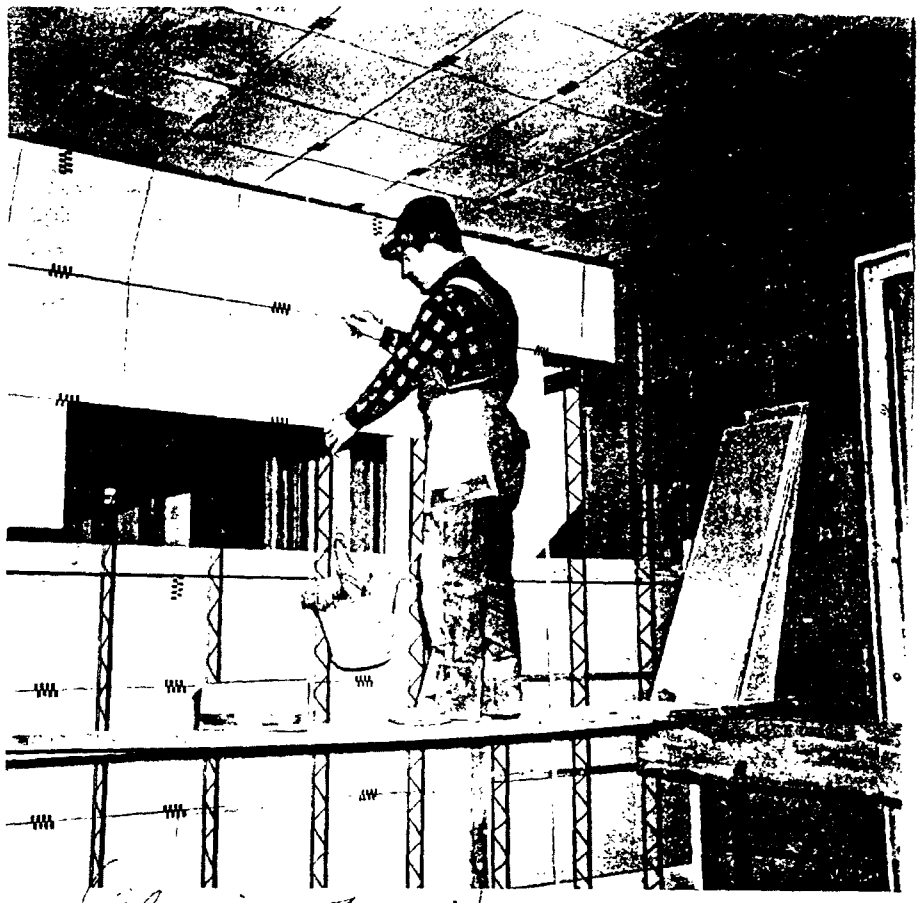
A hollow partition providing room for plumbing and ductwork and offering a one hour fire rating, and over 45 db sound reduction advantage, is also a limited user of critical materials for this type of partition. It consists of TRUSSTEEL studs with plain or perforated ROCKLATH plaster base attached with BRACE-TITE attachment clips.

Critical materials saving: 500 lbs. per 100 sq. yds.

FOUR INCH HOLLOW PARTITIONS

A hollow partition with one hour fire rating and over 45 db sound transmission loss rating can be built with Long Length ROCKLATH plaster base attached to a grid of channel studs spaced vertically no more than 48 inches on center, with horizontal cross channels at a maximum of 36 inch intervals. Two ceiling runners are used and wood or metal base can be employed. The partition is economical in cost and in use of critical materials.

Critical materials saving: 670 to 800 lbs. per 100 sq. yds.



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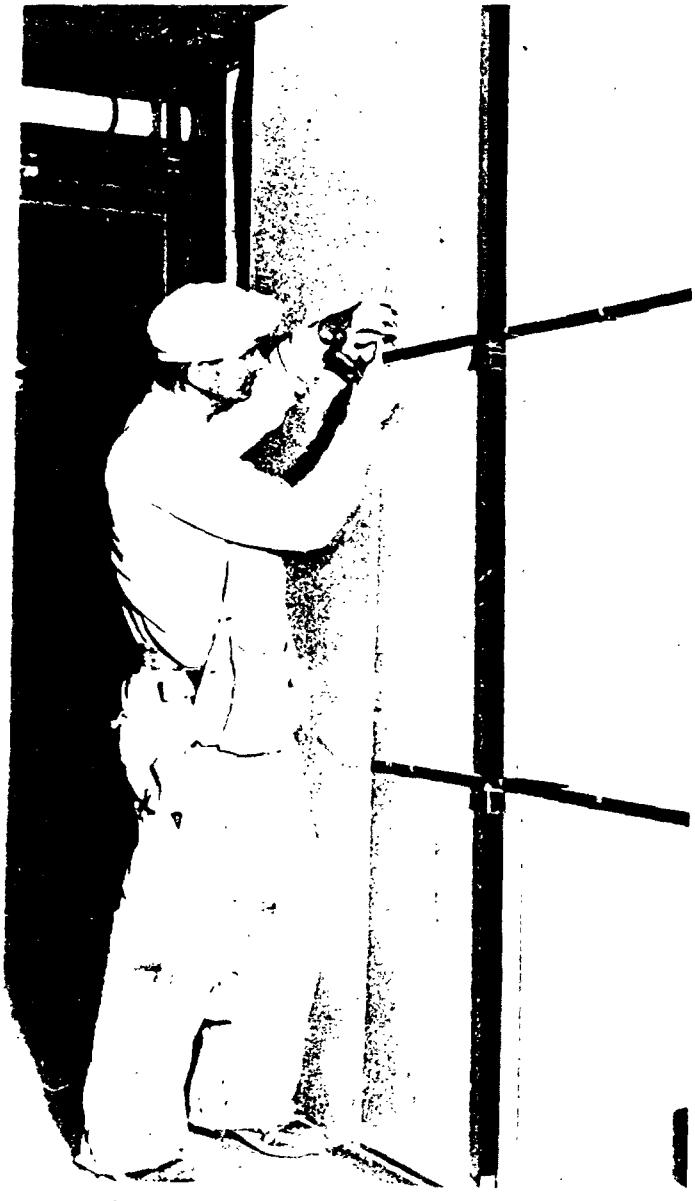
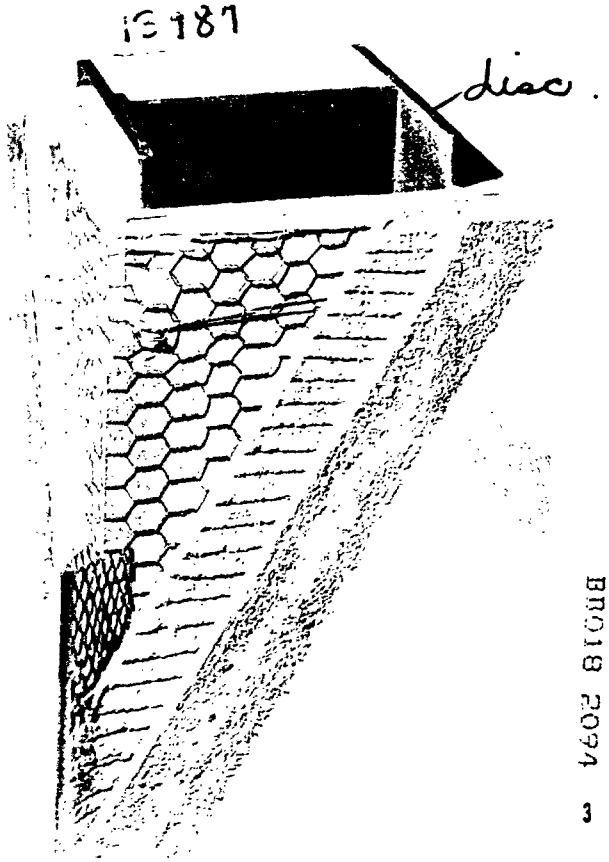


COLUMN FIREPROOFING WITH ROCKLATH & PLASTER

Long Length ½-inch ROCKLATH plaster base, two layers thick, is the heart of a system for achieving a four hour fire rating for steel columns. Lath are placed directly against the column, wrapped with 1 inch, 20 gauge, hexagonal wire mesh and plastered 1½ inch thick with gypsum perlite plaster. Ratings of 1, 1½, 2 or 3 hours may be achieved with less ROCKLATH and/or plaster. No mesh is required for 1, 1½ and 2 hour ratings.

Critical materials saving: approximately 300 to 340 lbs. per 100 sq. yds.



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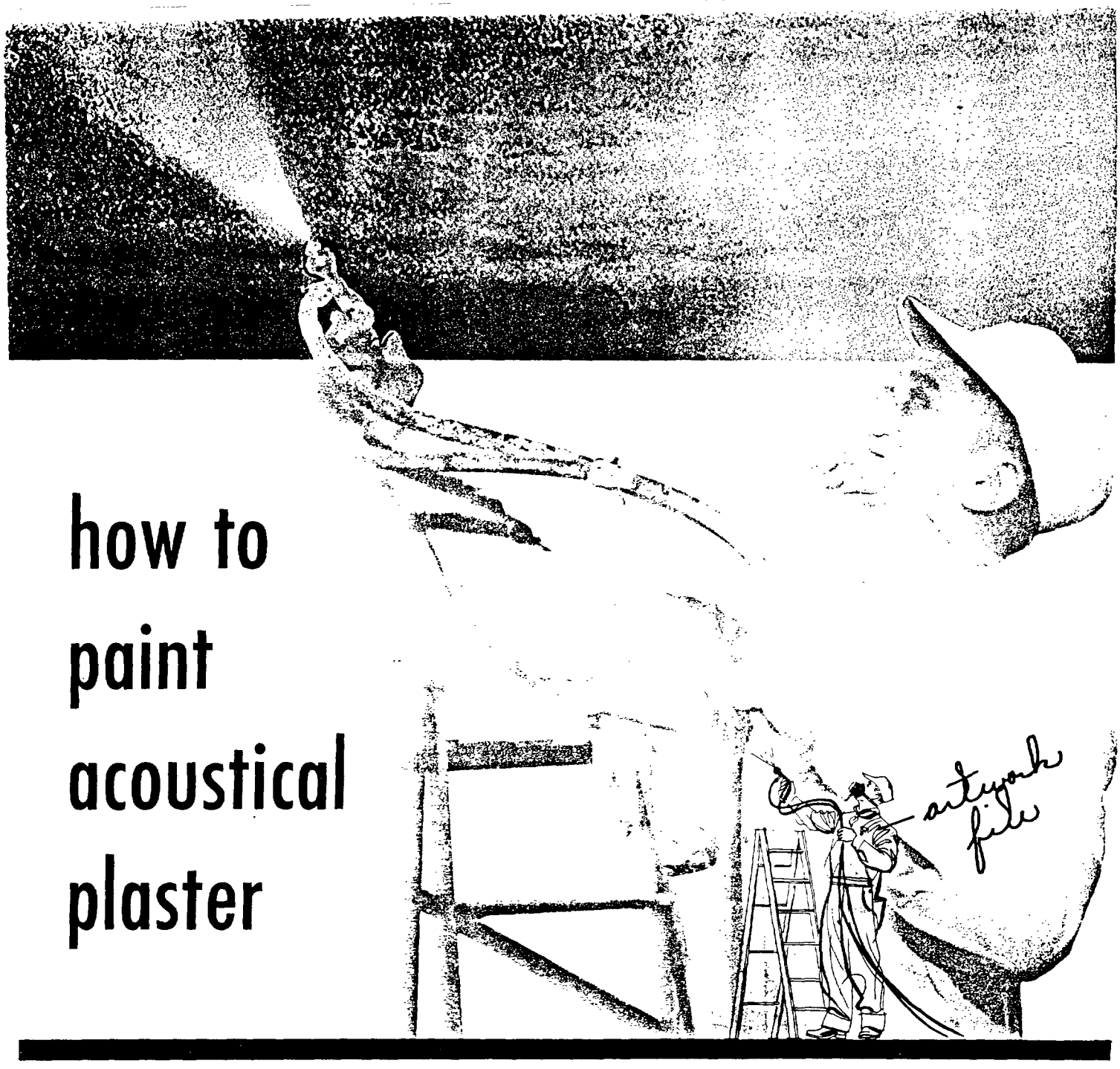

how to paint acoustical plaster

THERE are now new acoustical plasters which, in addition to cleaning, can be repainted numerous times without appreciable loss of their acoustical efficiency. This feature is especially true of new stipple-perforated RED TOP Acoustical Plaster. These new developments raise the question, "How do I paint acoustical plaster most efficiently and effectively?"

Spray painting is recommended, using a water thinned paint, color as desired. Imperial TEXOLITE paint with its oil resin base or regular TEXOLITE, a casein base paint, is especially effective. For the first coat, mix one part of TEXOLITE paste to one part of water by volume. Second and succeeding coats should be one part of TEXOLITE paste to two parts of water by volume.

Any spray gun which can be adjusted for a medium-fine spray may be used. One equivalent to the DeVilbiss Type MBD with a No. 30 nozzle is recommended. Pressure should be adjusted to 30 to 40 pounds in the gun and to 20 to 30 pounds on the paint.

Adjust the nozzle for a medium fine spray and hold it 14 to 18 inches from the work, using a slow, uniform pass over the surface, sufficient to cover in one pass. Do not build up the paint unnecessarily by passing over the same area several times. Allow overnight drying between coats, and longer if humidity conditions make additional drying time necessary.

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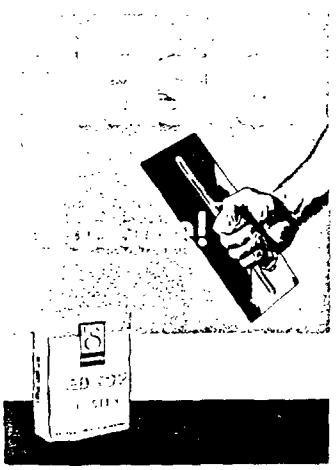

BB018 2096

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"Read about 'em!"

They're the big news of the year in sound conditioning progress—improvements that make acoustical control with plaster faster, easier, more practical than ever. Sure I'm proud of 'em. Proud because they're just two more examples of the way U.S.G. development and research benefit you—and the public. Two more good reasons why, in sound conditioning, it's . . . *Plaster to be sure!*

Red Topper

TWO OUTSTANDING NEW ACOUSTICAL PLASTERS

RED TOP

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

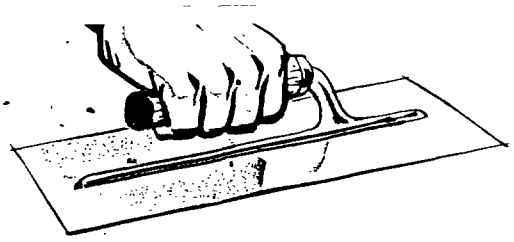
STIPPLE OR
STIPPLE-PERFORATED FINISH

SABINITE

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

TROWEL OR
FLOAT FINISH

BB018 2098



General Provisions—In cold weather, heat the building well in advance of plastering. Maintain a continuous uniform temperature of 55° to 70° F. until the plaster is dry. After plaster has set provide ventilation to eliminate excessive moisture. In hot, dry weather, close all openings with sash or cloth. Do not allow plaster to dry before setting.

Scope—areas indicated in finish schedule shall be finished with acoustical plaster as described herein.

Materials—finish coat—acoustical plaster shall be SABINITE (trowel or float finish); or RED TOP (stipple or stipple-perforated finish) manufactured by the United States Gypsum Company. Color shall be designated by the Architect.

Mixing and Application—of SABINITE or RED TOP and the basecoat plaster shall be in strict accordance with the manufacturer's printed directions which are hereby made a part of this specification.

NEW SABINITE ACOUSTICAL PLASTER

Trowel or Float Finish

Mixing—machine mixing recommended. Put 24 quarts clean water in mixer for each bag of SABINITE. Add SABINITE to water and mix until mortar weighs 15 to 17 lbs. net per 12-qt. pail (usually 3 to 5 minutes, depending on speed of mixer). For hand mixing, place SABINITE in one end of mixing box. For each bag of SABINITE add 25 qts. of clean water in other end. Hoe SABINITE into water. The mix will appear dry, but do not add more water. Hoe until mortar weighs 15 to 17 lbs. net per 12-qt. pail (approximately 8-10 minutes per 2-bag batch).

Application—SABINITE shall be applied in 2 coats to a uniform total thickness of ½" over a basecoat of RED TOP gypsum plaster. A full scratch and brown coat are required over metal lath, ROCKLATH* plaster base, and masonry bases (excluding monolithic concrete) to provide proper rigidity, strength, and a solid base for the acoustical plaster.

Apply the first coat of SABINITE ¼" thick by scratching in and doubling back over a set semi-green gypsum plaster basecoat that is level and cross raked. If basecoat is dry, spray lightly to reduce suction. Darby immediately to a level surface. Allow to set and to partially dry (at least overnight) before applying finish coat.

Apply SABINITE finish coat to a thickness of ¼" scratching in and doubling back, over a set, partially dry first coat. Bring total thickness to ½". Leave surface uniformly level and free of trowel marks, working from wet edge. Finish areas in one operation to avoid joinings.

Trowel Finish—after water sheen leaves surface (about 30 minutes), trowel lightly to a uniform texture. Do not use water during troweling. **Float Finish**—float second coat 5 to 10 minutes after water sheen has left surface. Use a shingle, cork, or rubber float. Do not use water in floating.

NEW RED TOP ACOUSTICAL PLASTER

Stipple or Stipple-Perforated Finish

Mixing—machine mixing required. Use 34 qts. clean water for each 40 pound bag of RED TOP. Add plaster to water. Mix until mortar weighs 15 to 17 pounds net per 12 qt. pail (usually 10 minutes mixing required, depending on speed of mixer).

Application—RED TOP shall be applied in 2 coats to a uniform total thickness of ½" over a basecoat of RED TOP gypsum plaster. A full scratch and brown coat are required over metal lath and ROCKLATH plaster base to provide proper rigidity, strength, and a solid base for the acoustical plaster.

Apply the first coat of RED TOP ⅜" thick over a set, semi-green or a dry, cross-raked brown coat. Darby lightly to a level surface. Allow to set and partially dry (at least overnight) before applying finish coat.

Apply RED TOP finish coat ⅛" thick, scratching in and doubling back, leaving surface free of trowel marks. Work from wet edge to avoid joinings. When surface gloss has disappeared, stipple with a rice stippling brush to a uniform texture.

For stipple-perforated finish perforate the surface about 30 minutes later, and before set, with a perforator furnished by the United States Gypsum Company. Perforations should number approximately 500 per sq. ft. and should be at least 3/16" deep.

SOUND ABSORPTION DATA—

RED TOP ACOUSTICAL PLASTER

National Bureau of Standards

Stipple-Perforated Finish ½" Thick

Frequency Cycles	128	256	512	1024	2048	4096	N. R. C.
Unpainted	.20	.24	.48	.77	.84	.86	.60
Painted (6 spray coats TEXOLITE Imperial)	.19	.24	.49	.74	.83	.78	.60

Stipple Finish—½" Thick

Frequency Cycles	128	256	512	1024	2048	4096	N. R. C.
Unpainted	.22	.25	.47	.72	.78	.80	.55
Painted (2 spray coats TEXOLITE Imperial)	.27	.28	.50	.75	.82	.80	.60
Painted (4 spray coats TEXOLITE Imperial)	.25	.28	.47	.70	.73	.61	.55

SABINITE Riverbank Laboratories

Frequency Cycles	128	256	512	1024	2048	4096	N. R. C.
Float ½" thick	.49	.22	.42	.66	.83	.81	.55
Trowel ½" thick	.54	.27	.47	.76	.99	.88	.60
Painted (2 spray coats TEXOLITE Imperial)	.44	.27	.48	.75	.89	.79	.60

DIRECT APPLICATION OF SABINITE OR RED TOP ACOUSTICAL PLASTERS TO EXISTING CEILINGS OR CONCRETE

SABINITE or RED TOP may be applied over existing plaster and over new or existing smooth concrete ceilings, with the use of asphalt emulsion (Type N-13 HPC or C-13 HPC) as a bonding agent.

On existing painted plaster or concrete ceilings, the surface must be dry, clean and sound. Calcimine or similar powder paints must be washed off and wax, grease or oil removed. Loose or improperly bonded plaster or paint must be removed and such areas repaired with wood fiber or patching plaster. Allow patches to dry 2 or 3 days. On new concrete ceilings which are smooth, level, and dense, surface must be dry, free of dust, oil, grease or efflorescence.

Size any porous concrete or porous or unpainted plaster surface with cut-back asphalt, shellac or varnish to reduce suction before asphalt emulsion is applied.

Trowel on asphalt emulsion in thin coat not to exceed 1/16" thick. Cover entire ceiling area. The first ¼" coat of SABINITE or ⅜" of RED TOP should follow application of the emulsion as closely as possible and while the emulsion is still soft and plastic.

Darby first coat of SABINITE or RED TOP to a true even surface with a minimum amount of pressure. Allow to set and partially dry. Apply SABINITE or RED TOP finish coat as specified.

APPLICATION OF SABINITE OR RED TOP ACOUSTICAL PLASTER OVER MONOLITHIC CONCRETE SURFACES

Over properly prepared rough monolithic concrete surfaces apply BONDCRETE* plaster according to directions not to exceed ¼" thickness on ceilings and ⅜" on side walls. Apply the SABINITE or RED TOP over the set, partially dry BONDCRETE basecoat, as specified above.

*T. M. Reg U S Pat Off.

DIRECTIONS FOR PAINTING SABINITE OR RED TOP ACOUSTICAL PLASTER

Remove all loose dirt or dust from SABINITE or RED TOP by use of a vacuum cleaner with hose and brush attachment. Putty type cleaner may be used to clean SABINITE Trowel Finish.

Paint: Should be water-thinned. TEXOLITE Imperial is recommended. First coat—mix one part TEXOLITE paste to one part water by volume. Second coat if required—mix one part TEXOLITE paste to two parts water by volume.

Spray on with any gun with a medium fine spray. DeVilbiss spray gun, type MBD, with a No. 30 nozzle or equivalent is recommended. Use 30 to 40 lbs. pressure in the gun and 20 to 30 lbs. on the paint.

Hold nozzle 14 to 18 in. away from work. Use a slow, uniform motion. Cover surface in one pass. Do not pass over same area several times as this builds up paint unnecessarily.

Allow at least overnight drying between coats. If weather is extremely humid, allow additional drying as necessary.

BD018 2101

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THE RED BOOK *of Good Lathing & Plastering Practice*

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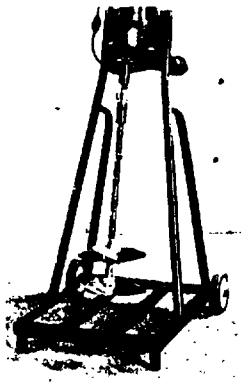


NEW propeller type MIXER

FOR DOUBLE HYDRATE LIME

IDEAL results and workability are being obtained from IVORY double hydrated lime mixed in a new propeller type motor driven mixer. Complete mixing of lime putty is accomplished in 1½ to 2 minutes with the new mixer.

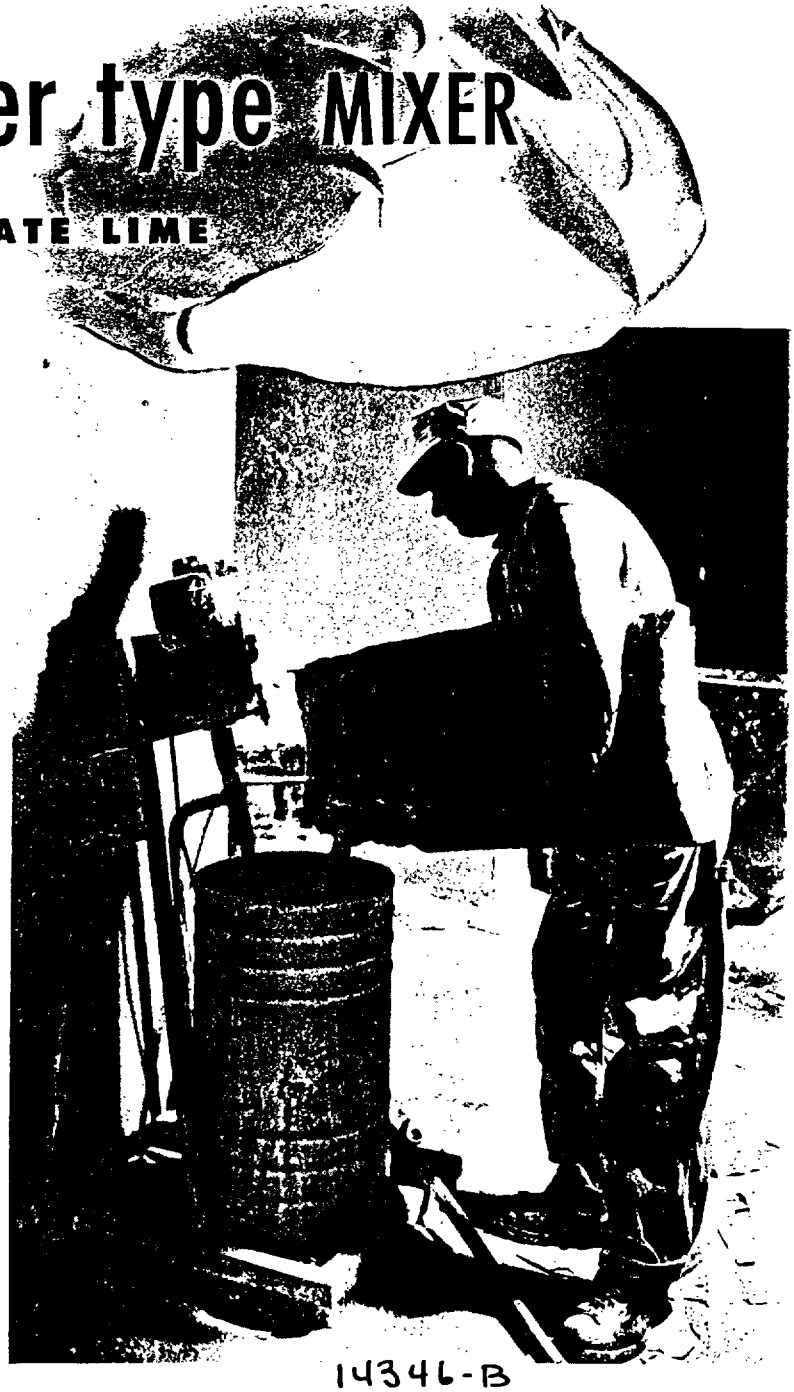
Even more important than its speed is the high quality of lime putty produced. The mixer eliminates soaking and hodding difficulties sometimes experienced with double-hydrate limes and makes the finest quality lime also the easiest working lime. Plasticity and coverage are increased, the latter as much as ten to fifteen percent. The material, properly gauged and troweled, produces a hard glossy finish.

The photographs show lime and water being mixed into lime putty. On this job, gauging was being done on the board, in the usual manner. However, gauging can also be accomplished right in the mixing process, and mechanical mixing insures complete blending and permits addition of more gypsum gauging, which tends to reduce check cracking. It practically eliminates "butterflies" which often show up as slight depressions in the finished wall. They are a result of shrinkage of unmixed patches of lime. It eliminates "hot" spots of lime and makes painting easier.

With the mixer, control is easier. Putty stiffness can be regulated by water ratio during mixing.

The machine can also be used for mixing Keenes Cement, gypsum trowel finish, sanded, precolored, and light weight aggregate plaster finishes, COVERCOAT bonding plaster as well as for lime putty and gypsum-gauged lime putty finish. It has sufficient capacity to supply 15 or 20 plasterers with finish coat plastering material.

The new finish plaster mixer is a direct sale item. Further information is available from E-Z-On Corp., 930 W. Division St., Chicago, Ill.



14346-B

Lime mixing begins (above) with five to six gallons of water (per 50 lb. bag of double hydrated lime) in the 15 gallon drum provided with the machine. The propeller is started and a bag of lime is dumped into the water while the propeller is running. On the job shown here, gauging was done on the board with a normal putty ring made of machine mixed putty. However, excellent results are obtained by adding gauging right in the mixer. Start with about as much water as would be used for both putty mixing and gauging. Add lime as indicated above and allow machine to run about 1-1½ minutes. Then add 25 pounds of gauging plaster and continue mixing for an additional minute.

14346-E

14346-D



At the end of the mix, the propeller shaft is uncoupled just below the motor, and lifted from the mix (far left). Note the two blades —one about two inches from the bottom of the can, the other about 3 inches below the surface of the batch of material. The propeller is set in a bucket temporarily.

The can of mixed material can be dumped into a wheelbarrow (right), or if more than one can is available, the entire can may be wheeled to the work area and require only one dumping, direct to the boards. The machine is highly portable (note large wheels) so it can always be close to the working area.

RB018 2104

FOR *Fire* PROTECTION IT'S



RECENTLY the nation observed Fire Prevention Week. In every part of the country attention was directed to the ten to eleven thousand human lives sacrificed each year to fire. Fire damage costs about $700,000,000 annually in addition to lives lost.

Lives cannot be replaced, and restrictions now make it difficult to replace buildings. These facts should be reason enough to make all Americans cautious in their use of fire. Still, experience indicates that fire will originate, principally by human carelessness.

As long as buildings contain combustibles—wood, paper, fabric and furnishings—fire can start. But when buildings are constructed of materials which discourage the spread of fire, an eternal and never tiring guard is present to limit and confine its destruction.

Building materials made of gypsum (plaster, lath, partition tile, sheathing) provide the greatest protection of this kind. Gypsum will not burn. In addition, gypsum building materials will transmit only a limited amount of the heat of fire until the fire drives out the water forming part of gypsum, a relatively slow process.

We hear that partitions of ROCKLATH plaster base and RED TOP plaster have a one hour fire resistance period. That means that with intense flame directed upon one side of that partition continually, it will require one hour before this water, chemically a part of gypsum, is driven off as steam. The temperature of the face on the far side of the partition will not get much hotter than 212 degrees (the boiling temperature of water) until this calcination is completed. In addition. the partition must also resist a hose stream of normal fire fighting pressure, to merit the rating. For a partition built of four inch PYROBAR gypsum tile, with gypsum sand plaster both sides, the fire resistance rating is four hours.

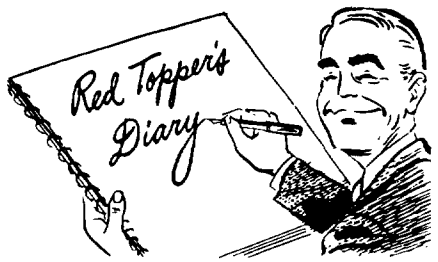
Wood ignites at about 400 degrees F. A partition composed of wood studs, gypsum ROCKLATH plaster base and gypsum plaster will resist the spread of fire because the wood framing will not ignite while the plaster and ROCKLATH on the fire side are intact and not completely calcined. This is not only because the gypsum surface is incombustible. It is because the material retards the passage of high temperatures. If the wood studs were faced with steel, they would ignite much more rapidly if subjected to the same fire exposure. The steel would not burn, but it would transmit enough heat to cause the wood framing to ignite rapidly. Steel, when used for columns and beams needs the protection of gypsum to delay and reduce danger of buckling and failure in case of fire.

Sell, specify and use gypsum materials (plaster, partition tile, gypsum lath, gypsum sheathing) for their adaptability, for their easy erection, and most of all, for their fire retardant and safety qualities.

The insignia used as part of the headline for this article is a slogan that is sweeping the nation through the combined promotional efforts of all who are lathing and plastering contractors and tradesmen. RED TOPICS magazine offers 200 slogan stickers (size 1¼ x 1¾ inches), two slogan decals (size 3½ x 5 inches) and five job signs (size 16 x 23¾ inches) free of charge. Twenty-five job signs with your company name imprinted are available for $3.75, the imprinting charge. Send your order (and check if imprinted job signs are desired) to RED TOPICS magazine, Dept. 122, 300 W. Adams St., Chicago 6, Ill. Use stickers for your billheads, and correspondence. Use decals for inside or outside of windows, and on your trucks. Display your name and slogan prominently on every job with a job sign. It's important to advertise.

RR018 2105

TRADE GROUPS BENEFIT FROM "What's New in Plastering" MEETINGS



THE Operative Plasterers and Cement Masons Local 101 of South Bend, Ind. held a special meeting there to witness the "What's New in Plastering" program being offered by U. S. Gypsum sales offices. The meeting was held in the Oliver Hotel and local lathing and plastering contractors and some architects were also in attendance.

A series of slide films was the basis of the meeting with commentary by Claude Sifferlen of USG's Indiana District office in Indianapolis. The film and commentary explained the series of developments and improvements in plastering methods and products that have been introduced in the past few years, and indicated how they are best used, and how they can benefit the lathing and plastering trades with increased volume of work.

The showing was followed by an open question session at which R. E. Hazelwood, U. S. Gypsum plastering expert from the Chicago office, joined Mr. Sifferlen and George Brunner, USG local representative, in helping those in attendance with their specific plastering problems. Interest in the meeting was strong and those attending lingered long after it closed to discuss plastering and new developments with the USG experts.

Similar meetings can be arranged for groups of building materials dealers, architects, and contracting or journeyman lathers' and plasterers' organizations through local USG representatives or United States Gypsum district offices.



Above: Claude Sifferlen, Indianapolis, addresses group of lathing and plastering contractors and journeymen, and architects at a "What's New in Plastering" meeting in South Bend, Ind.





Left: Local U. S. Gypsum sales representative George Brunner, discusses the new USG Wall Furring Bracket with Norman Quinn, plastering contractor, at a table of exhibits of new products on display at the South Bend meeting. Dale Brittain, president of the local plasterers' union is at far left next to Clarence Wilcox, union secretary.

Right: E. R. Spilsbury, USG's Indiana District Manager from Indianapolis makes a point to an unseen listener, as Ray Riffel, plastering contractor, helps himself to refreshments which were provided, following the meeting.

plastering industry handbook available soon

The new Red Book of Good Lathing and Plastering Practice will soon be available. It is an up-to-date primary reference book of the plastering industry, published by United States Gypsum Co.

This handy, pocket sized edition, companion and guide for lathing and plastering contractors and journeymen, builders and architects, is the authoritative source of the following information, and much more.

Plaster bases. A discussion of each type—its advantages, limitations, where used to best advantage, application methods.

Gypsum base coat plasters. A detailed explanation of each type, a discussion of additives and the features and proper use of each, including the lightweight aggregates.

Finishing plasters. What they are and what they do. Mixing and application recommendations for several, including acoustical plasters.

Base coat plaster problems. A handbook for the trouble shooter, and a guide to proper workmanship. Causes and cures for cracking, a discussion of setting, aggregates, bond on each type of lath. Radiant heating problems are also discussed.

Finish plaster problems. Comparable to the base coat chapter, includes temperature and ventilation control, working conditions, guide to the use of colored finishes and exterior finish plasters.

Partition systems. All the old and the new systems of partition construction described and illustrated in detail. Brings the contractor, builder or architect right up to date on the new economical partitions and their premium features for all types of structures.

How to inspect a plaster job. Gives a specific list of what to look for when inspecting a plaster job. Especially helpful to architects, superintendents and to builders.

A copy of the new Red Book of Good Lathing and Plastering Practice is available through RED TOPICS magazine (use attached order card) or any USG sales representative.

NOTICE: The following list of trade marks used in RED TOPICS magazine are owned and/or registered by the UNITED STATES GYPSUM COMPANY in the U. S. Patent Office, and are used by it to distinguish the products of its manufacture:
USG (metal lath), RED TOP (plaster, lime), ROCKLATH (plaster base), PYROBAR (gypsum partition tile), IVORY (finishing lime), GRAND PRIZE (finishing lime), CHAMPION (gauging plaster), STAR (gauging plaster), CHESHIRE (finishing quicklime), ADAMANT (gypsum liner board), MORTASEAL (masonry lime), SNOW DRIFT (lime), FREFLOTE (lath clips), BRIDJOINT (lath clips), SABINITE (acoustical plaster), BONDCRETE (gypsum plaster), ORIENTAL (interior finish, exterior stucco), BRACE-TITE (lathing system), STRUCTO CAL (plaster), HYDRO-CAL (Super strength gypsum cement), TRUSSTEEL (studs), THE RED BOOK (publication).

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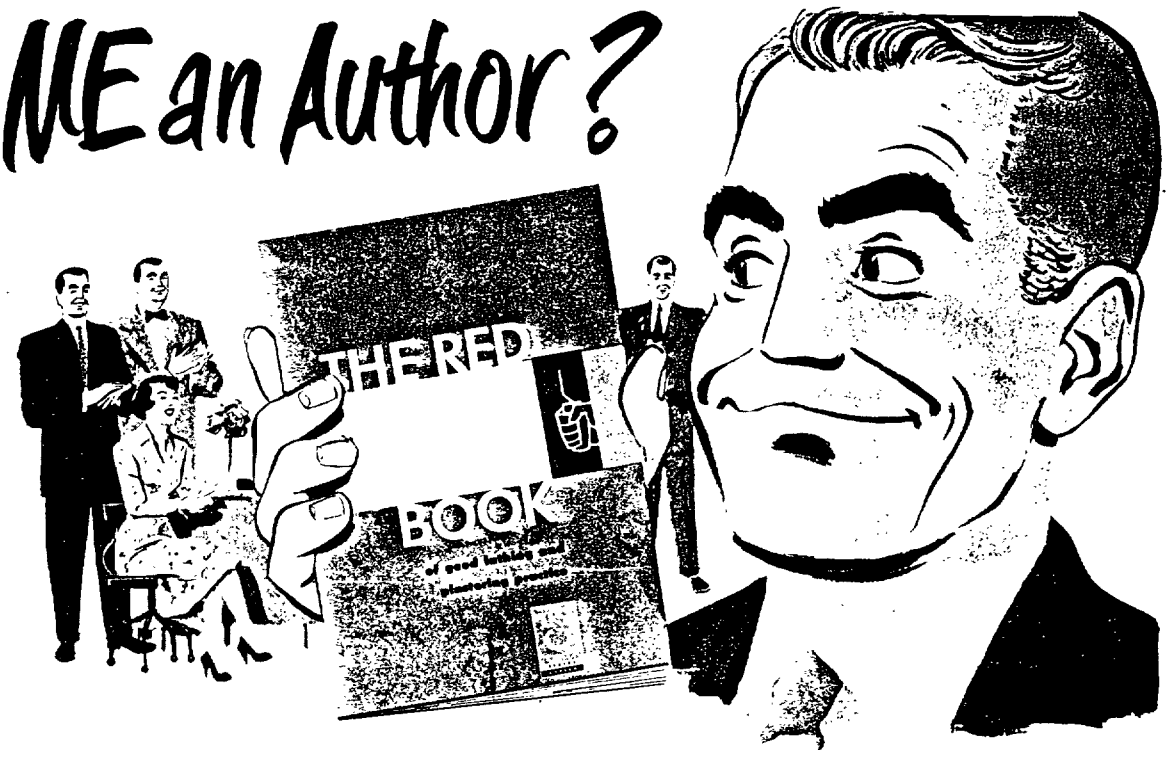
ME an Author?



Well, I authored the introduction to your NEW RED BOOK OF PLASTERING PRACTICE



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THIS BOOK is published as a guide to good lathing and plastering practice *on the job*. Why? Because experience has proved that good procedure combined with good U.S.G. materials produces more satisfied builders and owners. But why mince words? The cold truth is that *a good plastering job is still the most potent sales promoter we in the plastering industry possess!*

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