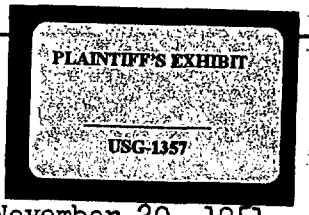
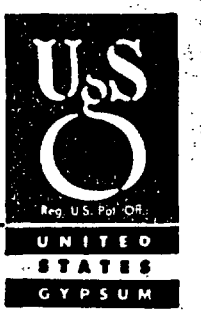
LATH and PLASTER products

merchandiser





November 20, 1951

Painting Specs on last page

SABINITE ACOUSTICAL PLASTER
For
TROWEL OR FLOAT FINISH

The Merchandising Department proudly announces another NEW addition to our Acoustical Plaster family - NEW SABINITE - for Trowel or Float Finish. This new product is now available for immediate shipment from our Ft.Dodge and New Brighton Mills. It will be warehoused at other mills as requested by the districts.

NEW SABINITE provides many plus features that will appeal to all trade factors. The plastering contractor will buy its ease and economy of application. The architect will specify it for its beauty, versatility, and excellent acoustical properties. Owners and builders will benefit from its paintability, ease of maintenance, excellent sound conditioning and increased surface hardness. Yes, the NEW SABINITE offers advantages to all, and is our answer to the demand for an acoustical plaster that can be applied by the "average" mechanic and produce an acceptable job from a functional as well as an appearance standpoint.

The NEW SABINITE was tested for sound absorption by the Riverbank Laboratories and awarded the following noise reduction co-efficients:

* Trowel Finish	60 NRC
Float Finish	55 NRC

*The NEW SABINITE, with a trowel finish, may be painted with two spray coats of Imperial Texolite without reducing its acoustical value.

Here is a product you will enjoy selling! Its excellent application features, choice of two finishes, high sound absorption qualities and flexibility of application (it may be applied either over a set partially dry gypsum base coat or a bonding coat of asphalt emulsion) will give you sales advantages that are not available in competitive materials of this type.

Effective with this release Sabinite (M) Trowel Finish is being discontinued. All subsequent orders for old Sabinite (M) Trowel Finish, sold on previous job commitments, must be approved by Department 140-B.

To assist you in the promotion and sale of this new product, we are attaching complete technical data, price and policy, "Tips on How to Get Best Results With Sabinite", including mixing and application directions for use over gypsum base-coats or a bonding coat of asphalt emulsion. These directions may be requisitioned on order Number SA-7.

BB019 0050

With the release of our NEW SABINITE you are now provided with the following choice of acoustical plasters and finishes for every type of job:

NEW SABINITE for Trowel or Float Finish
RED TOP Acoustical Plaster for stipple or stipple-perforated finish
Sabinite "38" - provides a float finish - is used in high moisture areas over portland cement basecoat plaster.

Make new trade factor friends and increase your territory sales with these new, highly improved acoustical plasters.

R. N. Avery
Sales Manager
Plaster and Lime

This letter sent to all District, Division and Regional Managers, all General Line, Job and Lath and Plaster Salesmen; copies to Messrs. H.F. Sadler, E.C. Faulkner, R.D. Stephan, G.J. Morgan, H.C. Bear, S.F. Bartlett, E.C. Steinley, B.G. Pomfret, W.J.L. Steele (3), J.B. McCorkle, L.R. Taylor, W.L. Reynolds, H.G. Williams, R.E. Hazelwood, all Quality & Service Representatives, Architect Service Representatives and Plastering Materials Personnel.

BB019 0051

TECHNICAL DATA BULLETIN

SABINITE FOR TROWEL OR FLOAT FINISH

I. DESCRIPTION:

SABINITE is a highly efficient acoustical plaster, scientifically formulated to give a continuous finished surface that may be either trowelled or floated and will produce exceptional sound absorbent qualities. SABINITE is manufactured in four standard colors and oyster white and requires the addition of clean water only on the job. SABINITE is packaged in 50# paper bags.

II. FUNCTION AND UTILITY - SALES ADVANTAGES:

SABINITE Acoustical Plaster is exceptionally effective where sound conditioning is required.

A. High Sound Absorption (See data sheet)

B. Offers a Choice of 2 Finishes - The finished surface of this new product may be trowelled or floated as desired.

C. Attractive Appearance - The Trowel finish produces a beautiful smooth monolithic surface while the float finish affords an attractive textured surface slightly finer in appearance than the old Sabinite "F".

D. Ease of Application - Because of its higher strength and excellent bonding features it permits the average journeymen to produce a more acceptable job.

E. Economy of Application - Applied in two 1/4" coats the second coat may be applied the following day after the first coat, thus eliminating the additional cost of rescraffolding for the finish.

F. Mineral Composition - Incombustible and fire resistant.

G. May be Redecorated - SABINITE Trowel Finish may be redecorated with two spray coats of Texolite without reducing its sound absorption qualities.

H. Adaptable - To any Architectural Design - Generally applied over new plastered surfaces, but may be applied over most existing surfaces through the use of asphalt emulsion or Bondcrete.

I. High Light Reflection - The NEW SABINITE in Oyster white compares favorably with the old Sabinite Trowel Finish.

J. Colors - Manufactured in four standard colors and Oyster White.

K. Maintenance - SABINITE Trowel Finish may be cleaned with a putty type wall paper cleaner or with a vacuum cleaner using hose and brush attachments. SABINITE Float Finish may be cleaned with a vacuum cleaner using hose and brush attachments.

BB019 0052

III. PRECAUTIONS:

A. To insure best results it must be applied in strict accordance with our directions.

B. SABINITE must be mixed to develop the proper mortar weight (15 to 17 lbs. net per 12 qt. pail).

C. Designed for use on ceilings and areas not exposed to rough usage.

D. Should not be used where exposed to excessive moisture and should not be used on the exterior where exposed to the elements.

E. Must be applied over properly prepared gypsum basecoat plaster only or with emulsified asphalt over sound surfaces of either smooth concrete or old existing plastered ceilings.

IV. TEST DATA: SABINITE (Riverbank Laboratories)

Sound Absorption Data

Type of Finish	Thickness	128	256	512	1024	2048	4096	N.R.C.
Trowel	½"	.54	.27	.47	.76	.99	.88	.60
Trowel with 2 spray coats of paint	½"	.44	.27	.48	.75	.89	.79	.60
Float	½"	.49	.22	.42	.66	.83	.81	.55

Light Reflection

	Average Before Painting (%)	Average After 1 Coat White Paint*	Average After 2 Coats White Paint*
Trowel Finish	53	70	74
Float Finish	51		

While the float finish was not tested after painting it is reasonable to assume the same differential will apply.

* Water-thinned (IMPERIAL TEXOLITE - white - sprayed on. See painting specifications)

V. INSULATION VALUE

1/2" Thickness has a K factor value of .59.

VI. MIXING AND APPLICATION DIRECTIONS:

(See attached copy of mixing and application directions).

BB019 0053

VII. PRICE AND POLICY:

(See attached copy of our Price and Policy).

VIII. FIELD EXPERIENCE:

The NEW SABINITE has been field tested for the last eighteen months with excellent results on many large jobs, in various sections of the country.

IX. ADVERTISING:

NEW SABINITE is being promoted to the trade in the following manner:

A. Space ads in plastering publications, building magazines, the Magazine of Building in the November issues.

B. A story has been prepared to announce the release of the NEW SABINITE to the trade in the fourth issue of RED TOPICS. This will be followed by a four page advertising insert on acoustical plasters in the first issue of RED TOPICS for 1952.

C. Two attractive sample boxes of SABINITE will be available for requisition at our GYPSUM Mill January 1, 1952. A box showing both trowel and float finish, oyster white, will be available under requisition SA-22. Sample boxes of the four standard colors, trowel and float finish, will be available under requisition SA-23. All colored samples will be manufactured from the actual colored SABINITE.

D. Direction sheets are available - use requisition SA-7.

X. SALES PLANS:

NEW SABINITE, with a choice of two finishes, provides unlimited sales opportunities to the company and you, and is adaptable to all types of construction.

1. Office Buildings
2. Theatres
3. Hotels
4. Schools - Auditoriums
5. Federal and State Buildings of all types
6. Stores
7. Apartments
8. Churches
9. Restaurants
10. Homes - rumpus rooms, living rooms, dining room areas
11. Over old existing plaster ceilings using emulsified asphalt as a bonding agent.

MARKET OBJECTIVES:

1. To gain markets now available for a trowel or a float finish acoustical plaster.

BB019 0054

MARKET OBJECTIVES: (Cont'd.)

2. To maintain markets that in the past have used Sabinite "M" Trowel Finish and Sabinite "F" Float Finish.

3. To gain new markets now being sold by competition by exploiting the advantages of this new product.

4. To sell those markets now using acoustical tiles for sound conditioning.

XI. PRICE AND POLICY:

1. Manufacturing Mills - Ft. Dodge and New Brighton.

2. Warehousing Mills - As required by districts. District Managers have responsibility to request establishment of warehouse stocks, Form No. M-4500.

3. Zoning - The United States will be divided into three zones.

   Zone 1 - Continental United States except the states of Arizona, California, Idaho, Nevada, Oregon, Utah and Washington; and the portion of Montana west of and including counties of Park, Meagher, Judith Basin, Chouteau and Hill.

   Zone 2 - States of Idaho, Oregon, Utah and Washington; also the portion of Montana west of and including counties of Park, Meagher, Judith Basin, Chouteau and Hill; also Elko and White Pine Counties, Nevada.

   Zone 3 - States of Arizona, California and Nevada, except Elko and White Pine Counties.

4. Material to be sold at a delivered price on a yardage basis - shipped in 50# paper bags. Coverage 200 yds. per ton (approximately).

   Zone 1 - 75¢ per sq.yd. 1/2" basis, delivered, any quantity.

   Zone 2 - 75¢ per sq.yd. 1/2" basis, delivered, carload quantities only.*

   Zone 3 - 70¢ per sq.yd. 1/2" basis, delivered, carload quantities only.*

   * Shipment from Ft. Dodge Mill only. A carload is 20 tons or 4,000 sq.yds.

5. Orders

Send orders directly to manufacturing or warehousing mills.

BB019 0055

DIRECTIONS FOR SABINITE

TROWEL OR FLOAT FINISH

SABINITE Acoustical Plaster is a prepared acoustical plaster finish requiring the addition of clean water only for application over a properly prepared base.

Machine Mixing: Use 24 quarts of water per bag. Add SABINITE to water and mix until MORTAR WEIGHS 15 to 17 POUNDS NET PER 12 QUART PAIL. (Usually 3 to 5 minutes mixing required depending on speed of mixer.)

Hand Mixing: Use 25 quarts of water per bag and hoe continuously until above weight is obtained.

Do not retemper or mix one batch with another. Keep all tools and equipment clean. Mix no more than can be used in one hour.

APPLICATION

SABINITE Acoustical Plaster shall be applied in two coats to a uniform total thickness of 1/2" over a basecoat of RED TOP Gypsum Plaster. Basecoat shall be level and thoroughly scratched or cross raked.

Emulsified asphalt shall be used as a bonding agent over existing plaster and new or existing smooth concrete ceilings. BONDCRETE plaster shall be used as a base over properly prepared rough monolithic concrete surfaces. Complete specifications for application over asphalt emulsion or BONDCRETE furnished by manufacturer on request.

FIRST COAT

Apply the first coat of SABINITE 1/4" thick by scratching in and doubling back over a set partially dry basecoat. If basecoat is dry, spray lightly to partially kill suction. First coat should be left level. Minimum working with trowel is desirable. Allow to set and partially dry before applying finish coat.

SECOND COAT

Apply finish coat 1/4" thick, scratching in and doubling back, leaving surface free of trowel marks, working from wet edge to avoid joinings.

TROWEL FINISH

After water sheen leaves surface and surface is firm, trowel lightly to a uniform texture. Do not use water during troweling.

FLOAT FINISH

Float second coat after water sheen has left surface and surface is firm. Use a shingle, cork, or carpet float. Do not use water during floating. After SABINITE is set and dry it may be broomed lightly to remove any loosely bonded surface particles.

CAUTION: Protect plaster from moisture while in storage and on the job. Allow SABINITE to dry naturally, furnishing proper heat and ample ventilation in slow drying weather. Provide sufficient scaffolding and crew to permit uninterrupted finish plastering of unbroken areas to avoid joinings.

BB019 0056

TIPS ON HOW TO GET BEST RESULTS WITH SABINITE

MIXING

I. SABINITE may be machine mixed (preferred) or hand mixed. The proper amount of water must be used and the proper mortar weight must be developed (15 to 17 lbs. net per 12 qt. pail).

Machine Mixing: While the material appears dry and dusty when first mixed, do not add more water than specified, since the material will develop a wet working consistency when mixed to its proper mortar weight.

Hand Mixing: The mixing time required to obtain proper mortar weight may be reduced by placing water in box and sprinkling SABINITE into water and allowing to soak for 2 or 3 minutes before mixing.

FIRST COAT

II. SABINITE should be applied to a partially dry gypsum basecoat which will provide a suction bond and aid in application. The gypsum basecoat should be left level and rough by cross-raking to provide a mechanical key for the SABINITE.

III. The first coat of SABINITE should be applied by scratching in and doubling up small sections of ceiling area, to an average thickness of 1/4". If a darby is used on the first coat, it is imperative that the darbying be done immediately behind the double-up coat. This material loses its moisture rapidly and if not darbied immediately, tends to tear away from the gypsum basecoat. If gypsum basecoat is left level and true, darbying is not required.

IV. The first coat of SABINITE may be applied to a more uniform thickness if the double-up coat is applied in a direction that is at right angles to the scratch coat. The material should be applied with a minimum amount of troweling. Do not "iron" or trowel material excessively. Put it on and leave it alone. The first coat should be left level and reasonably free of trowel marks to facilitate a better finish coat application.

FINISH COAT

V. The finish coat should be applied to a 1/4" thickness by scratching in and doubling up small areas, over a first coat that has set and dried at least overnight and has developed some suction. Emphasize adequate heat and ventilation during plastering. Care should be exercised, when doubling up finish, to leave surface free of trowel marks, thus making final troweling easier. It is of utmost importance that an adequate number of plasterers be available and complete area scaffoled on the finish coat application, if joinings are to be avoided. This can best be handled by contacting contractor prior to the finish coat application and planning the job properly.

BB019 0057

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TROWEL FINISH

VI. The final troweling should be done after water sheen has left surface and surface is reasonably firm. The waiting period between finish coat application and final troweling will vary with the heat and ventilation in the building. The final troweling should be done with a clean, dry trowel, and preferably one that is well broken in. The final troweling should be done in various directions and not in a set pattern, using a light touch. Do not trowel too soon. Finish coat must be allowed to take up adequately before final troweling, otherwise "slick spots" or sealed areas will develop in finished surface, impairing sound absorption qualities.

FLOAT FINISH

VII. The floating should be done after water sheen has left surface and the surface is unset but firm. The texture of the float finish is somewhat finer than Sabinite "F" but may be controlled to some degree by the type of float and pressure exerted in floating. Do not float too soon, as the water will be pressed to the surface, leaving slick spots in the texture and reducing the sound absorption. The waiting period between finish coat application and final floating is somewhat longer than required for a trowel finish. However, this period is controlled by the heat and ventilation in the building.

BB019 0058

DIRECT APPLICATION OF SABINITE ACOUSTICAL PLASTER TO EXISTING CEILINGS OR SMOOTH CONCRETE

SABINITE Acoustical Plaster may be applied over existing plaster, and new or existing smooth concrete ceilings using emulsified asphalt as a bonding agent.

Asphalt Emulsion shall be Type N-13HPC or C-13HPC, as manufactured and supplied by the Flintkote Company.

Ceiling Preparation: On existing painted plaster or concrete ceilings the surface must be dry, clean, and sound. Inspect carefully for soundness of both paint and plaster. Loose ceiling paint shall be completely removed. Any loose or improperly bonded plaster shall be removed and such areas repaired with patching plaster or wood fiber plaster. Allow patches to dry for two or three days before proceeding.

Clean ceilings by washing. Remove soot, oil or grease by washing with a 5% solution of trisodium phosphate or standard alkaline type paint cleaner.

Application of asphalt emulsion is satisfactory over oil, resin, or casein paints. Calcimine or similar powder paints must be washed off before asphalt is applied,

On new concrete ceilings which are smooth, level, and dense (not suitable for Bondcrete application), the surface must be dry, free of dust, oil, grease or efflorescence.

Porous surfaces should be sized by a brush application of a 50-50 cut back asphalt with heavy naptha solvent. Asphalt should be of 40-80 penetration. Allow to dry and apply emulsified asphalt.

Caution: Do not apply SABINITE Acoustical Plaster over wax-glazed surfaces. Do not apply SABINITE over surfaces where the basecoat, finish coat and decoration are not well bonded and sound.

Application of Asphalt Emulsion: No water shall be added to the asphalt. Trowel asphalt emulsion in thin coat not to exceed 1/16", making certain entire ceiling area is covered.

SABINITE Application: SABINITE shall be applied over the asphalt emulsion in two coats. The first coat shall follow the application of emulsified asphalt as closely as possible, or at least within two hours.

First Coat: Apply the first coat of SABINITE 1/4" thick by scratching in and doubling back over asphalt emulsion. Allow to set and dry fairly well (at least overnight) before applying finish coat. It is imperative that proper heat and ventilation be provided during plastering.

Second Coat: Apply finish coat 1/4" thick, scratching in and doubling back, leaving surface free of trowel marks, working from wet edge to avoid joinings.

Trowel Finish: After water sheen leaves surface and surface is firm, trowel lightly to a uniform texture. Do not use water during troweling.

Float Finish: Float second coat after water sheen has left surface and surface is firm. Use a shingle, cork, or carpet float. Do not use water during floating. After SABINITE is set and dry it may be broomed lightly to remove any loosely bonded surface particles.

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Dealers should send all orders of 250 gallons or more to the Flintkote Company, 17th and Wentworth Street, Chicago Heights, Illinois, marked to the attention of W. Benton Hicks. The dealer price is .50 per gal. f.o.b. mill (Chicago Heights, New Orleans, La., or Rutherford, New Jersey). Freight will average from .15 to .25 per gal. Orders less that 250 gals. should be sent for processing to the above address and will be supplied thru a distributor, priced at 1.00 per gal. (approx.) f.o.b. shipping point.

The asphalt emulsion is shipped in 5 gal. containers and the coverage is 6 to 7 yards per gal. applied to a 1/16" thickness.

APPLICATION OVER ROUGH MONOLITHIC CONCRETE SURFACES

Over properly prepared rough, monolithic concrete surfaces apply Bondcrete plaster not to exceed 1/4" thickness on ceilings and 3/8" on side walls. Bondcrete must be thoroughly broomed or cross-raked to provide a mechanical key for the SABINITE Acoustical Plaster. Apply the first coat of SABINITE Acoustical Plaster over a set, partially dry basecoat of Bondcrete. Apply first and second coats of SABINITE Acoustical Plaster in accordance with regular application directions.

SPECIFICATIONS FOR SPRAY PAINTING SABINITE ACOUSTICAL PLASTER

PAINT TO USE

Water-thinned paint (IMPERIAL TEXOLITE, resin base, or Regular TEXOLITE, casein base), color as desired. First coat mix one part TEXOLITE paste to one part water by volume. Second and succeeding coats, one part TEXOLITE paste to two parts by volume.

SPRAY GUN

Any gun which can be adjusted for a medium fine spray can be used. However, we recommend the DeVilbiss spray gun, Type MBD, with a No. 30 nozzle or equivalent.

SPRAY PRESSURE

Use 30 to 40 lbs. pressure in the gun and 20 to 30 lbs. on the paint.

SPRAYING

Adjust nozzle for a medium fine spray. Hold nozzle 14 to 18 inches away from the work, using a slow, uniform pass over the surface sufficient to cover in one pass. Do not passover same area several times since this builds up paint unnecessarily.

DRYING

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

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