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USG

BB015 2470

RED TOP WALL PLASTER

Backed by the

10-POINT GUARANTEE

NOW ELIMINATES GREATEST



The greatest cause of plaster complaints — variation in setting time — has now been almost completely eliminated as a construction hazard. This improvement is basic. It adds a new factor of safety to plastering work. It is of genuine significance to everyone interested in better construction.

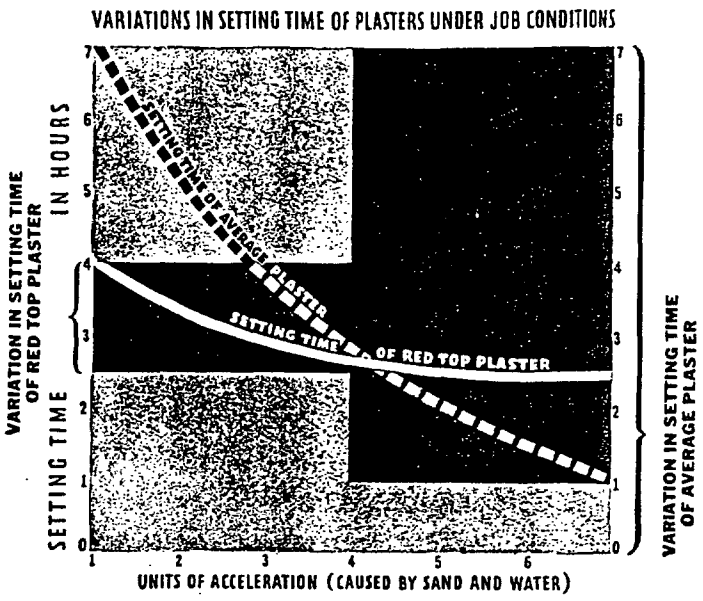
● If you will look at a manual or guide on plastering you will find that more than half of all the major plaster troubles that can develop are intimately tied up with setting time — the length of time it takes for plaster to set after it is mixed.

The reason is that the setting time of the plaster varies as field conditions vary. If field conditions did not vary; if plaster were always used with the same amount of sand, the same kind of sand, and mixed with clean water in a clean mixing box; if it were always applied over the same kind of lath in the same thickness and used up in the same length of time, setting time would not be a problem.

But, as everyone knows, these conditions do vary.

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MANUFACTURED ONLY



THE RED TOP GUARANTEE

1 To be of improved plasticity, to remain plastic and workable for a longer time after mixing, and to set uniformly and quickly over entire walls and ceilings.

2 To set in regular time even with dirty water that ordinarily would affect the set of plaster.

3 To set in regular time despite sand impurities that would accelerate or retard the set of ordinary plaster.

4 To set in regular time whether machine-mixed or hand-mixed.

5 To set in regular time over the following bases: metal, wood, gypsum or insulating lath, clay or gypsum tile.

6 To set in regular time, and to set in the same time when sanded for use either as brown coat or scratch coat.

7 To set irrespective of climatic conditions, and not to dry out before setting.

8 To set with more uniform surface hardness than ordinary plasters, thus providing for better application of white coat.

9 To set from the base out to the surface, instead of from the surface in to the base, and to take its set evenly.

10 And we further guarantee Red Top Wall Plaster to retain its plasticity and working properties for at least one year.

CAUSE OF PLASTER COMPLAINTS

Even the amounts of sand as specified for scratch coat over different bases vary. And as these conditions vary, setting time varies.

How has this situation been met in the past? By making the setting time *an average to meet average conditions.*

How is it met now? By making Red Top Plaster *relatively immune to these varying conditions.* Instead of a plaster too fast for some conditions and too slow for others, here is a plaster that overcomes these conditions.

Graph Illustrates New Results

How effective it is may be judged from the accompanying graph. A great many samples of Red Top Plaster were tested for different job conditions, different conditions of acceleration, with the result that they all fell within the hour-and-a-half range of setting time shown by the left half of this graph. A number of other plasters were tested under the same conditions with a variation of more than six hours as shown on the right side of this graph. (Some actually fell outside of this range.)

This graph tells a story of typical job conditions. It shows how important this development in plaster quality is to the architect and to everyone else interested in better construction.

(Where markets demand a longer or shorter setting time, as they do in some parts of the United States on account of job practices, Red Top is made with a longer or shorter setting time; but even in such cases the setting time established for that particular market has the same dependability and the same freedom from change caused by job conditions as if it were made in the same setting range shown by this graph.)

USG

Manufactured under U. S. Patents 1,685,539 and 1,989,641

SAMPLES AVAILABLE FOR TESTING

If you care to make an actual test of the setting time of Red Top Plaster, either to check its setting time or to compare it with any other material, under similar conditions, return this coupon and a sample will be sent you.

Name .....

Street .....

City ..... *State* .....

BY UNITED STATES GYPSUM COMPANY

BB015 2472

pings" back of the lath. The plaster adheres with a uniform suction over the entire surface of NOBUCKLE, the two uniting into a monolithic fireproof plaster wall.

The accompanying illustration proves how great is the bond between gypsum plaster and NOBUCKLE. There is no possibility of the plaster becoming jarred loose by the slamming of doors or vibration of the building.

Permanent Plaster Walls

Red Top Gypsum Plaster should always be used over NOBUCKLE PLASTER LATH, as this plaster unites with NOBUCKLE LATH, forming a hard, dense, uniform wall that will take any decoration.

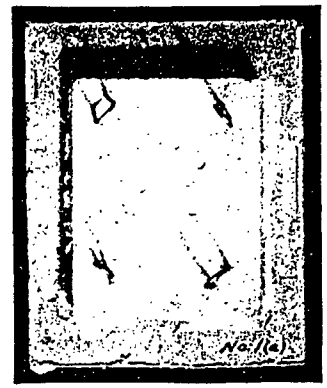
Gypsum plaster is of itself fireproof and possesses superior soundproof and insulation qualities.

The combination of NOBUCKLE PLASTER LATH finished with gypsum plaster in Red Top bags insures you the most economical, lasting and permanent plaster walls and ceilings that can be obtained. This construction costs no more and gives better results.

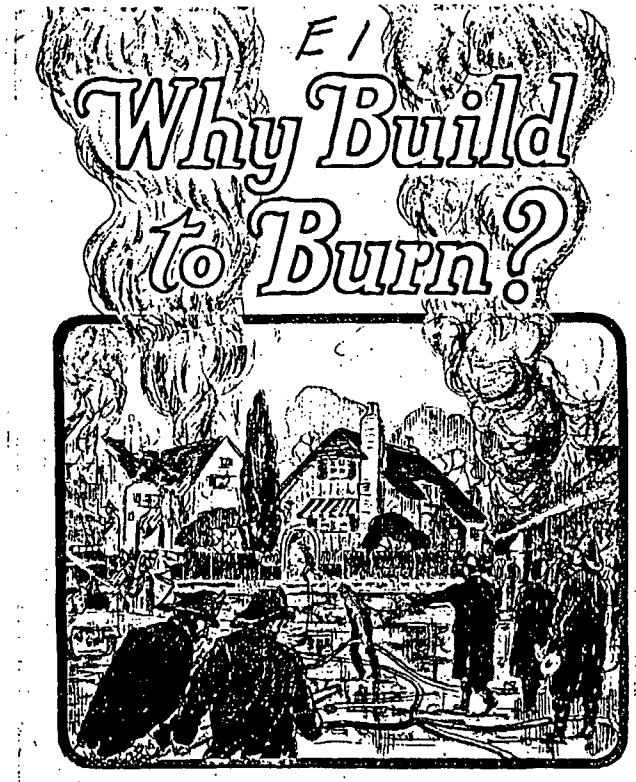
Your plastering contractor can furnish NOBUCKLE PLASTER LATH and Red Top Plaster just as economically as wood lath and less satisfactory plaster.

UNITED STATES
GYPSUM COMPANY
205 West Monroe Street, CHICAGO, ILL.

This Test Shows How Gypsum Plaster Adheres to NOBUCKLE



In order to show the strong bond between Red Top Plaster and NOBUCKLE, an area of NOBUCKLE 2 1/16 in. by 3 3/8 in. was plastered, metal staples being embedded in the plaster (see 1-a). A weight of 145 lbs. was suspended from these staples, proving the wonderful adhesion of plaster to NOBUCKLE.



BB015 2474

Protect Your Building Against Fire and Depreciation

THE average annual fire loss in buildings in the United States is $65,000,000. Every three minutes a home is destroyed by fire. Statistics prove that 90% of residence fires start from within the building.

A large part of this is due to the common practice of using wood lath as a base for plaster.

15,000 wood lath are required on a small building. When these are nailed on both sides of the wood studs, the space inclosed becomes a flue lined with kindling wood, a constant fire hazard.

The tremendous annual fire loss from fires originating within buildings and the danger of loss of life can be entirely eliminated by using NOBUCKLE PLASTER LATH, a smooth, fireproof material, in place of the 15,000 pieces of kindling wood.

NOBUCKLE PLASTER LATH
Prevents Fires

NOBUCKLE PLASTER LATH is a uniform sheet of processed gypsum 3/8 in. thick which, when nailed to studding and joists, completely seals the walls and ceilings with a fireproof material that will not burn nor transmit heat to wood studs, joists or furring strips.

Authoritative tests have proven the fire-resisting value of NOBUCKLE PLASTER LATH and Red Top Plaster, and have shown that this construction gives four times the protection of wood lath and plaster.

UNITED STATES GYPSUM CO.
NO BUCKLE
PLASTER LATH
CHICAGO, ILL.

Provides Heat, Cold and Sound Insulation

The insulation value of gypsum is well known to architects and engineers. A building on which NOBUCKLE is used as a plaster base takes full advantage of this insulation value, will cost less to heat in winter and is cooler in summer.

Sound tests have shown that NOBUCKLE and plaster is over 3½ times more soundproof than wood lath and plaster construction.

Adds Strength to Your Walls

Wood lath is only a skeleton on which to hang plaster. It provides no strength to the plaster.

There is no mechanical "key" when plaster is applied to NOBUCKLE PLASTER LATH, hence material is not wasted for "keys" or "drop-



In case of fire this wood lined flue is a menace. Note waste of plaster behind lath.

Other Advantages of NOBUCKLE PLASTER LATH

Uniform in Size

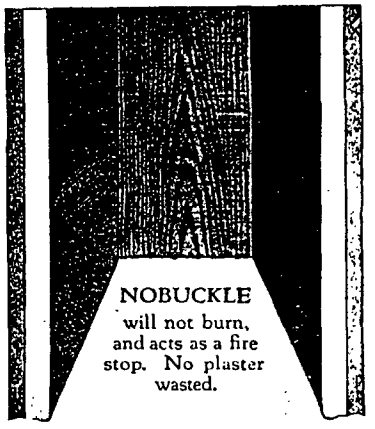
NOBUCKLE provides a plaster base of uniform quality, factory made, in convenient sizes, assuring rapid and easy application. Every board of NOBUCKLE is exactly alike, while wood lath is of many grades and varying quality.

The smooth, uniform surface of NOBUCKLE PLASTER LATH enables the workman to apply a uniform thickness of plaster, assuring maximum insulation and fire protection. Then, too, window and door frames fit snugly, which adds to the good appearance of the finished job.

Prevents Stains and Ruined Decorations

A short time after plaster is applied over wood lath, streaks will begin to appear along the lines of the lath, causing an unsightly appearance. Wood lath are apt to contain rosin or pitch, which will work through the plaster and stain the surface, both of which ruin the decorations.

With NOBUCKLE there is nothing to cause stains or discolorations of the plaster. There are no open spaces in NOBUCKLE PLASTER LATH, so streaks will not appear.



NOBUCKLE will not burn, and acts as a fire stop. No plaster wasted.