PLAINTIFF'S EXHIBIT

USG-1089

The greatest improvement ever made in Plaster!

Most common cause of complaints now eliminated

by *Red Top!*



AT last a plasterer's plaster—a plaster so changed, so improved, that it puts an end to the most common cause of plaster complaints.

What is this improvement? What does it do?

The answer is simple. The hazard of change in setting time has at last been taken out of plaster. This means that you can stop worrying about slow set and quick set—that the setting time of Red Top as it is now being shipped from the rock plaster plants of the United States Gypsum Company stays uniform—is not affected by accelerating sand, fine sand, dirty water, different amounts of sand and the varying job conditions caused by local plastering practices.

Read this plasterer's specifications for an ideal plaster and then remember that it is an almost exact description of Red Top.

My Idea of a Real Plaster

By an Experienced Plasterer

"I want a plaster that I can sand one to one for scratch coat over metal lath and then sand three to one for the brown coat and still get the same setting time."

"I want a plaster that I can use over different bases in the same building, wood lath, metal lath, brick, clay tile, etc., and get the same setting time—regardless of the different amounts of sand used."

"I want a plaster that can be mixed with a hoe two sacks at a time or thrown into a machine mixer without special retardation and without danger of quick set."

"I want a plaster that will not dry out if you give it half a chance to set—one that will set in from two to six hours on a hot day, instead of holding for ten or twelve hours."

WE GUARANTEE RED TOP PLASTER:

1. To be of improved plasticity and not to lose its fatness or plasticity until setting action starts.
2. To set in regular time even with dirty water.
3. To set in regular time in spite of sand impurities.
4. To set in regular time whether box-mixed or machine-mixed.
5. To set in regular time over wood lath, metal lath, gypsum lath, insulating lath and clay or gypsum tile.
6. To set in regular time whether sanded for scratch or brown coat.
7. To set in regular time regardless of climatic conditions and not to dry out.
8. To set with greater and more even surface hardness.
9. To set from the lath out rather than from the surface in.
10. To retain its plasticity and working properties for at least one year.

"I want a plaster that stays plastic, a plaster that saves the mechanic's arm."

"I want a plaster that raises the standard of plastering work, because I know that plaster properly used always has been and still is the best interior finish made."

Manufactured under U. S. Patents 1,683,539 and 1,989,641.

USG

UNITED STATES GYPSUM COMPANY

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