

BB023 0357

PLAINTIFF'S EXHIBIT

USG-570

new

column fireproofing

entirely aimed at solving the problem of the "missing middle" in the commercial building problem. The effectiveness of these programs will be determined by the extent to which they are able to attract private investment and to create jobs. It is important to make sure that the supply of jobs is greater than the supply of workers, and that the supply of workers is greater than the supply of jobs. This is a critical issue for the future of the American economy.

...AMERICA MUST CONSERVE STEEL FOR

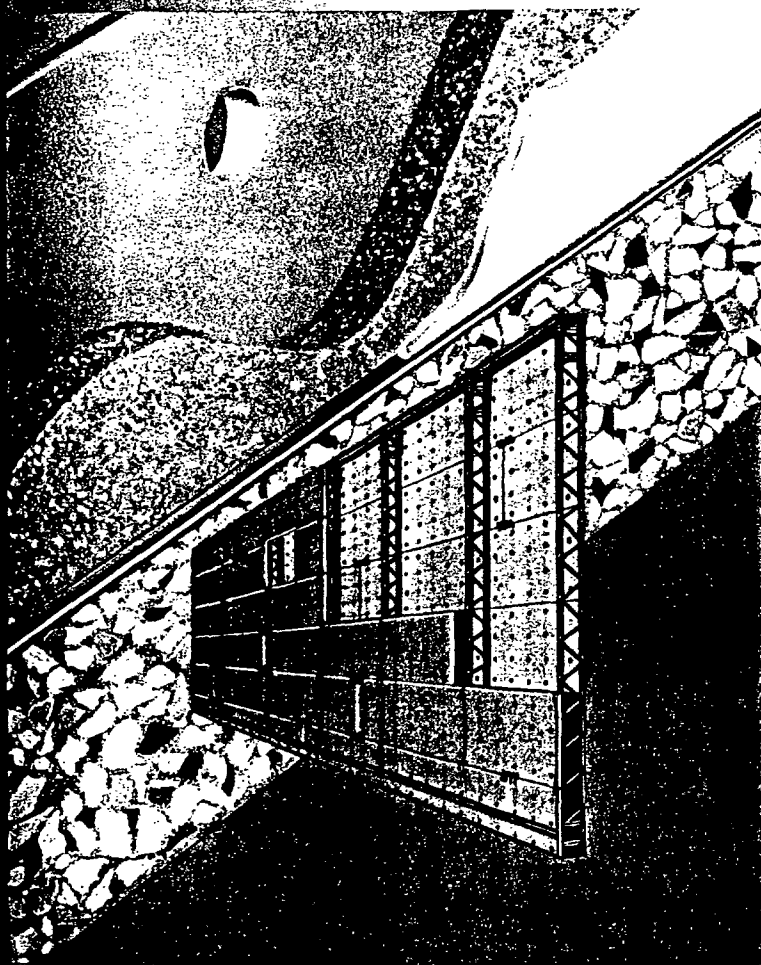
ALL-OUT NATIONAL DEFENSE PROGRAM

C. E. WILSON... CO-ORDINATOR

partition assembly

1

2



from
this

to
this

in one thrifty step
new concrete finish

Now at last—a finish plaster that *bonds securely to smooth concrete!* No bush-hammering, buffing, spackling; no white coat necessary. No more need for costly furring, lathing or conventional base coat on smooth concrete ceilings. Now released by U.S.G. after two years of field testing, new RED TOP* Cover Coat is a specially prepared gypsum finishing plaster for use only on smooth, unpainted concrete ceilings, columns and beams. Quick-mixing and easy-troweling, Cover Coat is applied in one or two coats over a special neutralizing bonder to a total thickness of not over $\frac{1}{4}$ " ; one ton covers 300-500 yards. *Eliminating* form laps and other imperfections, it provides a finish surface ready for decorating with oil, oil resin or casein paint.

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

RED TOP **COVER COAT**
FINISHING PLASTER

88023 0360

HISTORICAL FILE
Trade-Mark Protection
 Received **AUG 1951**
DO NOT DESTROY

Ad No. 848 {Plastering Industries } September
 {California Plasterer }
 {The Lather }
 Ad No. 848A—Plasterer and Cement Mason—September
 R-0774 (2)



"So, you're finishing smooth concrete ceilings with COVER-COAT* now!" I said.

"Right you are, Red," Carter Jackson, the plastering contractor, replied. "For COVER-COAT does everything you said it would on these poured monolithic ceiling jobs. Eliminates the expense of bush-hammering. Eliminates bond plaster coat. Why, COVER-COAT's the only plaster coat needed—and it turns out a beautiful job. Highly paintable, too. Painters have been getting perfect results following our work, with either oil or resin paints." I answered, "This job sure looks good."



Carter Jackson continued: "Remember—you said we could apply COVER-COAT either in one or two coats. Well, we're using the preferred two coats and you'll notice the final coat's a sand float finish. Customers really go for it—and the savings!"

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

I asked, "Has COVER-COAT made any real difference in your profit picture?" "Difference!" Jackson exclaimed, "A *whale* of a difference! COVER-COAT makes every poured monolithic ceiling job in town an A-1 prospect for us. And believe me—we sell more than our share of them!"

You'll like the ease and speed of finishing smooth concrete ceilings with COVER-COAT. COVER-COAT Bonder (included with the shipment) is the easy-to-use bonding agent—an integral part of the system. Remember, no bush-hammering, no buffing and spackling; no bond plaster and white coat finish needed! Write me for the complete story, now.

Red Topper
 YOUR U.S.G. SALESMAN



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

Prepared by
 Fulton, Morrissey, Co., Advertising

BB023 0366

"Thanks, Red... that new COVER COAT brought me...

5,000 YARDS OF PROFITABLE PLASTERING!"



"Remember the day you dropped the hint on using new COVER COAT plaster over smooth, unpainted concrete?" asked Tom Schultz, the plastering contractor. "Well, that was the day I got the contract for all but the ceilings of the new Delux Apartments—that 6 floor apartment job of poured concrete." "Yes," I replied: "I told you about the smooth, unbroken finish of COVER COAT—how economical, no basecoat needed." "And," Tom filled in, "how it takes any decoration. Well, listen..."



"I was content with my contract for plastering party walls over PYROBAR* Tile, and with interior partitions of 2" Solid ROCKLATH* and plaster. With ceilings of smooth poured concrete, the general contractor had decided to buff the joints and spackle and paint the ceilings."



"But when you told me about this new bonding-finishing plaster, I was over talking to that general contractor faster'n you can say 'COVER COAT'. Sure, I sold him—and added 5,000 profitable yards of ceiling plastering to my contract."



I asked Tom: "Did COVER COAT work out as I said—mix quickly and easily, no gauging or special mixing?" "Like a charm," Tom answered, "and plasterers like it, because it's easy working and applies in two coats—leveling and finishing with only 1/8" total thickness... finishes much like a lime putty finish coat. And 350-550 yards per ton coverage—I like that."

Let COVER COAT widen your field for plastering profit. It's adaptable, economical. Eliminates buffing and spackling or bond plaster and white coat finish. COVER COAT Bonder will be included with shipments of COVER COAT; it is the bonding agent and must be used as part of the system. Write me for the complete COVER COAT story!

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

Red Topper

YOUR U.S.G. SALESMAN



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