

Effective May 2, 1938

PLAINTIFF'S EXHIBIT

USG-587

The PRICE of

PERFORATED ROCKLATH

IDENTICAL FILE

Trade-Mark Protection

received 1937

DO NOT DESTROY

REDUCED

25¢ per 1,000 feet!

[Bringing the New Price Down
to That of Plain Rocklath . . .]

THIS price reduction—coming as it does on the eve of a general nation-wide drive for more building—should serve to accelerate even more vigorously the sweeping sales growth of PERFORATED ROCKLATH.*

Since its introduction—two short years ago—this popular plaster base has won market after market—until it now rivals plain Rocklath in volume. With prices identical there is no longer any sound reason why the *extra* advantages of PERFORATED ROCKLATH should not send it quickly into full leadership. These *extra* advantages are:

I. *A Double Grip On Plaster*—the *welded* grip of gypsum to gypsum through the board surface by crystalline attachment—and the *riveted* grip formed as plaster is forced through its regularly spaced perforations to expand and form “mechanical rivets” on the back of the lath. (See illustration in advertisement attached.)

II. *A One-Hour Fire Rating*—Tests at Bureau of Standards qualify partitions made of PERFORATED ROCKLATH plastered with one-half inch of gypsum

plaster for this one-hour fire rating. And hundreds of cities have now approved our product on this basis.

Add to these *extra* advantages the standard Rocklath superiorities in ease of handling and applying—true and clean edges and surfaces—and ready-scoring qualities—and PERFORATED ROCKLATH, at its new reduced price, stands out attractively above all older and ordinary plaster bases.

Plasterers all over the country, furthermore, are giving it their preference because they like the way the holes “take hold” and literally slice the plaster from the trowel—and because, with it they can build a wall at little, if any greater cost than if they used a base without *all* the *extra* PERFORATED ROCKLATH advantages.

All told, PERFORATED ROCKLATH now offers an abundance of profit-making possibilities that should appeal immediately to every dealer.

We will be glad to give you further and more complete details if you will just send us the enclosed card.



UNITED STATES GYPSUM COMPANY

300 WEST ADAMS ST., CHICAGO

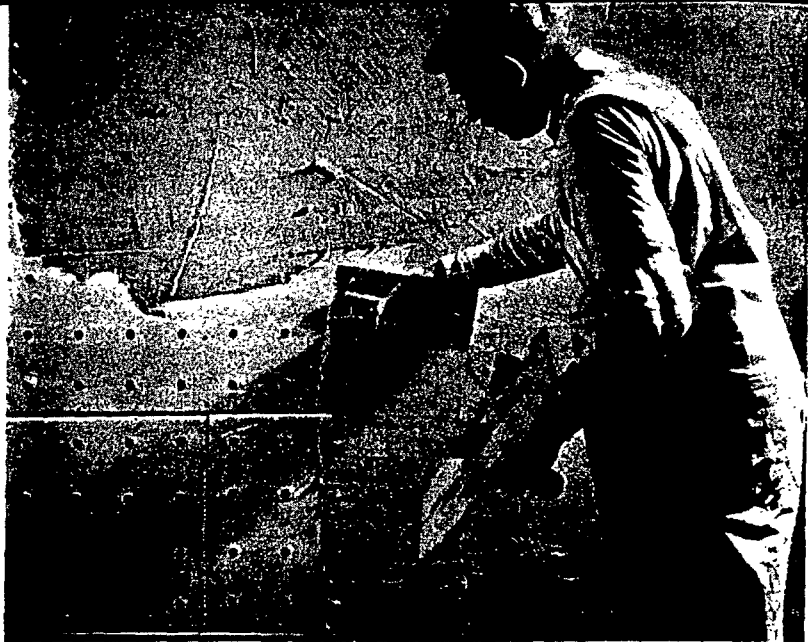
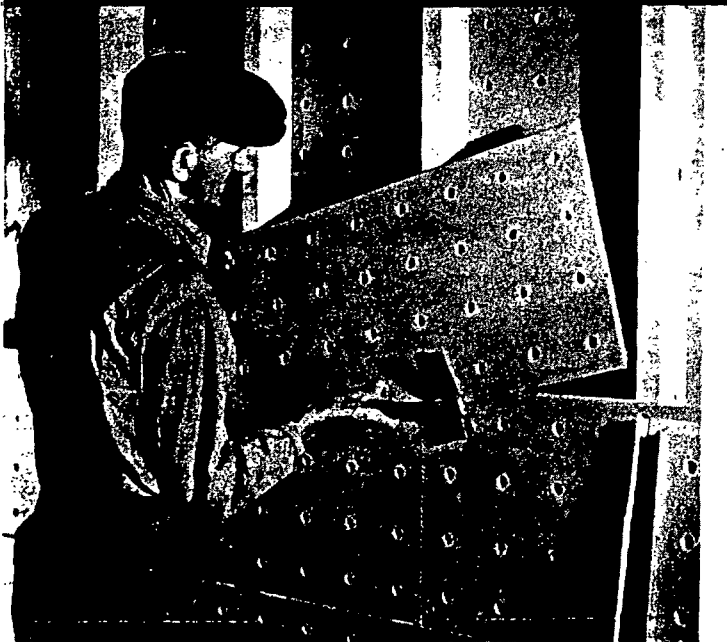
NOTE: In checking the convenient card enclosed, we suggest you also ask for information on: *Insulating Rocklath*—which controls temperature by reflection; the *Rocklath Resilient System*—which makes walls and ceilings more sound-proof and crack-proof and eliminates “lath mark” discoloration; and the *Rocklath Bridjoint* System*—which offers 7 distinct improvements toward better plastering at lower cost.

Many dealers are making *quick* profits and *good* profits handling our *complete* Rocklath Line. Why not you?

*Reg. Trade Marks

R-40

BB025 1756



PERFORATED ROCKLATH Meets Today's Need for a Fireproof, Strong Plaster Base

When you think of walls and ceilings for a new building, you no doubt think first of a decorated surface; you think in terms of the effect of the finished, decorated surface on the eye. And in so thinking you are right; for the part of any interior that is seen most, that more than any other single feature makes interiors attractive, is the wall and ceiling area.

How important it is, then, that the materials over which the decoration is to be applied be carefully considered. For it is upon the quality of these materials—upon the quality of the interior finish—that the effectiveness of the decoration greatly depends.

So in selecting the interior finish over which decoration is applied, check these features: 1. Will it provide a hard and lasting surface that will allow decoration (that may well cost as much or more than the interior finish) to be permanently attractive? 2. Will it give the building added strength and help keep the finished wall free of blemishes? 3. Is it fireproof, will it help protect the building and its occupants from fire? 4. Is its cost in line with the cost of materials ordinarily used?

These you may think are rigid specifications. They are rigid specifications. But they are specifications that are met in every respect by an interior finish of Perforated Rocklath* and Red Top* Plaster.

Perforated Rocklath provides one of the finest of bases for plaster. It is a sturdy, non-warping FIREPROOF gypsum lath perforated with circular holes spaced at regular intervals—the first step to strong, smooth, permanent walls and ceilings.

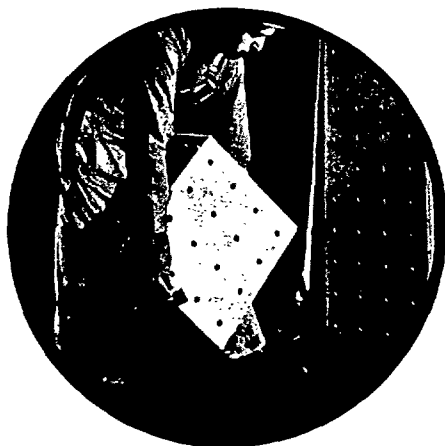
The photographs at the head of this page illustrate how simple is the erection of a Perforated Rocklath-Red Top Plaster wall. The lath is applied with ordinary tools over framing; plaster is applied with unusual ease over the lath.

When plaster is applied over Perforated Rocklath it bonds to the lath with a double grip—first, the grip of plaster to the surface of the lath (twice the grip of plaster to the average lath); then the grip of the "mechanical" keys formed as plaster is forced through the perforations. The result is a wall that meets the specifications set up for the ideal interior finish.



The finish is first of all an excellent base for decoration—smooth, hard, highly resistant to cracking. It is a finish that adds to the rigidity of the building. It is a finish that has superior resistance to fire—for it consists of almost an inch of solid, non-cumbustible gypsum. And considering its many added advantages, the cost of this interior finish is unbelievably low; so low that a Perforated Rocklath-Red Top Plaster finish actually costs little if any more than a finish of old-fashioned, less satisfactory materials.

These Are Features That Make Perforated Rocklath the Preferred Base for Plaster



EASILY, QUICKLY APPLIED

Perforated Rocklath is economical to use because it goes on quickly. It is made in convenient size sheets that fit standard framing and can be nailed directly to joists and studding.

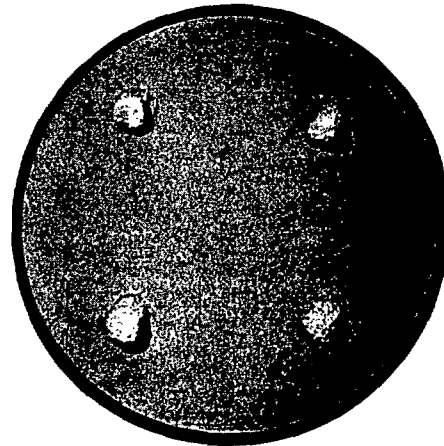
Perforated Rocklath is handled with exceptional ease, can be "scored" with a hatchet and broken, as shown in the illustration.

It is shipped in bundles—six lath to the package—that protect edges and surfaces from mill to job.



EASY TO PLASTER OVER

Plasterers everywhere like Perforated Rocklath because it gives them a better base to plaster over. The perforations "take hold" of the plaster, literally "slice" it from the trowel. Because it makes the plasterer's job easier, he is more able to produce a fine, craftsmanlike job. And he likes Perforated Rocklath too because it enables him to give the owner a stronger, more fire-resistant wall, suitable for any decoration.



STRONG BOND FOR PLASTER

This illustration is a photographic "close-up" of the back side of a section of Perforated Rocklath plastered with Red Top Plaster. Notice how plaster forms "mechanical" keys when forced through the perforations. And remember that this "mechanical" keying is in addition to the already strong grip of plaster to the surface of Perforated Rocklath itself—proved in tests to be greater than for any other type of lath.



If Perforated Rocklath were not superior in other respects—strength, permanence, grip for plaster—the one fact that would still argue for its use in buildings is its resistance to fire. Think of the millions of dollars worth of property destroyed every year by fire, of the thousands of lives fire snuffs out every year. Is not this sufficient reason for more fire-safe construction—for the Perforated Rocklath-Red Top Plaster wall that has been proved to have extraordinary resistance to fire?

To demonstrate this resistance to

fire, tests were conducted at the Bureau of Standards. At the conclusion of the tests, a Perforated Rocklath partition, when plastered with Gypsum Plaster, was shown to have qualified for a one-hour fire rating—a preferred fire rating.

This superior resistance to fire means that in case of fire, fire-fighting equipment has more time to get on the job; it helps confine fire to rooms in which it originates; helps protect not only the building, not only furnishings and furniture, but also life.



For Strong, Permanent Walls and Ceilings Use Red Top Plaster Over Perforated Rocklath

First need in getting a lath and plaster wall that will give long, satisfactory service and provide a good base for decoration is good lath. Perforated Rocklath fills that need. Second need is a high quality plaster. Red Top Plaster fills that need.

For more than thirty years, Red Top Plaster has been the standard of gypsum plastering materials. Its quality and strength have been tested in laboratories and on many thousands of jobs. Recent improvements are so significant that you can't afford to overlook them when selecting the brand of plaster you intend to use.

More uniform setting time, greater plasticity, better working qualities, and better keeping qualities are among the important improvements. These improvements are important because they make possible better plastering work and encourage a higher standard of plastering than was ever before possible.

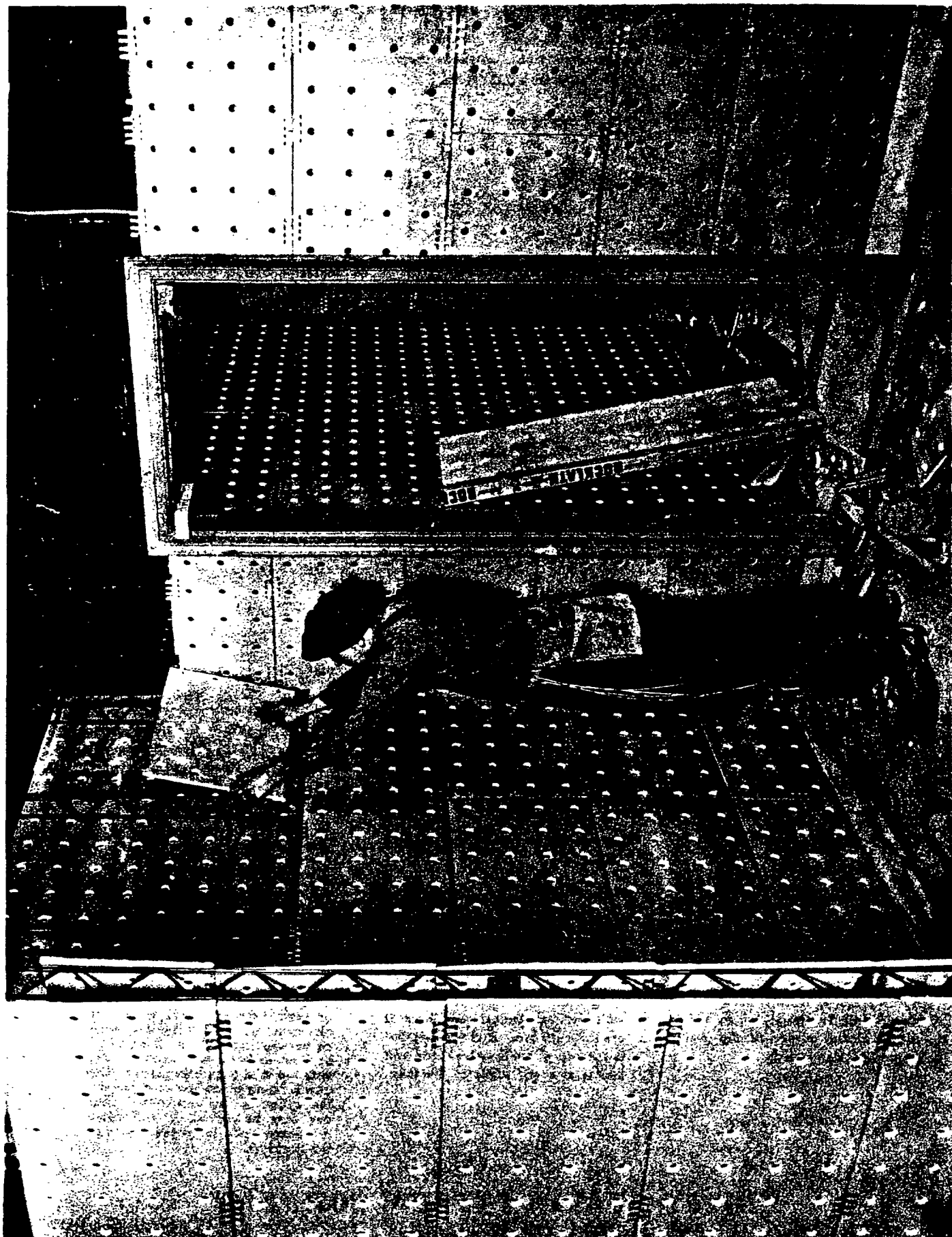
Good lath—Perforated Rocklath, plastered by competent workmen with good plaster—Red Top Plaster—these are the requisites of good walls and ceilings. Insist on them for your next plaster job.

Use USG Finishing Lime For Finish Coat

Standard plastering practice for lath and plaster walls is to apply two coats of gypsum plaster topped with a finish coat. For this finish coat, USG Finishing Lime gauged with Red Top Gauging Plaster is ideal, producing a smooth, hard, white finish suitable for any decoration.

UNITED STATES GYPSUM COMPANY





USG Trussteel Studs with *88 Rocklath Trussteel Clip on apartment building job, Buffalo, New York, using 300,000 square feet of perforated Rocklath and 400 tons of Red Top Plaster and lime.

No. 68 ROCKLATH TRUSSTEEL CLIP

(Galvanized)

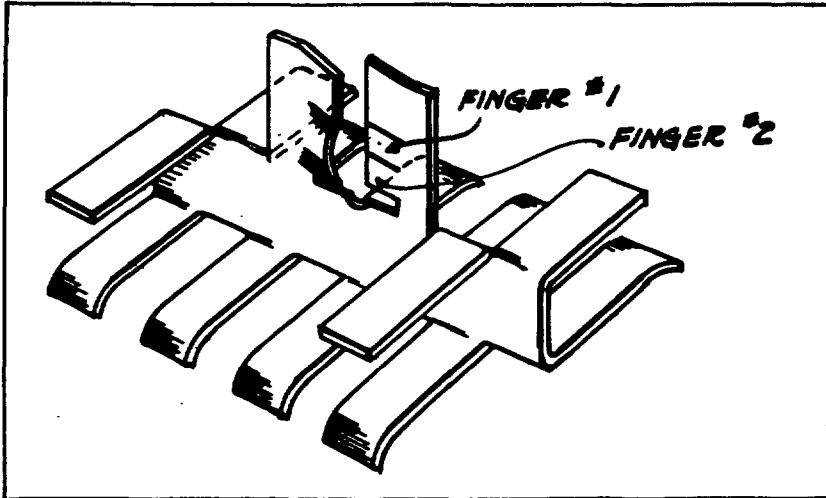


Figure 1 — No. 68 Rocklath Trusstee Clip

Used to attach $\frac{3}{8}$ "—16" x 48" Rocklath to USG Trusstee Studs.

Estimate 6 clips per square yard if studs are 16" on center — 4 clips per square yard if 24" on center.

If studs are unevenly spaced or are on other than 12", 16" or 24" centers use W-22 Bridjoint clips (3 per square yard) to reinforce the Rocklath end joints that occur between studs.

APPLICATION OF CLIP

(FIGURE 2)



Position 1

Holding clip as shown, bring it in contact with Trusstee Stud by sliding the slotted portion of clip over the vertical flange rods.



Position 2

Then with clip in tight contact with vertical flange rods twist it around until face of clip is parallel to the face of the Trusstee Stud and clip is at a 45° angle to the floor.



Position 3

Then bring clip to a horizontal position by gently twisting it with a counter clockwise motion locking it in place by forcing fingers #1 or #2 (figure 1) or both to bend into tight contact with the stud depending on whether clip is being placed on stud proper, the splice or the extension. Clip can then be moved up and down the flange rods to properly engage the Rocklath.

UNITED STATES GYPSUM COMPANY