St. Louis

RED TOP NEWS

PUBLISHED IN THE INTEREST OF BETTER LATHING AND PLASTERING

★ Issued by the UNITED STATES GYPSUM CO., 8032 Forsyth Blvd.

PLAINTIFF'S EXHIBIT

USG-612



This new construction -- a 2" solid partition of Rocklath* and Red Top* Plaster -- is something every lather and plasterer should know about. Why? Because it is a practical way to build partitions now, when lumber and metal are so scarce. Because it means more jobs ... for lathers, and plasterers. I consider this type of partition to be one of the outstanding developments we have made to help the war housing situation.

C. W. Welch

District Manager, St. Louis

BB026 2278

THIS AND THAT



Twenty-three of our pals of the Wood, Wire and Metal Lathers District Council of Greater St. Louis, Locals #494 and 73 -- have a new boss -- Uncle Sam. These men, who worked on the jobs with us at home, are now helping to finish the biggest job of all -- a rush job and a tough job -- licking the Axis. We're proud of these men of the armed forces -- we're glad their stars are blue on the service flags. We'll be glad when they are back on the job with us.

Local #494

Charles H. Hall
Willie Ames
Sterling L. Tullock
Edward R. Cassin
Walter V. Moore
Walter L. Tielotson
Louis E. Smith
Granvill R. Falls
Frank J. Kaiser
Robert F. Bean
James T. Harris
John Setelia
Herman J. Lagerman

Local #73

John D. Adhearn
Joseph H. Fawcett
Frederick W. Klein
Herman L. Beerman, Jr.
Orvil H. Vogel
William C. Rowbottom
Harry T. Miller
Donald E. Saville
Leonard J. Beerman
William T. Grace

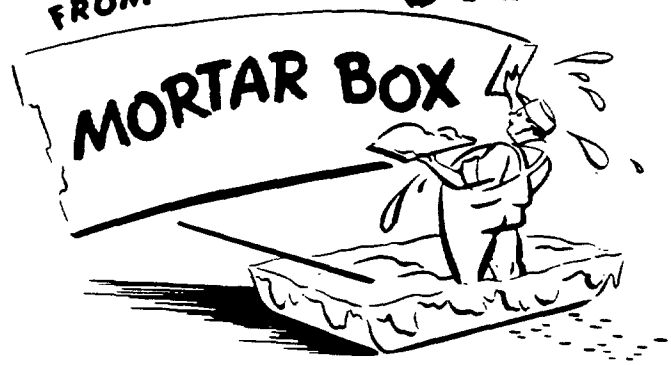
While these boys are away, the boys on the home front have been in action, too. The plastering profession of St. Louis has developed a plan to promote better and more lathing and plastering jobs for the service men when they return.

Committees of contractors and representatives of journeymen in both the lathing and plastering trades have arranged to contact managers of office buildings, hotels, department stores, and other owners who may be planning to build or improve property, to acquaint them with new developments in lath and plaster -- to remind them of the permanence, beauty, service and economy of this standard of wall and ceiling construction.



It's an important step. It's good post-war planning. Hats off to the men on <u>both</u> fronts.

DRIPS AND DROPS FROM THE MORTAR BOX



Plaster of Paris (or gypsum) was so named because the first deposits were found underground around Paris.



"I packed my parachute myself," said the nervous beginner, "but I'm sure it won't open."

"In my opinion," replied the instructor, "you are jumping to a hasty conclusion."



Stucco and plaster was first mentioned in history as being used by the Assyrians -- later by the Romans. The Roman, Vitruvious, author of books on architecture written between 83 and 73 B. C., writes of a well-finished stucco (mixed with marble dust) so shining that it reflected images upon it. He relates that persons in that day used to tear out slabs of plaster from ancient walls and use them for table tops, the material was so beautiful.



A friend who recently went into war-work reported by post card. "Having a wonderful time -- and a half."



"No," said the girl returning from a date with a Navy man, "I don't know what his rank was, but I think he was chief petting officer."



The hardening time of plaster is now so skillfully controlled by the U. S. Gypsum Co., that plasters can be obtained with setting times varying from one minute to several hours.



"THAT PLASTERER'S KID — SHOWIN' OFF AGAIN!"

BB026 2279

A PARTITION THAT BRIGHTENS THE FUTURE FOR PLASTER

When the lumber shortage became critical and threatened to stop vital housing jobs, something had to be done. It is frequently an emergency, such as this, that brings progress.

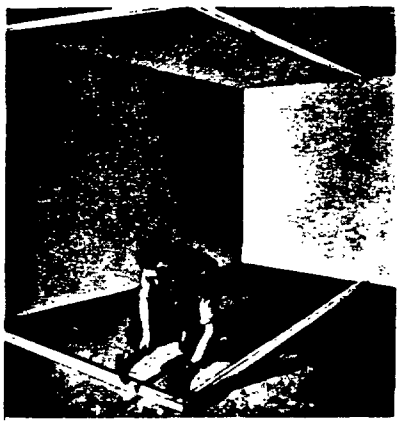
Research engineers of the United States Gypsum Company speeded up their work, and came up with an answer that cuts lumber requirements 90% below the amount required for a standard frame partition, reduces the amount of metal required in previous Solid plaster partitions by 90%, and produces a partition that can be built quickly, that is low in cost, that won't burn, and that's strong and durable. This new construction is known as 2" Solid Partitions, and is built of Rocklath* and Red Top* Plaster.

Best of all, lathers and plasterers do the whole job.

The procedure is simple. First, runner strips are nailed to the subfloor or floor where partitions are to be located. Ceiling runners are then nailed in place. These runners have grooves in them into which the Rocklath core of the partition fits.

The "framing" of the partition is now completed with "square edge" Rocklath 24" wide, a type developed and manufactured for this new partition. This Rocklath is erected vertically, so that each piece reaches all the way from floor to ceiling runners. The lower end is put in the groove of the floor runner. Then the top end is sprung into the groove of the ceiling runner.

After setting and partially drying, braces are removed, and the brown coat is applied to the remaining side. After it has set and partially dried, the finish coat plaster is applied, completing the partition.



To erect 2" Solid partitions, partion lines are laid out on the floor. Then floor and ceiling runners are nailed in place. Rocklath is cut to provide ¼" top clearance in ceiling groove.



Special bracing clips are driven at third points in the 24" Rocklath, which is erected by setting it in the groove of the floor runner and springing it into the ceiling runner groove.



Temporary bracing is erected with bracing clips on one side of the partition to hold the Rocklath rigid during plastering. Joints between lath must be tight.



Scratch coat of plaster is applied to both sides; brown coat to side opposite braces; braces are removed: then the job is completed in the usual way.

One side of the Rocklath is then braced firmly to hold it rigid while the scratch coat of plaster is applied to both sides, and the brown coat is applied to the side opposite the braces.

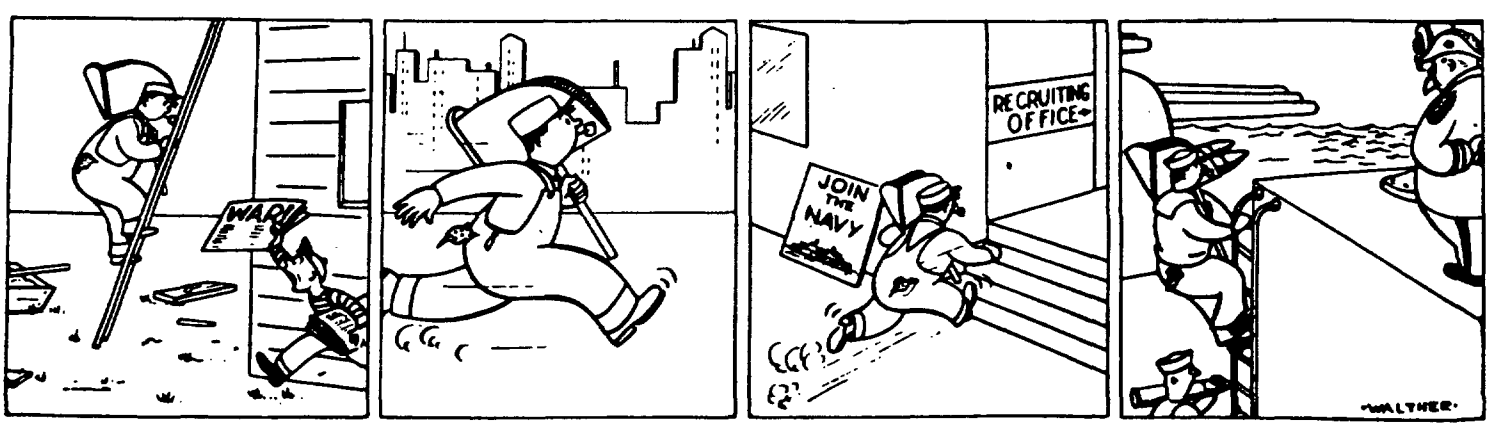
Partitions of this type have been used successfully on some of the largest housing projects being built, and have been approved by government agencies. Specifications for many projects now being designed call for 2" Solid Partitions of Rocklath and Red Top Plaster.

Based on results, and on the wide interest that has been shown in this new type of non-load-bearing partition, we anticipate a large business for plasterers from this development.

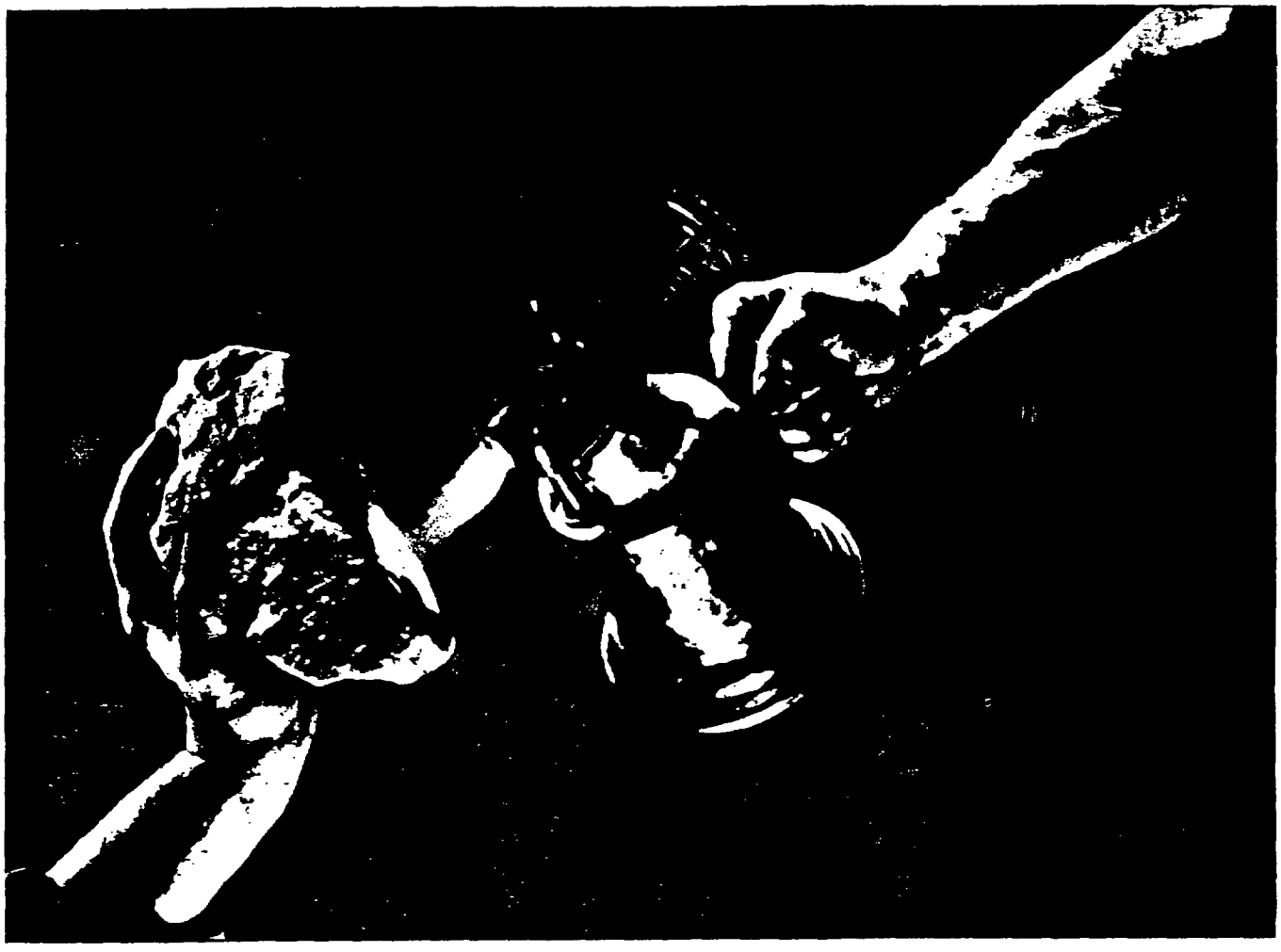
A special folder explaining this new construction completely is now available and will be supplied on request.

Trade-mark Reg. U. S. Pat. Off.

MAKING IT "HOD" FOR THE AXIS



WE BELIEVE IN PLASTERING BECAUSE...



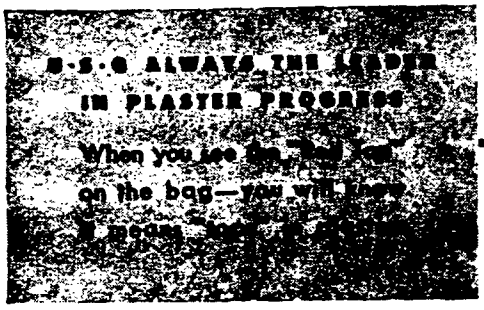
GYPSUM PLASTER GIVES GREATER FIRE PROTECTION

Gypsum Plaster will not conduct heat of over 212° F. (the boiling point of water) until it is completely dehydrated. There are few, if any, minerals that offer this much protection to buildings. This is why plaster is used to form a protective armor over steel or wooden framework when either may be exposed to fire.

Actual tests show that a partition covered with an armor of gypsum plaster one-half inch thick will resist fire from forty minutes to an hour. Therefore, plaster protects the framework over which it is applied and helps keep fire from spreading. To this safeguard millions of people owe their lives and property.

Combining these fireproof qualities with workability and dependability, the United States Gypsum Company has led the way to better building through better plastering.

Nearly half a century of research and development has brought new improved products from base coat to moulding, casting and finishing plasters. All these products have completely won and held the confidence of the entire Nation for forty years as leaders in use . . . in quality . . . in results.



U·S UNITED STATES GYPSUM

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This famous trademark identifies products of the United States Gypsum Company—where for 40 years research has developed better, safer building materials.

PLASTER • LIME • KEENE'S CEMENT • STUCCO • LATH • INSULATION

BB026 2281