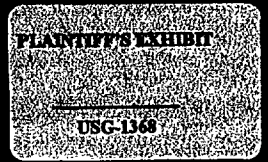


St. Louis



RED TOP NEWS

PUBLISHED IN THE INTEREST OF BETTER LATHING AND PLASTERING

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



Tomorrow will be an age of sound control. Why? Because Sabinite "M" makes it practical to have efficient sound control -- that is attractive -- at low cost. Every home, every office, every store, every school ... and many other types of buildings will demand the mental comfort Sabinite "M" provides. And -- this superior plaster will help resell the value of all plaster interiors. The value of Sabinite "M" to plasterers has been clearly shown in the Pentagon Building, pictured above, where more than 300,000 sq. yds. were applied. No wonder those who know what this new development promises are enthusiastic about the future of plaster. Faith in the exceptional value that Sabinite "M" gives is another reason why U.S.G. is telling architects, builders and contractors that Plaster D is It Better. Call our office for literature and samples - they are yours for the asking.

Trademark Reg. U.S. Pat. Off.

C. M. Heigh

BB026 1557

THIS AND THAT



Four new stars have been added to the service flag of our Plasterers Local #3.

Harold Koenig
Richard Doherty

Albert Stone
Joel Hamilton

They have joined Uncle Sam to finish the world's biggest job - "smashing the Axis" - with their 53 "buddies" on the service flag shown in the first issue of St. Louis Red Top News.



The Builders Guild of St. Louis sponsored a meeting January 31st at the Forest Park Hotel for all representatives of the building industry.

As a member of the National Home Builders Ass'n., the program included talks by Mr. Harold A. Schulenberg and Ralph S. Duke, officers of this association.

The large crowd attending was very appreciative of the information they received on the post-war building program of NHBA and the possibility of relaxing the L-41 order, which the speakers brought out was dependent on the collapse and fall of Germany and Japan.



IN MEMORIAM

Death has called several members of the plastering and lathing industry in St. Louis during the past two months.

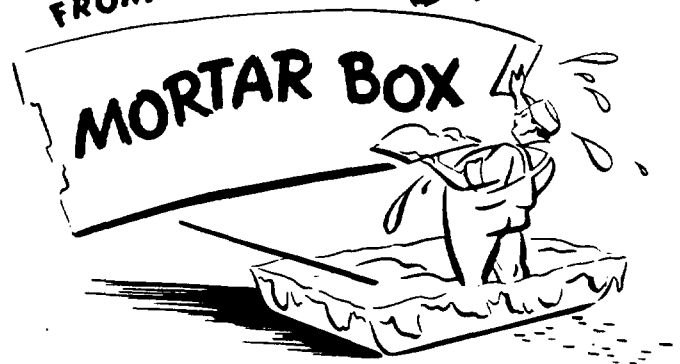
Fred W. McCool, Sr.: Associated for many years with Peter Anderson Plastering Co., passed away in February at the age of 70. Always interested in better plastering, his influence in the industry will be carried on by his four sons, Fred, Jr., John, Tom, and Arthur.

Jerome Dunn: Treasurer of Plasters Union Local #3, passed away at the age of 82 years. His many years of life were devoted to the plastering industry both as an able mechanic and as an officer in the association he represented as treasurer.

Harry Herwit: A member of Lathers Local #73 for over thirty years, passed away in January of this year.

M. J. Mulligan: One of the old timers in the plastering business, passed away in December of last year.

DRIPS AND DROPS FROM THE



Much advance is still being made in improving gypsum plasters and cements. Recently, research engineers of U.S.G. developed a gypsum cement that is as strong as concrete, and many other special types for foundries, pattern shops, and models where controlled strength, expansion, setting time and hardness are required.



Staff Colonel: "Your reports should be so written that even the most ignorant can understand them."

Sergeant: "Yes Sir. What part is it you don't understand?"



Few people realize the big part gypsum is playing in the war. The accuracy of bombers and artillery depends on fine optical instruments. All of these require lenses of the highest precision. Gypsum plate glass plasters are used to bed these lenses during grinding, and have made it possible to get mass production to meet the vast requirements of our armed forces. This is only one of many ways gypsum is helping win the war.



Marine: "You've heard of Naples, the famous Italian port, haven't you?"

Sailor: "No! How much is it a bottle?"



On the home front, gypsum is also helping fight a public enemy -- fire. Few people are aware of the fire safety that gypsum plaster adds to any wall. But fire insurance companies know. The minute you add plaster to a wall they give it a much better fire rating -- a fact that will help keep plaster in many building specifications -- today and tomorrow.



"The boss humors him! He once studied art, so now he insists on signing each wall he works on."

HOW A PLASTERING CONTRACTOR SOLD THE WORLD'S LARGEST ACOUSTICAL JOB

A new era for plasterers started when an order for the world's largest acoustical job was signed for Sabinite "M". This job is the Army's new headquarters in the Pentagon Building, Washington, D. C.

When the plastering contractor saw the specifications he discovered that substitute acoustical material was called for on most of the ceilings, with the result that a big part of the job he should have had was "out the window".

Immediately the contractor decided to get that business, if it could be done. For it represented over 300,000 sq. yds. of plaster on this one job alone. And, he wanted to find some way to get this business for plastering and establish himself on all future acoustical jobs.

So he went to the telephone and called his U.S.G. representative. He explained what his problem was -- "Does U.S.G. have a product that will meet the specifications???"

The salesman was quick with an answer. U.S.G. Research engineers had just developed a new acoustical plaster. He would get all of the facts for the contractor immediately.

Soon a research engineer was on the job with the story. The new acoustical plaster -- Sabinite "M" -- would meet the specifications and offered many other advantages.

"It has a high acoustical value," the engineer explained. It is low in cost. It has a new beautiful and distinctive troweled surface, eliminating a patterned, "tacked-on" appearance. It is flexible to fit any surface, so that architects have a free hand with their design and does not change regular plastering procedures.

Other important features about Sabinite "M", the engineer explained, are that it is fire resistant, it is sanitary, it can be painted with water-thinned paint, and it can be applied by available established building craftsmen, without introducing an additional trade or contractor on the job. Sabinite "M" also has high light reflection, and is available in four pastel colors.

After hearing these features of Sabinite "M", the contractor knew he had a real sales story, and asked the U.S.G. men to help sell the job. So, together they went to see the engineer in charge of the project. He quickly agreed to make a test.



Sabinite "M" makes noise a military secret throughout the Army's new Pentagon building at Washington, D. C.

Sabinite "M" was applied to the ceiling of one room. Sound engineers for the Army tested the result. These tests showed that the absorption met the specifications completely. So, a contract was signed to use Sabinite "M" throughout.

As a result, thousands of hours of work were created for his lathers and plasterers. The plastering contractor increased his profit with the additional yardage and established himself in the acoustical plaster business.

An outstanding feature of new Sabinite "M" that plasterers, es-

pecially, appreciate is its plasticity, which makes it easy to apply and finish. No special skill is required by plasterers in order to use this material.

Naturally, there is only one Pentagon job. But there are thousands of jobs that can be sold if plasterers watch for them as they check specifications and figure new work -- then call on a U.S.G. representative to help sell the job. In this way, plasterers will be creating jobs for themselves, and also will help to safeguard the market for their work tomorrow.

AN ELEVATING EXPERIENCE

