

Plastering Materials Merchandiser



September 27, 1951

RELEASE OF RED TOP SPRAY-ON ACOUSTICAL PLASTER

Effective immediately, we are releasing RED TOP SPRAY-ON ACOUSTICAL PLASTER for sale in the Central, Midwest, Southwest, and Mid-Atlantic Divisions. RED TOP SPRAY-ON ACOUSTICAL PLASTER has been developed to meet the tremendous demand in many markets for a low cost, machine applied acoustical plaster. We are confining the sale of this product to the above areas initially, in order that we may better determine the sales potential before releasing on a nation-wide basis.

Description

RED TOP SPRAY-ON ACOUSTICAL PLASTER is a plastic, high coverage material for use over gypsum basecoat plaster, monolithic concrete, or other surfaces that are firm, clean, and free of water soluble materials or oily film. It does not set and hardens only by drying. It may be sprayed on, using a plaster application machine, or applied with a trowel.

RED TOP SPRAY-ON ACOUSTICAL PLASTER is available from Fort Dodge and New Brighton plants in two shades: - Natural (Light Ivory), and Special White.

Technical Data

Sound Absorption

RED TOP SPRAY-ON ACOUSTICAL PLASTER spray applied to 1/2" total thickness over a gypsum plaster basecoat on metal lath:

	Frequency					
	125	250	500	1000	2000	4000
Machine Textured Finish	.59	.28	.51	.73	.77	.77
Darbled Finish	.64	.29	.55	.83	.80	.80

Painting over above finishes - Tests of painted panels (2 coats of Texolite applied, mixed as per our regular specifications) showed no loss of Sound Absorption.

While RED TOP SPRAY-ON ACOUSTICAL PLASTER may be stippled, stipple-perforated, darbled, or floated in finishing, it is our belief that the majority of work will have a machine applied texture finish. Several competitive manufacturers of acoustical plasters do not

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This document photographed at USG Corporate Head Quarters, 125 South Franklin, Chicago, Illinois 60606 on Wednesday, October 20, 1999.

publish figures on a machine texture finish, though they are applied and left with texture obtained with a machine.

Light Reflection

Natural	.58
Special White	.62

Price and Policy

Price F.O.B.
Ft. Dodge or
New Brighton

Natural Finish

Per 40# bag (5 sq.yds. - 1/2" basis)	\$1.85
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Special White Finish

Per 40# bag (5 sq.yds. - 1/2" basis)	2.30
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All orders are to be submitted through Department #140-B, Chicago. Orders are to show name and location of job, general contractor, and plastering contractor.

Packaging - Coverage

Until generally released, RED TOP SPRAY-ON ACOUSTICAL PLASTER will be shipped in blank bags with "RED TOP SPRAY-ON ACOUSTICAL PLASTER" stenciled across the face.

Weight per bag	- 40 lbs.
Approximate Coverage per bag on 1/2" basis	- 5 sq.yds.
Approximate Coverage per ton on 1/2" basis	- 250 "

NOTE: Where Special White Finish is required, it may be applied as the 1/8" finish coat only. Accordingly, coverage would be estimated as follows:

1 - 40# bag, Natural Finish (3/8" basis)	- 6-2/3 sq.yds.
1 - 40# bag, Special White (1/8" basis)	- 20 sq.yds.

Sales Aids

Samples - Two sample boxes are being shipped from Gypsum to each District Office, marked for the attention of the District Manager. We ask that you take the best possible care of these samples, as our supply is very limited.

Direction Sheets - A supply of direction sheets (as per attached) is being sent to each District Office. Additional sheets are available on request from Department #140-B.

Sales Advantages

Dual Purpose Material - Can be applied by machine or by hand.

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High Light Reflection - Natural - 58%
Special White - 62%

Sound Absorption - Machine Textured Finish .55 NRC
Darbied Finish .60 NRC

Fire Resistance - Incombustible.

Paintability - May be painted with water thinned paints without loss of absorption.

Adaptability - May be applied over gypsum basecoat plaster, monolithic concrete, or other clean, firm surfaces free of water soluble materials or oily film. Finish can be machine textured, floated, stippled, or perforated.

Low Cost - Enables plastering contractor to take advantage of economies resulting from machine application.

Precautions

1. For use on ceilings and areas not subject to abrasion.
2. Plaster must be protected from moisture while in storage and on the job.
3. RED TOP SPRAY-ON ACOUSTICAL PLASTER should be allowed to dry naturally, furnishing proper heat and ventilation in slow drying weather.
4. Increasing amount of water for finish coat will increase the fineness of texture, in machine application.
5. Not recommended for use over radiant heating panels.

The release of RED TOP SPRAY-ON ACOUSTICAL PLASTER affords us with an excellent opportunity to improve our position in the extensive acoustical plaster market.

Carry the word to your architects, builders, plastering contractors, and dealers. - thoroughly service their jobs to assure good results. Satisfied users mean repeat specifications, the key to ever-increasing plaster sales!

R. C. Spahr
Sales Manager
Plaster & Lime

This letter sent to all Regional Managers; all Division and District Managers, General Line, Job, and Plastering Materials Salesmen in the Central, Mid-West, Mid-Atlantic, and Southwest Divisions. Copies to Messrs. H.F. Gadler, R.D. Stephan, G.J. Morgan, A.J. Watt, G.V. Lane, S.F. Bartlett, E.E. Ellwood (10), C.J. Lane, G.B. Hollowell, J.B. McCorkle (10), G.R. Evans, A.R. Rump; all Plastering Materials Department Personnel, Works Managers - Fort Dodge and New Brighton Mills.

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