A Superior Lath Deserves Superior Plaster

USE RED TOP PLASTER OVER PERFORATED ROCKLATH



When you use Red Top Plaster over Perforated Rocklath you use plaster of proved quality and strength. You use plaster that for more than thirty years has been the standard of gypsum plastering materials.

For the finest possible plaster job, for walls and ceilings of strength, fire-resistance and permanence, have your plastering done by competent, dependable workmen. And insist on Perforated Rocklath plastered with Red Top Plaster.

THE ROCKLATH LINE

In the Rocklath line of gypsum lath is included a type of lath to meet almost every need for a fireproof, permanent plaster base.

ROCKLATH, The Fireproof Lath—the lath that for many years set the standard for gypsum plaster bases because of its resistance to fire, grip for plaster, strength.

PERFORATED ROCKLATH—Rocklath with perforations. Provides "mechanical" keying in addition to "natural" bond.

INSULATING ROCKLATH—Rocklath with a back surface of shiny metal foil. The insulating efficiency of this product is equal to that of average half-inch wood fiber insulation.

ROCKLATH RESILIENT PLASTERING SYSTEM—A system whereby Rocklath is applied with resilient clips to framing to form a floating construction that provides exceptional resistance to cracking and a reduction in sound transmission.

UNITED STATES GYPSUM COMPANY

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Perforated ROCKLATH

THE FIREPROOF LATH



BB015 2087

UNITED STATES GYPSUM COMPANY

PLAINTIFF'S EXHIBIT
USG-748

FOLLOW THIS
SIMPLE GUIDE
TO
SMOOTH • STRONG • PERMANENT WALLS AND CEILINGS

In millions of American Homes, large and small, and in many other types of buildings, by far the most widely used interior finish is the lath and plaster combination. So when you decide to use lath and plaster for the walls and ceilings of your new home, you use a construction that has for many years been found satisfactory, serviceable, and economical. To get the results you want, however — smooth, strong, permanent walls and ceilings — it is important that you use good lath and plaster.

Perforated Rocklath* has been developed by U S G engineers, after years of extensive research, to meet the newer, more strict requirements of modern wall and ceiling construction. It is a sturdy non-warping, fireproof gypsum lath, perforated with circular holes spaced at regular intervals, providing a strong double bond for the plaster. The superiority of Perforated Rocklath over old-fashioned, hazardous types of lath has been successfully demonstrated in floods, fires, and laboratory tests. It is the first step to a first-class job.

Consider these outstanding advantages of Perforated Rocklath — FIREPROOF, DOUBLE BOND FOR PLASTER, EXTRA STRENGTH, LOW IN COST — then follow the simple U S G formula at the right for walls and ceilings of unusual beauty, safety, strength, and permanence.

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STRONG, FIREPROOF LATH

The first step in obtaining strong, safe, and beautiful walls and ceilings is the use of Perforated Rocklath*. The Fireproof Lath. The sturdy convenient-size sheets almost completely cover the framing — even before the plaster is applied, providing a strong rigid plaster base that stoutly resists cracks and fire. Circular holes spaced at regular intervals in this modern lath allow plaster to penetrate and key at the back, forming a "mechanical" grip in addition to the natural bond of plaster to gypsum lath. Made with a gypsum core, Perforated Rocklath does not burn — adds valuable protection to wood framing.



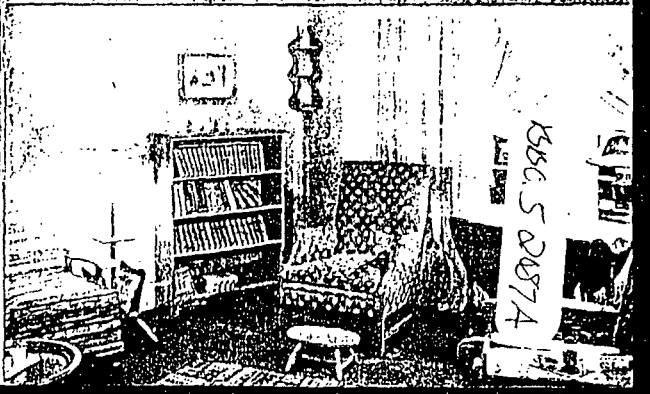
DEPENDABLE PLASTER

After the Perforated Rocklath has been applied, the next important step is to use Red Top Plaster, the standard of gypsum plastering materials for over thirty years. Recent improvements in it are so significant that you cannot afford to overlook them when selecting a plaster for your own home. Red Top Plaster dries out uniformly and quickly, and thus permits of early decoration. You can depend upon Red Top Plastering Materials to give you hard, durable, uniform walls and ceilings that justify the use of even the finest, most expensive types of decoration. Architects and contractors know Red Top values.



THE DECORATIVE FINISH

Modern trends dictate some kind of a decorative finish for walls and ceilings, preferably a colored finish. Perforated Rocklath and Red Top Plaster walls and ceilings are adaptable to any type of decoration. Texotone. The Plastic Paint, is an ideal material for texture decorations of various kinds and can be worked with simple tools. Texolite, New Principle Paint brings out all the beauty of both smooth and texture finishes and is low in cost. Both products provide a fitting background for and accentuate the beauty of your home furnishings. Follow this simple guide to finer, safer walls and ceilings.



PERFORATED ROCKLATH ADDS VALUABLE PROTECTION FROM FIRE TO ANY BUILDING . . .

Huge Annual Fire Loss Indicates Need For More Fire-safe Construction

You read on the preceding page about the fireproofness of Perforated Rocklath. You read how important we believe it is that the lath you use be fireproof, able to resist stoutly the attack of fire. Just how important is this fireproofness? Of how vital concern is it that the walls and ceilings of your home be built as far as possible of fireproof materials? A brief analysis of fire losses will immediately clear up that point.

In a recent year the total loss from fire in the United States was $240,000,000. This loss to residential property alone was $[illegible]. Every minute of the day and night a home is burning somewhere in this country. Each day of the year 5 churches, 10 public buildings, including schools, 114 farm buildings, 3 woodworking plants, 5 metal working plants, 7 clothing factories, and 6 food products factories are burning.

Tragic as is this loss of a substantial part of our national wealth, still more tragic is the loss of life. During 1935 it is estimated that fire claimed a total of 10,000 lives!

Grim as are these figures of waste and destruction, they have this significance: They argue convincingly for the need for more fire-safe construction, for materials that will help reduce the enormous toll that America pays every year to fire.



How Perforated Rocklath Helps In Protecting Buildings From Fire

Just what is it that makes Perforated Rocklath resist so stoutly the attack of fire, makes it so admirably suited as a fire-protective material?

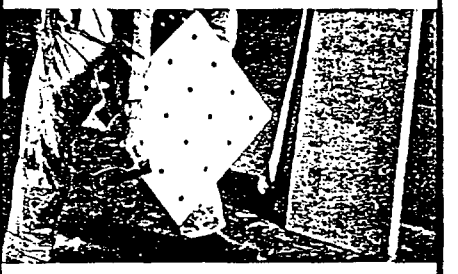
The answer is that Perforated Rocklath is a gypsum material. It is made by encasing a core of gypsum between two sheets of strong fibrous material. And gypsum is universally recognized as one of the most efficient and practical of fireproofing materials.

Gypsum has these important characteristics: it does not burn or support combustion; it refuses to permit temperatures higher than 212 degrees to pass through it as long as it remains intact.

To demonstrate the fire protection provided by Perforated Rocklath, tests were conducted at the Bureau of Standards. At the conclusion of the tests, a Perforated Rocklath partition three-eighths inch thick, plastered with one-half inch of gypsum plaster, was shown to have qualified for a one-hour rating. During the tests water as well as fire was applied, yet the Perforated Rocklath and plaster withstood the tests with a considerable margin of safety.

The significance of these tests, of the ability of Perforated Rocklath and plaster to withstand fire for a considerable time, is this: In case of fire, there is more time to get on the job and put fire fighting apparatus to work. It helps confine fire to the room in which it originates, helps protect not only your home, but also furnishings and furniture, and—most important of all—life.

OTHER IMPORTANT FEATURES OF PERFORATED ROCKLATH



ECONOMICAL TO USE

Perforated Rocklath is made in convenient size units that fit standard framing. It can be scored with a hatchet and broken. The large, light weight sheets are easy to handle and are quickly applied. Comes to the job with edges protected from damage in shipment from the mill.



EASY TO PLASTER OVER

The holes or perforations in Perforated Rocklath "take hold" of the plaster, give the plasterer a base that cuts into plaster, literally "slices" it from his trowel. Because it makes the plasterer's job easier he is more able to give you the finest, most craftsmanlike of jobs.



STRONG BOND FOR PLASTER

If Perforated Rocklath had no holes or perforations, its bond for plaster would be more than twice the bond to the ordinary lath. To this already strong "natural" bond is added the "mechanical" key formed by plastering over the perforations, providing unusual strength.

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