

The advertisement appears in: *Architectural Record*—October, 1959 and *Architectural Forum*—November, 1959

PLASTERING MATERIALS

88011 0518

PLASTER CAPTURES THE CONTOURS OF CREATIVE THOUGHT

Versatile plaster offers an infinite variety of visual drama, plus assured performance for any design

From an unfolding rosebud might have come the inspiration for the continuously curving interior surfaces of the auditorium at the Massachusetts Institute of Technology, as shown at the left. The sweeping boldness of the design demanded a material with exceptional flexibility. The answer, of course—plaster.

Only plaster permits such complete freedom of expression . . . follows, with such absolute fidelity, every intricate curve and plane in the architect's plans. And only plaster combines such visual and textural beauty with durability, lightness, fire-resistance and acoustical excellence.

Whatever your concept, bring it to reality with new United States Gypsum lathing and plastering systems, and with the help of your skilled plastering contractor. For only plaster truly . . . captures the contours of creative thought.



UNITED STATES GYPSUM
the greatest name in building

*T.M. Reg. U.S. Pat. Off.

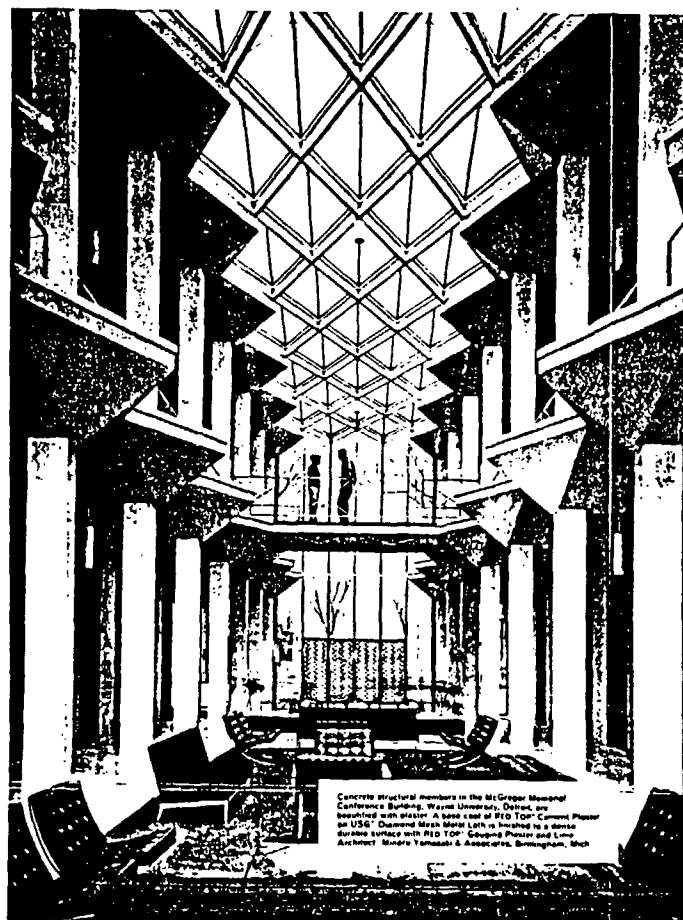


RED TOP® Control Plaster, RED TOP® Gypsum Plaster, and SAND PRITE® Finishing Line on USG® lath are just a small part of creating the sculptural beauty of this auditorium. Many of the Massachusetts Institute of Technology.
Architects: Eero Saarinen & Associates, Boston, Mass., M.I.T.
Plastering Contractor: Paul Bros. Co., Newbury, Mass.

This advertisement appears in The Architectural Record, November, 1959.

PLASTERING MATERIAL

BRO11 0519



Concrete structural members in the McGregor Memorial Conference Building, Wayne University, Detroit, are beautified with plaster. A base coat of RED TOP® Cement Plaster or U.S.G.® Diamond Mesh Metal Lath is finished in a durable surface with RED TOP® Gypsum Plaster and Lime. Architect: Minoru Yamasaki & Associates, Birmingham, Mich.

PLASTER BEST FOR SAFETY, ECONOMY AND BEAUTY IN MODERN SCHOOLS

*Only plaster meets your requirements
with such fidelity, strength and flexibility.*

The imaginative design for this McGregor Memorial Conference Building at Wayne University, Detroit, was captured with U.S.G. plaster—the versatile material that does such a beautiful job of combining function with economy.

More and more school boards are investing in modern lath and plaster systems, because no other material meets their design and structural requirements as efficiently. And, no other material offers such an assurance that their school budget will buy its full share of beauty, safety and maintenance ease.

Modern lath and plastering systems developed by U.S.G. are lightweight, strong, easy to install, even offer unusual acoustical efficiency. You'll save time and labor costs with plaster systems for partitions, walls and ceilings, and enjoy plaster's beauty and savings on maintenance year in, year out.

If you are planning to build or expand your facilities, plan with plaster and be sure!



UNITED STATES GYPSUM
the greatest name in building

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PLASTERING MATERIALS

BB011 0520

This advertisement appears in *Practicing Architect*—November, 1959



To add structural strength and durability to the walls of this new First Congregational Church at Sunnyvale, California, STUCCO-LITE Plaster System, Rocklax Plaster and ROCKLAX Plaster Base were used. Architect and Designer: Wilbur S. Smith, San Jose, California.

PLASTER BEST FOR BEAUTY, ECONOMY AND SAFETY IN MODERN CHURCHES

Only plaster meets your requirements with such fidelity, strength and economy

The inspired design for the new First Congregational Church at Sunnyvale, California, was captured with U.S.G. plaster—the versatile material that does such a beautiful job of combining function with economy.

More and more church boards are insisting on modern lath and plaster systems, because no other material meets their design and structural requirements as efficiently. And, no other material offers such an assurance that their building budget will buy its full share of beauty, safety and savings on maintenance year in, year out.

If you are planning to build or expand your facilities, plan with plaster and be sure!



UNITED STATES GYPSUM
the greatest name in building

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