

RED TOPICS

THE MAGAZINE OF LATHING AND PLASTERING

PLAINTIFF'S EXHIBIT

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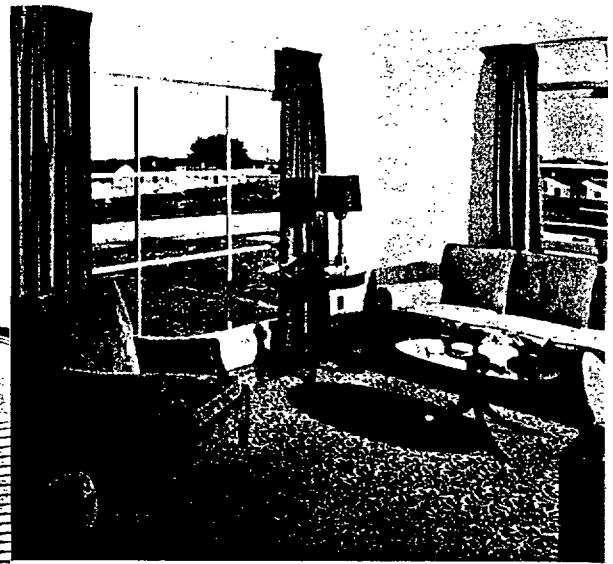
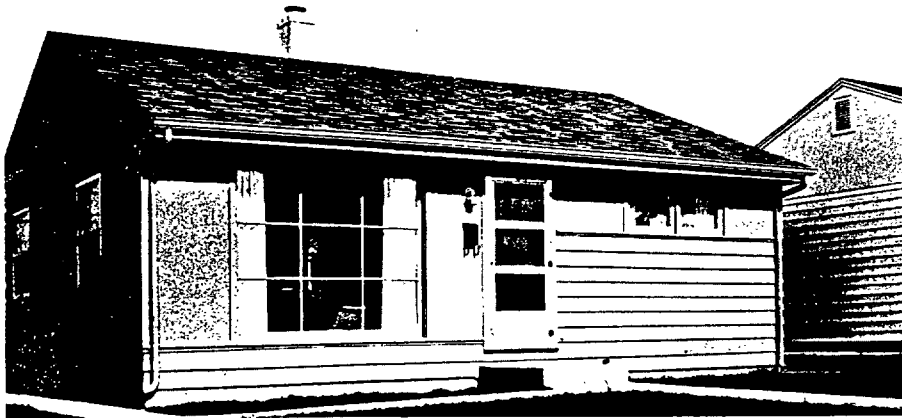
Issue 4, 1952

PLASTERING'S A PLEASURE

PAGES 42-5

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PLASTER SELLS lowest cost homes faster



Exterior and interiors of an \$8,000 Colpaert home at South Bend, Ind. Kitchen and bath are troweled and painted in all homes, and other rooms are float finish plaster, left unpainted in the \$7,000 homes.

COLPAERT Realty Co. is building and selling houses for \$7,000, \$8,000 and up in South Bend, Ind. In even the lowest price class the homes are lathed and plastered.



Joe Colpaert, sales manager, says lath and plaster walls definitely add to the sales appeal of their houses. "Sure we have had some wall-board homes for sale," said Mr. Colpaert, "and we sell them, but we find the plus values of plastered houses in the same price bracket move them faster in every instance."

"Prospective buyers tap on walls when they inspect a house, and the good solid sound of a plastered wall makes a good impression."

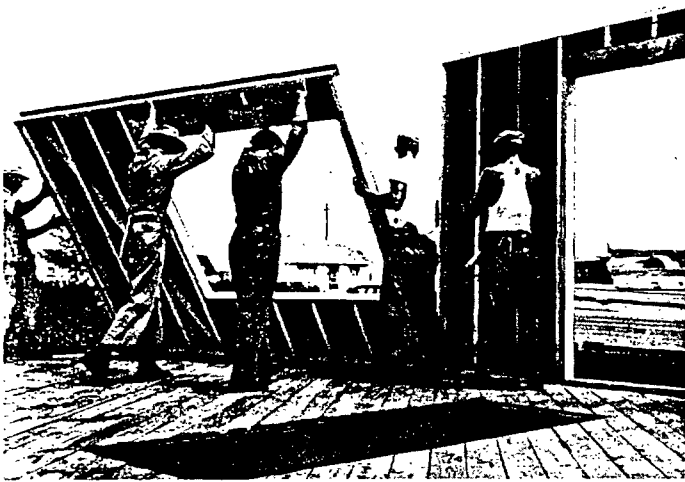
G. Walter Taylor, in charge of construction of Colpaert houses, asserts that the plastered houses can be built as economically as dry wall houses. Plastered walls are float finished and left unpainted in the \$7,000 houses, and Mr. Taylor says that they cost his company no more than wallboard walls which must be painted to obscure taped joint treatment. Most owners leave the plastered walls unpainted at first, and then when soiled they can decorate to their own taste.



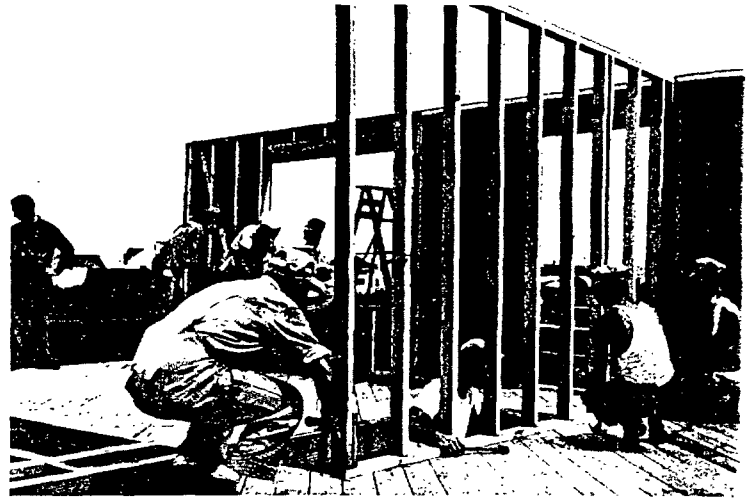
RED TOP cement plaster with perlite aggregate hand mixed provides basecoat for all of these houses. These houses in background have an \$8,000 selling price, including lot.



G. Walter Taylor, general construction superintendent for Colpaert Realty (extreme right), stands by at an assembly jig where framing for a partition section is being put together. Insulating sheathing is applied at this table on exterior sections.



Three trailers parked at the construction site contain all materials to close in a house and have inside partition framing erected. Exterior walls are pre-sheathed but lathing is done on the job, after roofing.



All framing units are coded to assure proper placement in the new structures. Partition location is diagrammed on the sub-floor. Unlike most of these houses, this one has a basement.



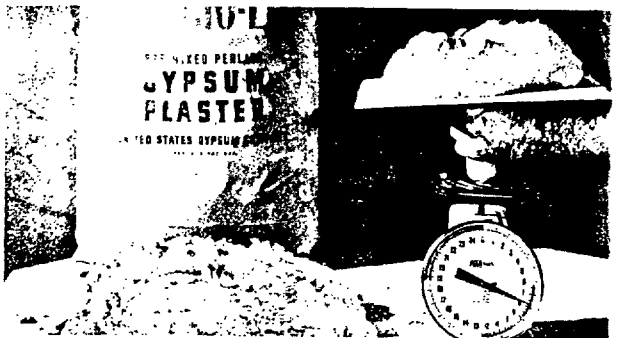
Ned L. Wade (right), plastering superintendent and son of the plastering contractor, says that plasterers have welcomed this project as proof to other home-builders that lath and plaster is competitive cost-wise with

alternate wall treatments, and can be used economically in the lowest cost houses. The Wades have keen interest in anything new in plastering which allows them to give customers more value and better quality.

STRUCTO-LITE MAKES PLASTERING A PLEASURE

AFTER four years of field research the entire nation can now enjoy the proven advantages of a new plaster with remarkable properties. It is STRUCTO-LITE, a scientifically mill mixed lightweight perlite gypsum basecoat plaster. The plasterer buys and handles only one economical bag of material. It mixes quickly with water only, and produces a lightweight plaster of superior working qualities and consistent performance.

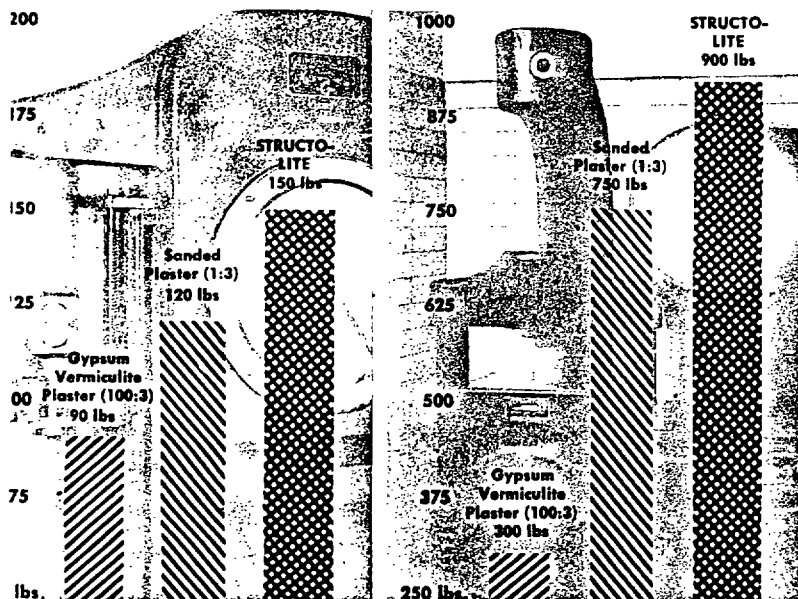
Journeyman say they like this new material because it is lighter to handle (see photos). Dealers and contractors like it because there is less to buy and store. Builders and owners and architects praise it for its consistent quality, and because on large buildings, cost of the entire structure can be lowered because of reduced dead load. Fire resistance of STRUCTO-LITE plaster is much greater than that of sanded plaster.



DRY BASECOAT PLASTER

TENSILE STRENGTH
(lbs. per square inch)

COMPRESSIVE STRENGTH
(lbs. per square inch)



STRUCTO-LITE plaster compressive and tensile strengths are greater than those of plaster mixed at standard job ratios with other lightweight aggregates; and stronger than sand and plaster mixed 3 to 1. Strength means greater resistance to structural movement, less possibility of cracking.



STRUCTO-LITE plaster's special suction controlled formula makes possible a better white coat. Application is easier and the tendency to check crack is reduced.

Frank Cicero, right, using STRUCTO-LITE plaster on a residential job said "I sure notice the difference when I go home at night. With this stuff I don't have the ache between the shoulders that sometimes comes after spreading heavier sanded plaster all day. The material works nice too. You can put it on fast and it gives good coverage."

Thomas Healy, (left), working on the same job said, "This is the greatest stuff that has come along in quite a while. It's lightweight on the hawk and it sure is good for two coat work. See how thick we were able to put it on in that bedroom without slides or drop outs".

Henry Jones, laborer, supplying STRUCTO-LITE to plasterers Cicero and Healy, said "I sure like this plaster. No sand to shovel, just these bags in the back porch and a hose. She sure works up nice and the hod carries mighty easy. It's good in winter, too—mix inside, and no sand to freeze". Cicero, Healy and Jones are with F. Vesterberg & Son Co., Chicago.

Sales affirm plasterer Healy's assertion that STRUCTO-LITE is lighter on the work. Wet mix weight is less than half that of wet sanded plaster.



The plaster on the wall is 61% lighter when it is STRUCTO-LITE plaster. The comparison here shows basecoat weight after it has set and dried in both cases.

George Day, Day & Frees Lumber & Coal Co., Superior, Neb. is enthusiastic about STRUCTO-LITE plaster as a solution to inventory problems. It certainly saves warehouse space when compared to buying both plaster and bagged perlite. "Our leading plasterer in Superior", said Mr. Day, "tells us we don't have to stock anything else so far as he is concerned".



STRUCTO-LITE plaster requires far less water than some other types of lightweight aggregate plasters to make it plastic, so there's less water to evaporate. For each 100 yds., STRUCTO-LITE mortar contains 80 gals. excess water that must dry out; job mixed sanded plaster, 73 gals.; vermiculite plaster, 137 gals.



Here is the story of handling ease that laborer Henry Jones and building material dealer, George Day talked about. Compare the material that must be handled by dealer, truckers, laborers. Each group of materials will provide 30 yards of basecoat coverage to 1/2 inch grounds over ROCKLATH plaster base. Which would you rather handle: five 80 lb. bags of STRUCTO-LITE plaster, or three 100 lb. bags of RED TOP cement plaster plus 750 lbs. of sand?



ARE PERLITES ALL ALIKE?

PERLITE ore is a volcanic glass. In preparing to manufacture STRUCTO-LITE, mill mixed perlite and plaster, United States Gypsum Co. tested samples of perlite ore, taken from widely scattered deposits. Considerable variation of quality was found. Some ores did not expand well or were fragile when expanded. Use of such plaster aggregate would result in slow drying weak walls and low coverage.

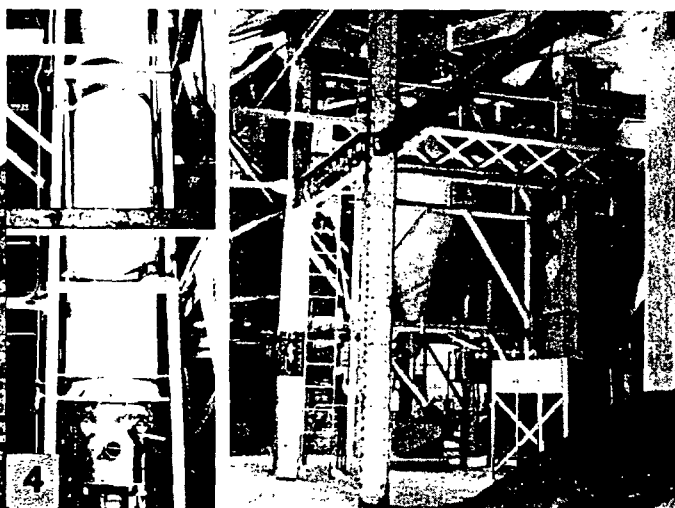
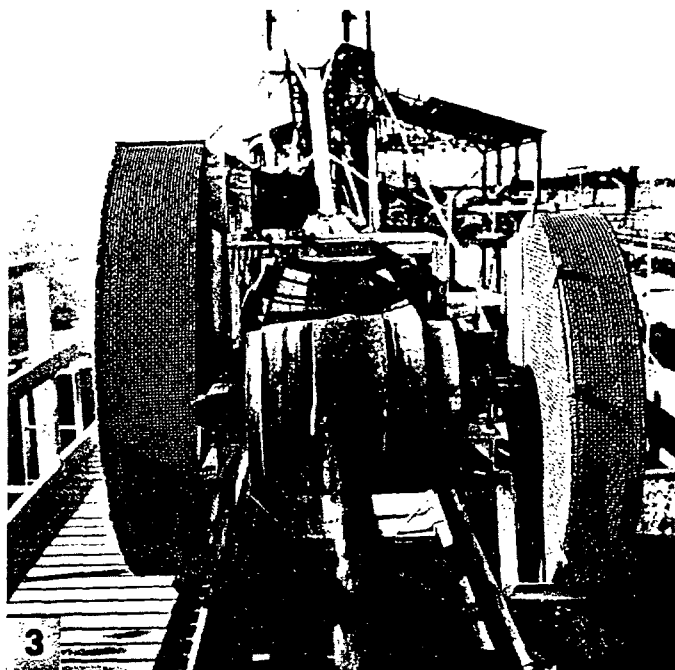
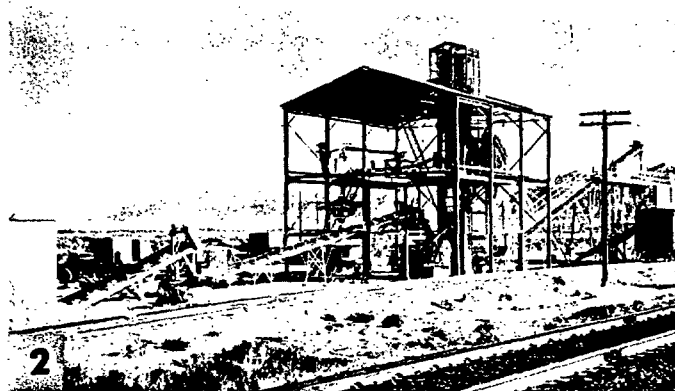
Finally the company decided that higher quality could be assured only by acquiring its own deposits within the best strains of this ore that its tests had uncovered. Here, about fifteen miles from Lovelock, Nevada is one U. S. Gypsum perlite quarry.

1 Some of the nation's finest perlite ore is found in this U.S. Gypsum quarry. From here it is trucked ten miles to a new ore processing plant at Kodak Siding near Lovelock, Nevada.

2 This partial view shows the Kodak Siding processing plant which takes perlite ore as it comes from the quarry, crushes and screens it to a size gradation suitable for expansion at USG "poppers" in various locations.

3 Processed ore is elevated and discharged into silos from which it is shipped to expanding plants throughout the nation.

4 Close-up and overall view of perlite expansion furnace at the Ft. Dodge, Iowa USG plant. Expansion is carefully controlled to produce uniform perlite aggregate. By mixing it in proper proportions with plaster, right at the mill, the breakup or dusting of perlite particles often found in bags of straight perlite is avoided.



CONCRETE CEILINGS ARE DISAPPEARING

REVOLUTIONS aren't confined to politics. COVER COAT finishing plaster has changed the thinking of an industry concerning concrete ceiling finishing. Ceilings which formerly would have been painted directly on the under side of the slab are disappearing under plaster because costs for this service are radically lower. The market for plastering has been broadened.

These photographs show the source of the cost savings. Two views cover the principal steps in COVER COAT application. Note that there is no costly bush hammering, no buffing, no spackling. Preparation of the slab surface consists only of dry brushing, and if form oil is present, washing with mineral spirits. A garden spray applies COVER COAT Bonder, a water thin neutralizer that is shipped with COVER COAT plaster at no extra cost.

Plasterers of the M. A. MacKay Co., Denver are shown spraying a slab in the big new Sherman Plaza apartments there and starting the first of the two thin coats of COVER COAT finishing plaster that go directly over the slab. The first is an embedding and fill-in coat—the second a finish, with troweling taking place about 30 minutes after application. Scratch and double back will do a satisfactory job if a one coat operation is desired. Total average thickness of the entire job should not exceed $\frac{1}{8}$ inch. Painting can take place as soon as the second coat is dry.

COVER COAT has been used with great satisfaction in all parts of the nation by a multitude of journeymen. They like its working qualities and trouble free application.



Jeff Blackburn today for doing one of the smartest things a plasterer can do. I actually saw Jeff reading the directions on a plaster bag!



"That's a mighty wise thing you're doing there, Jeff," I complimented him.

"Red," Jeff replied, "you know I'm an old hand in this business—but I always read the directions. What I learned by NOT reading 'em taught me my lesson!"

"You mean . . ." I began.

"Yes," Jeff went on, "I mean that I trusted the old word-of-mouth whispering game for a time. I tried Joe's formula, and Harry's and the old 'feel' system—until I finally got wise and realized that the people who make the plaster and test hundreds of combinations ought to know the best one. And believe me—they do! You'd be surprised how just a few seconds spent checking manufacturer's directions can cut down on job failures."

I remarked that it wouldn't surprise me a bit, for I've seen some mighty weird combinations—blendings of aggregates with sand and with each other, for example.

"Why some of those rule-of-thumb formulas are almost worth collecting, just for laughs," Jeff said, "except that it's no laugh when a job goes haywire and you don't have anybody to fall back on but the character who whispered, 'Now I like to mix it this way.'"

I finally said to Jeff, "You know, I wish I could just find words to convince my friends in the trade that following directions to the letter saves time and work and trouble. Any suggestions?"

"Well," said Jeff, "I figured it out this way. Apart from a few failures I couldn't afford, I somehow got wise to the time and money you fellows at U.S.G. spend trying all kinds of formulas to find the best ones. I know you want your product to show up at its best on the job—and that's what I want, too. So—I read the directions!"

Sounds reasonable enough, doesn't it? All right, then—as a favor to yourself, how about reading directions from now on?

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USG (metal lath), RED TOP (plaster, lime), ROCKLATH (plaster base), PYROBAR (gypsum partition tile), IVORY (finishing lime), GRAND PRIZE (finishing lime), CHAMPION (gauging plaster), STAR (gauging plaster), CHESIRE (finishing quick-lime), ADAMANT (gypsum liner board), MORTASEAL (masonry lime), SNOW DRIFT (lime), PREFLOTE (lath clips), BRIDJOINT (lath clips), SABINITE (acoustical plaster), BONDCRETE (gypsum plaster), ORIENTAL (interior finish, exterior stucco), BRACE-TITE (lathing system), STRUCTO CAL (plaster), TRUSSTEEL (studs), STRUCTO-LITE (plaster), COVERCOAT (plaster), RED BOOK (publication).

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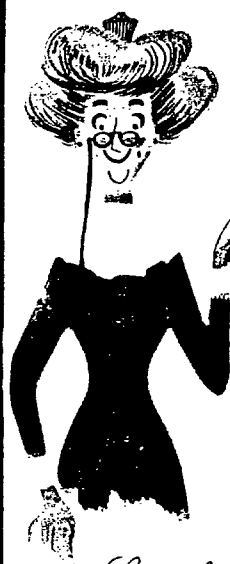
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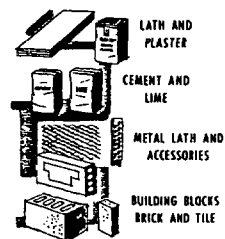
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