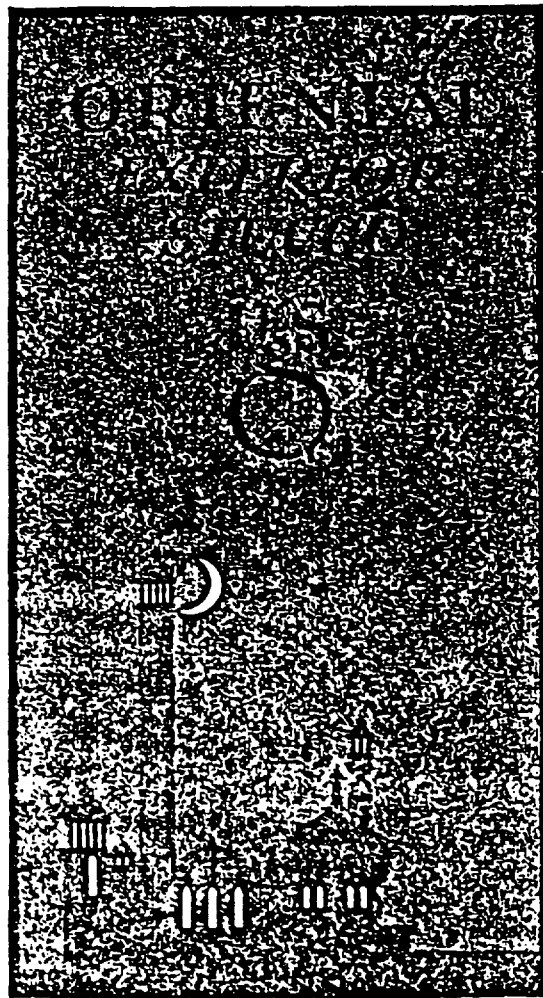


PLAINTIFF'S EXHIBIT

USG-644

15931



UNITED STATES GYPSUM COMPANY-CHICAGO

CP041 1974

Color and Texture -

Oriental Stucco Finish is made in white and 11 standard colors, reproduced, as closely as they can be by printing methods, on the adjacent color chips. The colors are principally of the lighter tones—those most in demand and most difficult to produce in job-mixed materials—tints that replace the cold drab appearance of ordinary jobs with warmth and color.

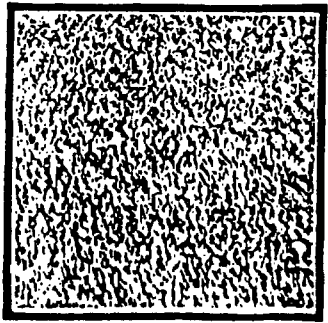
Textures may be virtually anything the owner or architect specifies. The few illustrated are selected from among the more popular now in use; but actually the variety possible to obtain is limited only by the skill and experience of the plasterer.

Covering Capacity -

A generous covering capacity, 150 to 175 square yards per ton of Finish, with average job conditions and textures, and from 20 to 25 yards per ton of base coat makes for economical stucco work.

Where Used -

Oriental Stucco Base Coat may be applied over stucco, mesh, metal lath, steel fabric, tile, brick or concrete.



Oriental base and Finish are used both for remodeling purposes and for new construction. Oriental Finish is applied either over Oriental Stucco Base Coat or a correctly mixed Portland cement base coat.

Spatter Disks with Long Filled Bush

5261 140d9

How to Apply Oriental Stucco

Successful stucco work depends in large measure upon suitable design of the structure, and upon careful preparation of the surface intended to receive the stucco.

BASE COAT—Add clean water only, and apply in two coats. First coat not less than $\frac{1}{2}$ in. thick and surface scratched. Allow to set and cure and then follow with a second coat not less than $\frac{1}{8}$ in. thick, properly straightened and thoroughly scratched to receive finish. After curing sufficiently, apply Oriental Stucco Finish.

FINISH COAT—Add clean water only. After second coat is set and cured thoroughly, spray wall to cut suction and apply finish coat $\frac{1}{8}$ in. to $\frac{1}{4}$ in. thick, according to type of finish desired. The finish coat may be floated or worked into any appropriate texture.

Order Oriental Stucco Finish by number.

Precautions -

Do not apply Oriental Base or Finish on painted or greasy surfaces.

Do not use integral water-proofing or anti-freeze solutions with Oriental Base or Finish.

Spray base coat to cut suction if too dry.

Apply Oriental Finish coat not less than $\frac{1}{8}$ in. nor more than $\frac{1}{4}$ in. thick.

Oriental Stucco Finish should never be applied during freezing, cold or wet weather, nor in the face of rainstorms.

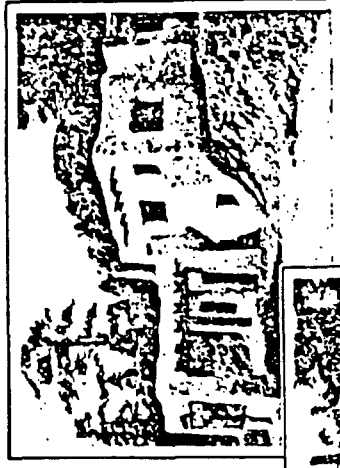
Freezing will cause disintegration as well as color difficulty.

Slow or sluggish drying or a rainstorm before hardening takes place, generally results in cloudy effects and color distortion.

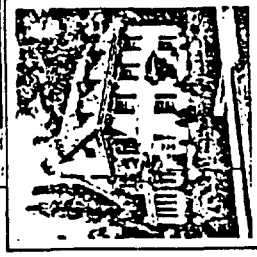
Careful treatment of this phase of stucco work is the greatest guarantee of uniformity in color.



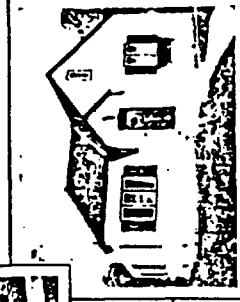
Oak Bark—Vertical Trenching Over Second Application



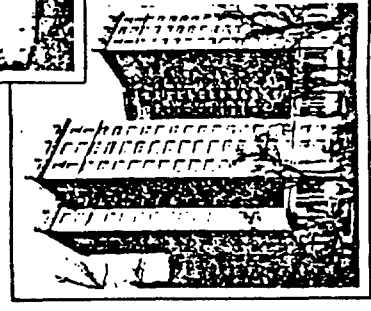
Broadmoor Chryseis Mountain Highway Toll Gate, Colorado Springs, Colorado, Oriental Stucco No. 41 Used.



White Oriental Stucco on F. A. Schick Residence, West Pt.



Replinger Residence, Minneapolis, Minn. Oriental Stucco No. 15 Used.



New Edgewater Beach Hotel, Chicago, Ill. Attractive Oriental Stucco Exterior Design for Large Structures.

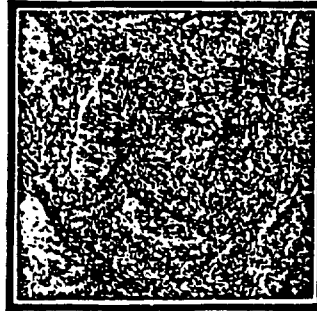
Oriental Stucco -

Beautiful - Practical - Durable

Present-day architecture accepts stucco as one of its most necessary and useful materials. Builders demand the soft shades and the almost limitless possibilities of texture and architectural treatment that stucco provides.

But with all the advantages of color, of decorative and architectural value, stucco to be acceptable must provide durable, economical construction. The stucco must live as long as the framework it protects.

It is this practical side, as well as the decorative and architectural, that Oriental Stucco satisfies. Oriental has proved its character through long use, and similar stuccos have achieved a rich and successful history in European architecture.



Texture Done with Burlap Bag and Trowel

Oriental Stucco construction consists of two coats of Oriental Stucco Base Coat over a proper base followed by a final coat in color of Oriental Stucco Finish.

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A Ready Mixed Base Coat -

Oriental Base Coat has a definite and important place in stucco construction because it entirely eliminates the uncertainties of job mixing. It is factory mixed and compounded with materials to make it plastic. It contains exactly the right amount of properly graded aggregate to provide a strong and lasting background for Oriental Stucco Finish.

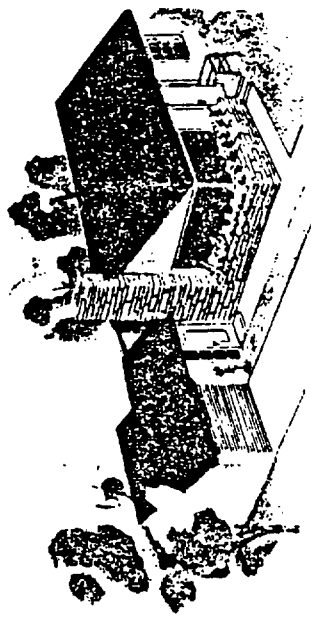
Application of both base coat and finish has been made simple and easy. There is no job mixing and no experimenting with colors. Scientifically measured mineral pigments ground into the finish by machinery assure color standardization.



Small Circular Swirls with Toe of Trowel Beginning at Top

Oriental Finish increases in hardness, strength and water-resisting qualities with age. It does not need rock or pebble dash for protection; in fact, such treatment is not recommended.

1948



DIRECTIONS FOR MIXING

ORIENTAL Exterior Stucco Finish requires addition of clean water only. Do not add water-proofings or anti-freeze compounds, sand or other materials. All tools and equipment must be clean. Use approximately 4 gallons of water for each 100 pound bag.

Hoe material into water until a smooth plastic consistency is obtained, allow to soak approximately 15 minutes and remix. If a mechanical mixer is used, add stucco finish to water and mix approximately 3 minutes. Do not mix more material than can be used in three hours. Use same quantity of mixing water for successive batches.

DIRECTIONS FOR APPLICATION

Apply **ORIENTAL Exterior Stucco Finish** only over a portland cement-lime base coat that is level, but left rough under the trowel or broomed, and properly cured. Base coat should be sprayed to provide a uniformly damp "half green" surface. Remove loose and projecting particles from base coat, then apply a thin coat of stucco into base and completely covering it. Double back and fill out to a uniform surface about 1/4" thick, covering area from top to bottom, where practical, in one operation to eliminate joints. Trowel three or four times before starting to texture.

For a float finish, use a cork, wood, carpet or sponge rubber float, and float surface to an even texture, free of blemishes as the material stiffens and starts to set. Avoid use of water in floating. For other textures, use brush, broom, sponge or wadded paper and trowel to produce desired texture. After setting, spray surface periodically for several days to cure the finish. Do not apply in freezing weather. Do not apply immediately before or during a rainstorm.

The covering capacity of **ORIENTAL Exterior Stucco Finish** is approximately 150 to 200 square yards per ton, depending on the character of the texture used.



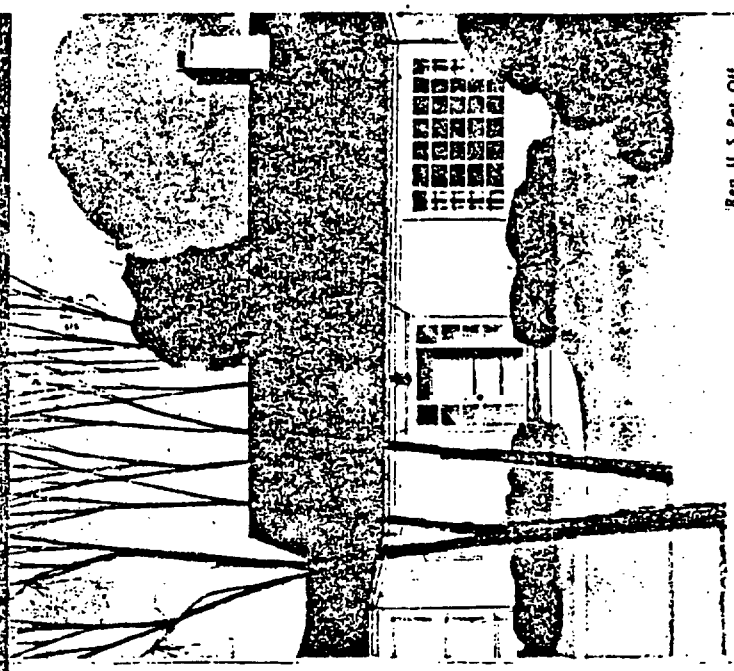
UNITED STATES GYPSUM COMPANY

Tried and proved in use...



...that Modern touch

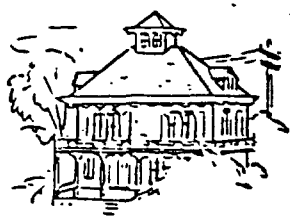
ORIENTAL Exterior Stucco



PLEASING COLOR. Your choice of 11 attractive colors and white. The little cutouts show the various pastel shades as closely as they can be reproduced by color chip process. Actual samples in color can be seen at your **USG** dealer.

TRIED AND PROVED IN USE. Years of use tells the truth about **ORIENTAL Exterior Stucco**. On large jobs and small, new or remodeled, there's a proud record of long, satisfactory **ORIENTAL Exterior Stucco** service.

REMODELING THE



THE EXTERIOR of your home offers just as many interesting possibilities for remodeling as does the interior. You can improve the appearance, charm and even the cash value of your home by

judicious exterior remodeling.

Fixing the outside of a house may be done in one or both of two ways. First, you might improve the exterior of the house without making any structural changes. This generally consists of putting on new shingles, siding or stucco; painting; installing blinds and the like. Or you may want to make structural changes on the outside which will improve not only the looks of the house but conform to a new arrangement of rooms.

If you are planning to make a structural change, be sure to consult an architect. Also, be certain that the change you are planning is not just the result of a fad. Often a

large part of remodeling consists of removing previous attempts at modernization.



BEFORE +

These two pictures graphically illustrate the improvement which Oriental Stucco properly applied can bring to an old house.

AFTER >

