

Plaster Oriental (E. H. Int.)

ORIENTAL*

EXTERIOR STUCCO...

HISTORICAL FILE

Trade-Mark Protection

Received SEP 21 1966

DO NOT DESTROY



**A blending of color and texture
to create long-lasting beauty!**

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

2449
BB023 2445

**SEE
WHAT
ORIENTAL EXTERIOR STUCCO
CAN DO...**

IN CONTEMPORARY HOMES—timeless ORIENTAL



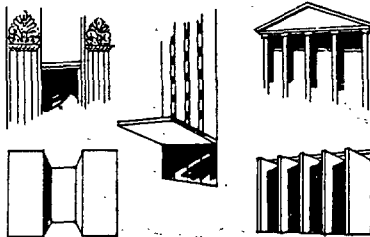
Exterior Stucco blends or contrasts colorfully, texturally, pleasingly with other modern building materials. ORIENTAL Stucco glamorizes exteriors with fresh pastels or white, to emphasize the clean architectural lines of your structure.

IN TRADITIONAL HOMES—beautify, strengthen, and



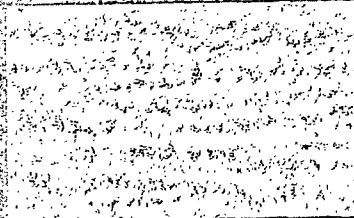
enrich with classic ORIENTAL! Whether it's a new building or remodeling, ORIENTAL Exterior Stucco adds dignity to the structure. Enduring integral color lowers maintenance costs. And ORIENTAL is both weather and fire resistant—for greater property value.

FOR DESIGNER DETAILS—ORIENTAL Exterior Stucco

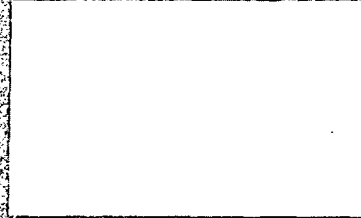


opens new fields in such value-adding details as facades, porticos, steles, ramps, balconies, cantilevers, sunscreens, domes and folded plate canopies. Color, texture, function—all are *one* with ORIENTAL! Blend ORIENTAL with your own imagination—the result is sure to be a more beautiful, more valuable building!

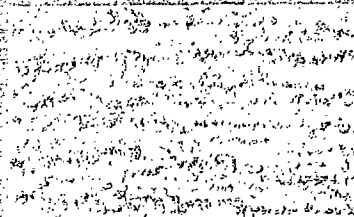
11 ORIENTAL EXTERIOR STU



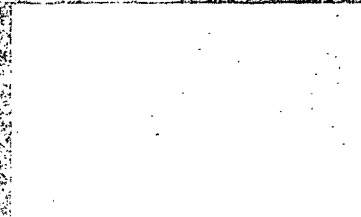
PEWTER GRAY



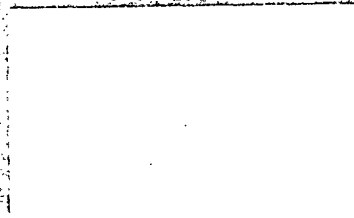
EGGSHELL IVORY



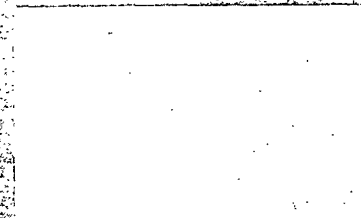
COPPER ROSE



ALAMO BUFF



WHITE



PUEBLO TAN

BB023 2447

SOME OF THE MANY INTERESTING TEXTURES O



Machine-spray-applied texture



Dashed and trow

NOTE: All color selectors are affected by age, heat, light, and between the chip in this selector and the actual material after

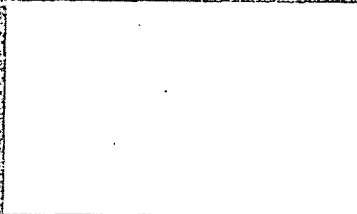
CCO PASTELS...PLUS WHITE



SUN TAN



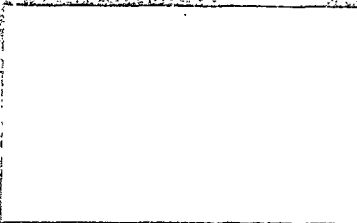
STONE GRAY



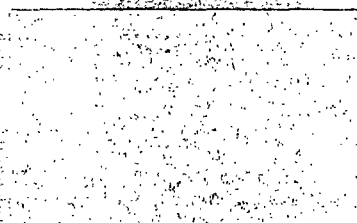
MISSION CREAM



CASCADE GREEN



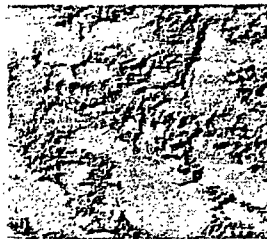
INDIAN CORAL



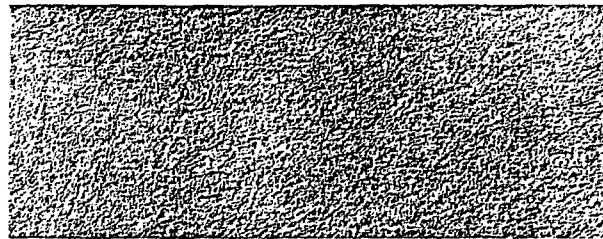
RANCHO BROWN

BB023 2448

STAINABLE WITH ORIENTAL EXTERIOR STUCCO



Shell texture



Hand-float texture

printing processes. As a result, slight color differences may occur
application.

SELECT ENDURING

DEEP-PASTEL BEAUTY...

ORIENTAL EXTERIOR STUCCO

Designing? Building? Remodeling? When you plan your exteriors in ORIENTAL Exterior Stucco, you get a versatile outdoor wall and panel finish that provides intrinsic color and textural beauty at low cost.

ORIENTAL Stucco offers a choice of 11 designer pastels—and crisp, clean white—for lasting color economy. It provides weather protection and fire resistance. Easy-to-work ORIENTAL brings imaginative, textural surface-interest to popular architectural styles—preserves your design inspirations in exteriors of enduring beauty.

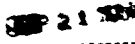
ORIENTAL Exterior Stucco puts an end to on-the-job color-matching. Colors are mill-mixed into the dry ingredients for uniform, integral color. Get the color, the texture, the modest cost you want—get ORIENTAL Exterior Stucco from your contractor or your U.S.G. dealer today!

**ORIENTAL EXTERIOR STUCCO
GIVES YOU...**

- INTEGRAL COLORS
- DRAMATIC FINISHES
- UNLIMITED DESIGN
- ALL-WEATHER PROTECTION
- FIRE RESISTANCE
- LOW COST

HISTORICAL FILE

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Received 

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HOW TO MIX ORIENTAL EXTERIOR STUCCO

ORIENTAL Exterior Stucco requires addition of clean water only. Do not add waterproofing or anti-freeze compounds, sand, or other materials. All tools and equipment must be clean.

If mixing by hand, use three gallons of water in the mixing box for each 100-lb. bag of ORIENTAL Exterior Stucco. Hoe the stucco into the water and allow to soak approximately fifteen minutes. Then hoe thoroughly to a smooth consistency.

If a mechanical mixer is used, add the stucco to the water and mix approximately three minutes.

PRECAUTIONS IN MIXING

Measure water accurately, and use the same amount of water for each batch mixed. This will insure color uniformity. Mix each batch the same length of time—again, to insure color uniformity. Do not mix more material than can be used in three hours.

HOW TO APPLY ORIENTAL EXTERIOR STUCCO

Apply ORIENTAL Exterior Stucco only over a portland cement-lime basecoat that is level but has been left rough under the darby; or has been broomed, or lightly raked—and properly cured. Also, to attain color uniformity, the portland cement basecoat should have uniform suction. If necessary, it should be sprayed with clean water to provide a uniformly damp, "half-green" surface.

Apply a thin coat of ORIENTAL Exterior Stucco well ground into basecoat and immediately double back and fill out to a uniform thickness of approximately $\frac{1}{8}$ ". Work from wet unset edges to complete an entire unbroken area in one continuous operation to eliminate joinings. Trowel uniformly level before starting texture.

When material stiffens and starts to set, finish with a float to an even fine-grain texture, free of blemishes. For other textures, use a broom, brush, sponge, or wadded paper, and trowel high spots to desired texture after material has stiffened sufficiently.

ORIENTAL Exterior Stucco may be machine-spray-applied in a single-coat or two-coat operation. Excessive mixing water should not be used, as this may induce lime bloom or color variation under certain job conditions.

Single coat: spray-apply material to basecoat to uniform thickness of approximately $\frac{1}{8}$ ". Work from wet edges to complete an entire unbroken area in one continuous operation to eliminate joinings.

Two coats: apply first coat with a trowel, as in hand application directions. After trowelling uniformly level, apply textured second coat by machine-spraying. Total thickness to be approximately $\frac{1}{8}$ ".

Caution: it is suggested that samples of desired texture and color be applied for approval before starting work.

After setting, fog-spray surface with water periodically for several days to cure finish, thus helping to prevent glazed spots and lime bloom. Do not use water in floating or texturing. Do not apply in freezing weather, or immediately before or during a rainstorm.

The materials used in the manufacture of ORIENTAL Exterior Stucco are of high quality. However, weather and temperature, amount of water used, preparation and condition of basecoat, as well as care exercised in application, are factors over which we have no control. We assure no warranty for finished work, either expressed or implied.



the greatest name in building

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