

Never before
the beauty...the texture...
the color...
of exterior finish
like this

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PLAINTIFF'S EXHIBIT

USG-786

ORIENTAL*
Exterior Finish

BB017 2347

*Reg. U.S. Pat. Off.

UNITED STATES GYPSUM

ORIENTAL

Exterior Finish

opens the way to

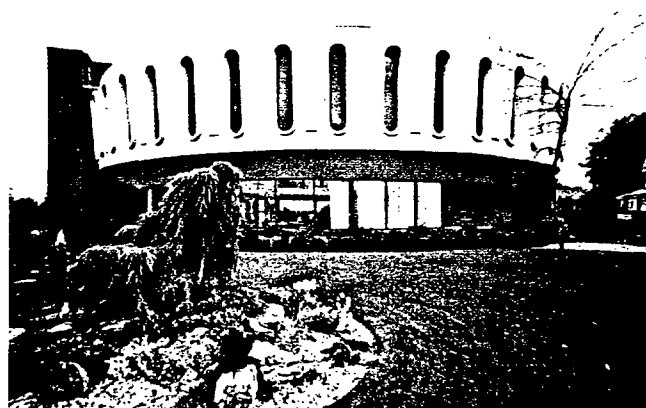
FRESH THINKING

Very fresh thinking—because this rugged, all-weather exterior finish stucco offers virtually unlimited creative expression.

Design freedom? Whether the building has curtain walls or conventional walls...whether the shape is free-form, angular, round or rectilinear...whether the application is a motel, bank, shopping center or other type of commercial or residential building, ORIENTAL Exterior Finish readily follows where the design leads. Unlike brick, stone and block, which are rectilinear in shape and usage, ORIENTAL easily flows, curves, winds and climbs with unlimited plasticity. Contemporary in spirit and performance, ORIENTAL Exterior Finish helps tailor your buildings into valuable properties with charm, individuality and good taste.

Color? Seven designer colors, plus white, offer a wide choice to fit the building function, environment and image. Ranging from warm tones to cool, soft-hued pastels, they reinforce the building form, augment its character, enhance its beauty.

Texture? You have options to provide satisfying visual appeal. Choose any of these easily-applied



finishes: float...texture...stipple sponge...spatter-dash...rough coat. Or select from a broad variety of aggregates (for embedding in the surface of ORIENTAL Finish). Your building can then take on richness, baroque effects, highlights and shadow—all the surprise, variety and opulence you might expect from shimmering marble or gem-like quartz chips or a controlled blending of glass, colored stones or other aggregate material.

Designer details? ORIENTAL Exterior Finish opens new fields in such value-adding details as facades, porticos, pillars, 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 productive building.

You also get

FRESH SAVINGS

Three important economies of ORIENTAL Exterior Finish result in significant cost savings:

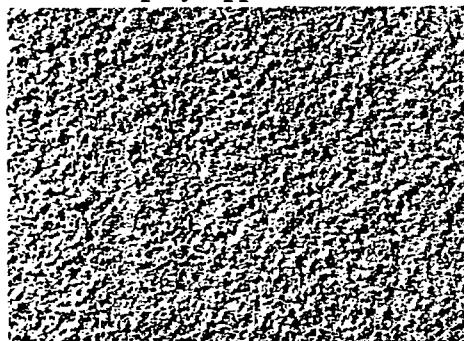
- 1 First-cost economy—ORIENTAL costs less than brick veneer and concrete block...applies faster than unit masonry...saves up to 25% in labor costs with machine application (all colors can be machine-applied)...allows faster occupancy. It's one of the most economical finishes for curtain wall buildings. No special tools or trades required.
- 2 Long-term economy—Sturdy, high-strength surface is all-weather resistant. Color all the way through assures long-lasting beauty.
- 3 Maintenance economy—Minimal maintenance. No periodic tuckpointing. Colors never wear off—no repainting or touch-up.



7 Most-Wanted Pastels... plus White

Some of the
interesting textures
obtainable with
ORIENTAL
Exterior Finish

Machine Spray Applied



Dashed and Troweled



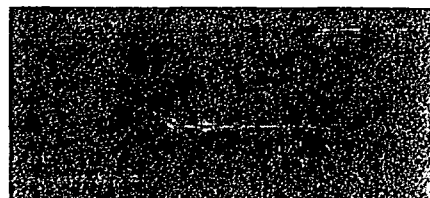
Embedded Stone



Indian Beige



Cascade Green



Pueblo Tan



Desert Adobe



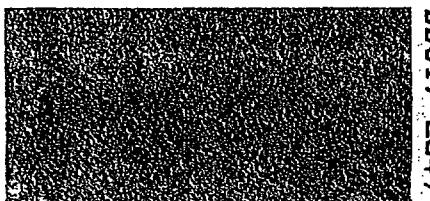
Alamo Buff



Mission Cream



Rancho Brown



BB017 2349

CAUTION: All color selectors are affected by age, heat, light, and printing processes. Also, job applications vary with local practices. As a result, slight color differences may occur between the chip in this selector and the actual material after application.

DIRECTIONS

mixing

ORIENTAL Exterior Finish 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 3 gals. of water in the mixing box for each 100-lb. bag of **ORIENTAL Exterior Finish**. Hoe into water and allow to soak approx. 15 minutes. Hoe thoroughly to smooth consistency.

If a mechanical mix is used, add the material to water and mix approx. three minutes.

Precautions: Measure water accurately; use same amount of water for each batch mixed to insure color uniformity. Mix each batch the same length of time. Do not mix more material than can be used in three hours.

Do not over-trowel, as this may cause color to concentrate on the surface.

application

Apply **ORIENTAL Exterior Finish** 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 Finish well ground into basecoat and immediately double back and fill out to a uniform thickness of approx. $\frac{1}{8}$ ". 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 Finish 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 variations under certain job conditions.

Spray-apply as follows: Single coat—spray-apply material to basecoat to uniform thickness of approx. $\frac{1}{8}$ ". 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 troweling uniformly level, apply textured second coat by machine-spraying to total thickness of approx. $\frac{1}{8}$ ".

After setting, 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.

Color variation is caused by the following: (1) uneven suction of the portland cement-lime basecoat; (2) not following mixing and application directions; (3) unfavorable weather conditions during or after application, which hamper proper drying or curing. (Example: temperatures too high (causing dryout) or too low (causing freezing) are the most detrimental.)

Correction can be made by applying one to three coats of **ORIENTAL Exterior Finish**, hand or machine application over existing finish. Avoid joinings, use same batch or code from one nat-

ural stop to another (wall angles or control joints); or, if desired, decorate with any good masonry paint.

Finish Resurfacing: Follow standard directions for mixing and application, with additional surface preparations. (1) Clean existing surface and remove all foreign materials; (2) Remove all loose or poorly bonded areas; (3) Apply bonding agent according to manufacturer's directions. Application may then proceed.

Exposed Aggregate (Marblecrete): For finish coat, follow standard mixing and application procedures, except apply embedding coat to thickness of 3/16" min. for No. 1 aggregate or $\frac{3}{8}$ " min. for No. 2 or 3 aggregate—total thickness not to exceed $\frac{1}{2}$ ". For application of aggregate, while embedding coat is still workable, embed chips by gun or hand. Leave as placed for rough texture or use cork float to tamp. Bring chips and finish to a level plane. After setting, fog-spray surface with water for several days to cure finish.

The materials used in the manufacture of **ORIENTAL Exterior Finish** 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 assume no warranty for finished work, either expressed or implied.

When used as a repair material, samples of the material should be prepared and tested before application.

For architectural specifications, see current U.S.G. technical folders on Gypsum Plasters and Curtain Wall Systems.

Since methods and conditions of application and use are beyond our control, our warranties of FITNESS and MERCHANTABILITY, and any other warranties, express or implied, made in connection with sale of this product, SHALL NOT BE EFFECTIVE OR ACTIONABLE UNLESS the product is applied according to our current printed directions and specifications.

UNITED STATES GYPSUM

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