

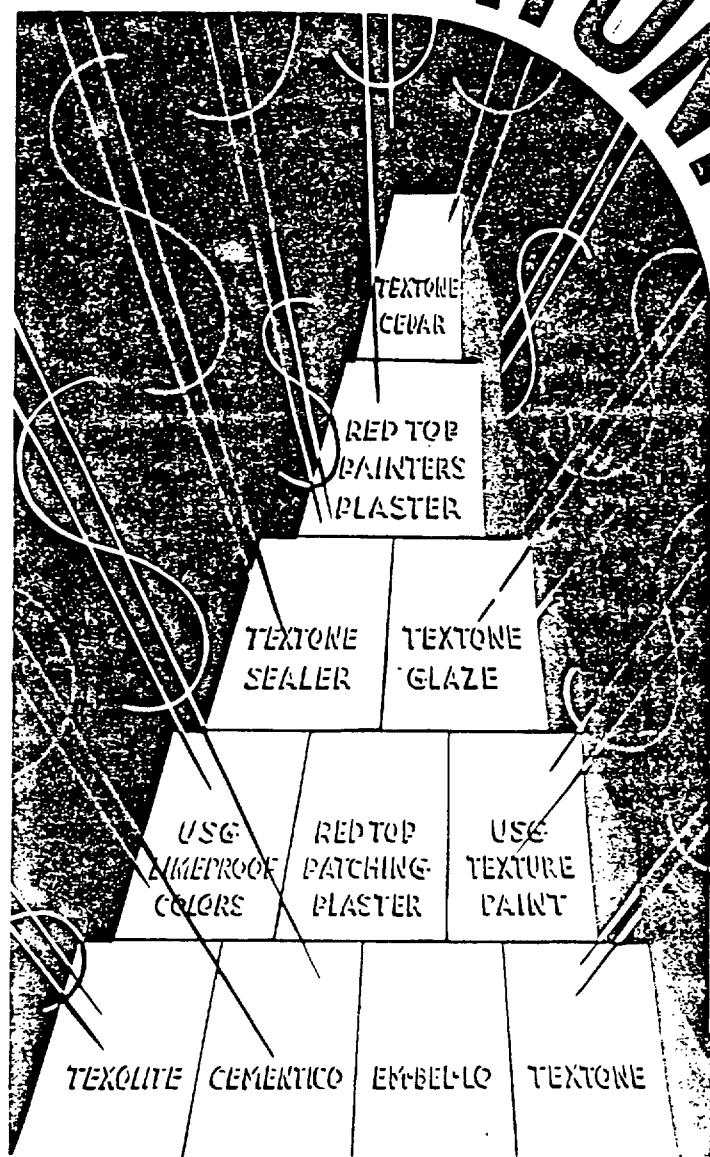
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USG-945

HERE IS OPPORTUNITY



■ USE THIS COMPLETE LINE OF DRY PAINT PRODUCTS TO BUILD 1932 PROFITS

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PAINT PRODUCTS

TEXTONE, The Plastic Paint, is

■ Textone has been a leader in its field for nearly ten years. Millions of pounds of it have been sold by paint dealers and applied by painters to decorate and beautify the homes and public buildings of America. Its market and its popularity persist, making it a popular paint item, without which no paint stock is complete.

PROVIDES LASTING BEAUTY

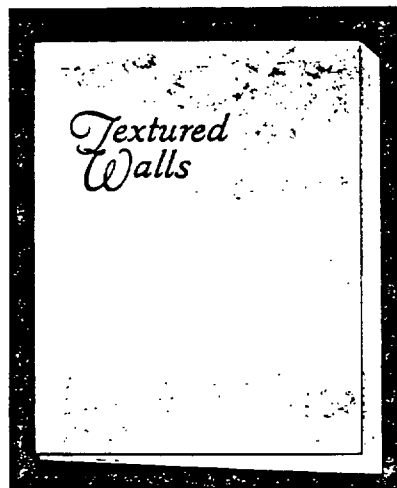
Texture paints have found a well defined place in the art of decoration because the use of texture accomplishes effects that can be produced in no other way. From extreme textures, popular at one time, the texturing mode has evolved into something less garish, something more refined and delicate, a form of decoration that is lasting in its beauty.

This is the type of thing that the painter best understands and that can best be done in a soft and pliant medium like Textone. That is why the popularity of Textone has persisted and has raised the art of textured decoration to the plane it rightly deserves.

DELICATE TEXTURES

Textone textures do not intrude. Properly applied they make themselves subservient to the rest of the decorative scheme. They provide a subdued and restful beauty that does not compete for attention yet escapes the commonplace.

With its simplicity of application and the ease with which Textone can be textured and colored it offers possibilities that are virtually unlimited. Texturing is done with painter's equipment. Tinting and coloring are effected at the time of application, making Textone in the hands of the painter a medium for almost any decorative result that may be desired.



PRACTICAL AND ECONOMICAL

Textone walls provide a background worthy of the finest furnishings. Yet Textone with all its individuality and charm costs no more than commonplace effects. In buildings of a formal nature, such as public buildings, offices, stores and theatres it provides the strength and character demanded by the size and nature of the structure.

(Continued on next page)

Textured Walls is a twenty-four-page book carrying beautiful four-color illustrations of attractive Textone textures. It tells how and where Textone is used.

Why the owner wants Textone

1 *It Provides Beauty.* Textone is distinctive in the beautiful effects it produces. Without being obtrusive it gives to walls a combination of color and texture that immediately lifts them out of the commonplace.

2 *It Is Practical.* Walls decorated with Textone are practical because Textone adheres to any paintable surface, because Textone resists water when dry and because any kind of decorative effect desired can readily be obtained.

3 *It Is Economical.* Although Textone introduces beauty that can be obtained in no other way it is still so economical as to be the ideal texturing medium for the small home. There is real economy in the spreading and covering qualities of Textone.

4 *It Is Applied by the Painter.* There is a distinct advantage to the owner in having a texture applied by the painter: the painter has a special talent for applying the lighter and more delicate textures that can best be applied with Textone.

5 *It Provides Polychrome Decoration.* By the use of Textone Glaze over Textone, beautiful polychrome effects may be obtained. The colors desired are mixed into the glaze and after being applied are wiped and blended to get the desired result.

6 *It Is Easily Cared For.* After Textone is glazed it may be washed. Textone walls are easier to clean and care for than most textured surfaces because the lighter textures of Textone do not soil so quickly and are more easily accessible to ordinary cleaning processes.

7 *It Is Durable.* Textone hardens into a tough and lasting wall finish. It endures past the life of most decorative treatments. It bonds tightly to virtually any paintable surface, making itself a part of the wall.

8 *It Is Suited to Stencil Decoration.* Stencil decorations in relief can be accomplished with Textone. They are especially attractive in nurseries and play rooms where stencil designs can appropriately represent nursery room subjects.

9 *It Provides Variety.* The application of Textone is not confined to period textures or treatments. It is so pliant, so tractable under the brush of the painter, has such extensive possibilities of texture manipulation and color application that virtually any type of background can be produced with it. It permits such latitude in decorative effects that the home-owner may plan his rooms without meeting the limitations imposed by most decorative materials.

still the dominant leader in its field

Why the painter wants Textone

1 *It Adheres to Any Surface.* Textone will adhere to any clean, paintable surface, wood, plaster, wallboard, glass, etc., making it suitable for virtually any type of interior.

2 *It Permits Polychrome Finishes.* After Textone has been applied and textured, color introduced into Textone glaze can be applied over the wall surface and the various colors blended and wiped to produce beautiful polychrome effects.

3 *It Textures without Sagging.* There is enough body in Textone to permit it to go on the wall and stand up in well defined textures without sagging. By avoiding any tendency to slump on the wall it saves the decorator's time and produces better work.

4 *It Keeps Over Night.* Unused parts of a Textone mix are not wasted at the end of the day, because Textone keeps over night in the pail. By pouring a little water over it or placing a damp cloth over the pail the content is kept perfectly.

5 *It Covers Generously.* Textone has a covering capacity as great as or greater than any similar material—from a yard and a quarter to a yard and a half per pound, depending upon the nature of the surface and the type of texture.

6 *It Has a Complete Line of Accessories.* In its position of leadership Textone is supported by a complete line of cold water paint accessories, Sealer, Glaze, Colored Sands, Patching Plaster, Lime Proof Colors, Adhesive Tape, etc.

7 *It Is Easy to Apply.* Being a painter's material applied with painter's tools, Textone naturally fits into the painter's way of working. It brushes on easily, textures readily and holds its texture while hardening.

8 *It Is Economical.* Textone is a good example of the best being the most economical. Considering its covering capacity, its application according to standard practices, its freedom from sagging and its keeping qualities in the pail over night, it is a truly economical material.

9 *It Produces Work.* Textone permits the painter and decorator to produce effects that have previously been obtained only by materials used outside the paint trade. It widens the field of his activity, lets him produce finishes impossible with ordinary painting and decorating materials. The advantages gained are a finer type of work, a greater variety of work and an extended field in which to ply the painting trade. Textone offers the painter a responsive working medium that lets him progress as far as his imagination will carry him.

With variety enough to meet the needs of any of these interiors, Textone is economical enough to find a place in the modest size home. It provides the delicate subdued textures best suited to the needs of the typical size room of the small house. It lets the home-owner have the advantages of texture paint without excessive cost.

Textone has been developed to meet the demand for an easily applied texture medium suited to every requirement of modern decoration. It can be applied by any competent painter or decorator without any special tools or equipment. It will adhere to almost any properly prepared surface—plaster, wallboard, glass, wood, etc.

The variety that may be obtained in Textone makes it one of the most useful and practical decorative mediums available to the home-owner. It is one of the most responsive and pliant of materials—can be manipulated, textured and colored to produce the necessary effect for any type of background. It lets the home-owner work out his decorative problem with the maximum amount of freedom.

SPECIAL USES

In arts and crafts work Textone is useful because of the great latitude of effects obtainable. It is easily mixed and applied; because it will adhere to any surface that can be painted it provides a beauty that is lasting.

Caenstone and travertine stone effects in Textone are popular as show window backgrounds. Other textures and treatments are also used to enliven backgrounds, for Textone has a very extensive show window use. Its wide range of effects and its economy make it the leading material for this purpose.

HOW APPLIED

Textone, the Plastic Paint, comes in dry, powdered form and is prepared by mixing with cold water to a thick, heavy consistency. It is applied to the wall with a brush and textured with a stippling brush, sponge, wall brush or other tool and often smoothed with a smoothing tool.

Color is applied by mixing color into the Textone before application; by blowing colored sands into the Textone on the wall; or by applying a coat of Textone Glaze, which is wiped to bring out the "highlights" and produce a two-toned effect. Polychrome effects are produced by application of color using Textone Glaze as the carrying medium.



This twelve-page folder tells a complete and interesting story of Textone, yet it is small enough to mail. It carries attractive illustrations in four colors.

HERE are two texture paints

1. USG TEXTURE PAINT

■ USG Texture Paint is a companion material to Textone. It sells alongside of Textone and lets the paint dealer extend his market for texturing materials further into the low priced construction field.

USG Texture Paint is a quality product possessing most of the excellence of Textone. It works much the same and produces similar results. However it does not have as great a covering capacity. It is the dealer's answer to competition that stresses the cost of the material used, rather than the cost of the finished job.

QUALITY AT LOW COST

Because it combines quality with low cost USG Texture Paint reaches a definite market and brings the dealer trade that would otherwise forego the advantages of texture decoration. It is an added source of profit—particularly valuable as a sales weapon at this time when cost is an important consideration in every sale.

Application can be made over any interior surface that is in condition to receive paint—such as wood, glass, metal, canvas, paint, brick, concrete, etc. It covers from a yard to a yard and a quarter per pound of dry material.

EASILY HANDLED AND APPLIED

USG Texture Paint is mixed with cold water and applied in the same manner as Textone. It textures readily, holding its form without sagging or slumping. It may be colored by introducing pigments into the material itself or by application of color over the painted surface after it is dry.

If put on the wall without color added, it produces a white opaque finish. It has good body and may be textured lightly or boldly according to the needs of the interior. The common tools of the painter, such as a whiskbroom, sponge, stippling brush or wall brush, suffice to produce a great variety of textures.

A PAINTER'S MATERIAL

Like Textone, USG Texture Paint is a painter's material. It is made to satisfy the painter's demands for a product that is practical and economical, one that is easily mixed and applied, that takes any type of texture, that can be applied wherever paint can be applied. USG Texture Paint is shipped in 25-pound packages, 100-pound drums and 300-pound net weight barrels.

HOW APPLIED

To prepare for application, USG Texture Paint is mixed with cold water by pouring the powder into the water in the approximate proportions of 10 pounds of paint to one gallon of water. The mix is stirred slowly to prevent lumping.

Why the owner wants USG Texture Paint

1 It Saves Him Money: A saving in the cost of Texture Paint permits the owner to use textured finishes where they would otherwise be barred by cost. There is economy in Texture Paint both in material cost and application cost.

2 It Produces Quality Work: Because it is applied by the painter with painter's tools and because it has good covering capacity and good texturing qualities, USG Texture Paint produces a high type of work. The owner can depend upon it for a quality job.

3 It Is Applied Over Any Base: Any interior surface that will receive paint can be decorated with USG Texture Paint—wood, wallboard, plaster, glass, metal, concrete, brick, etc. Without limitation as to where it has a wider field of use.

4 It Takes Any Texture: Being mixed to a rich consistency, USG Texture Paint has enough body to provide a suitable medium for virtually any texture. And the finer, more delicate textures can be produced, too—simply by different manipulation of the texturing tools.

5 It Produces Polychrome Effects: Attractive multi-colored effects are produced in USG Texture Paint by applying colored Texture Glaze over the textured surface and wiping and blending the various colors used into a harmonious color pattern.

6 It Has Good Covering Capacity: USG Texture Paint covers from a yard to a yard and a quarter per pound of dry material, depending upon the surface over which it is applied and on the texture required.

Why the painter wants USG Texture Paint

1 It Is Economical: The cost of USG Texture Paint is low, especially so considering its quality and adaptability to various texturing needs. Although lacking the outstanding qualities of Textone it is nevertheless the leader in its price class, giving the painter good performance at low cost.

2 It Has Good Covering Capacity: With a coverage of from a yard to a yard and a quarter per pound of dry material, USG Texture Paint provides high coverage per dollar invested.

3 It Applies Over Any Surface: The painter who is using USG Texture Paint is not limited in the interior surfaces over which he may apply a texture. Texture Paint adheres to wood, metal, glass, plaster, wallboard, etc.

4 It Keeps Over Night: While it is always best to mix only enough material to take care of the requirements of the day's work, any unused portion of USG Texture Paint need not be wasted. It can be kept over night and used by covering the pail with a damp cloth or pouring a little water over the mix.

5 It Takes Any Texture: Either bold or subdued textures can be worked out with USG Texture Paint. A rich consistency permits the larger textures required by theatres, hotel lobbies, etc., and it also permits application of the delicate textures required by small rooms.

6 It Means More Work: Reaching down as it does into a lower priced field of construction, USG Texture Paint extends the use of textured decoration and thereby gives the painter additional work of this character.

A-B TEX* Paint

economical paint for
light or medium light
textures, concrete
ceilings

A-PRODUCT OF UNITED STATES GYPSUM COMPANY

In addition to its normal use as an economical, fairly heavy bodied texturing material in which patterns and textures of some depth can be achieved, there is also a special use for A-B TEX* Paint as a coating to conceal and smooth concrete ceilings.

A-B TEX Paint is in powder form; mixes easily with water.

Coverage: Up to six square yds. per pound on walls, up to two square yds. per pound on ceilings (will vary with surface and thickness of coating).

Drying Time: Dries to touch in 30 to 60 minutes. Not to be painted before overnight drying.

Thinning: Mix with water.

Vehicle Type: Casein.

white

economical

easy application

may be applied over
clean, dry, sound
interior surfaces
such as:

Plaster, gypsum
wallboard, insula-
tion board, concrete.

for textures - apply
with brush or roller

for smoothing con-
crete ceilings -
use trowel.

(See Over)

*Reg. U. S. Pat. Off.

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T-1032, Rev. 2/68
(Supersedes T-1032,
Rev. 7/66)

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