PLAINTIFF'S EXHIBIT
USG-629

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.

08—17 COPYRIGHT 1931 UNITED STATES GYPSUM COMPANY—21M. 4-31

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.



Semi-Circular Sweeps with Toe of Trowel Beginning at Top

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.

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.

GP003 1343

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.

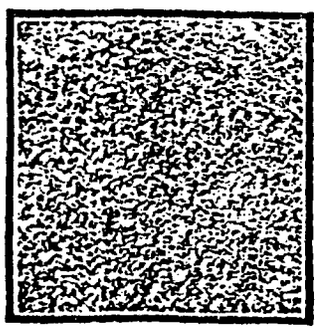
Textures may be virtually anything the owner or architect specifies. The few illustrated are selected from among the more popular now in use; but actually the variety possible to obtain is limited only by the skill and experience of the plasterer.

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 Dash Done with Long Fibered Brush

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 ½-in. thick and surface scratched. Allow to set and cure and then follow with a second coat not less than ⅜-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 ⅛-in. to ¼-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.

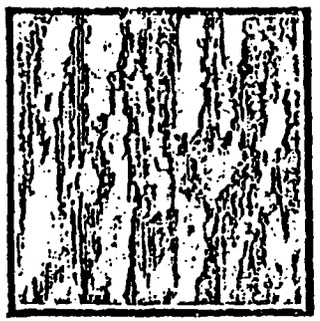
Spray base coat to cut suction if too dry.

Apply Oriental Finish coat not less than ⅛-in. nor more than ¼-in. thick.

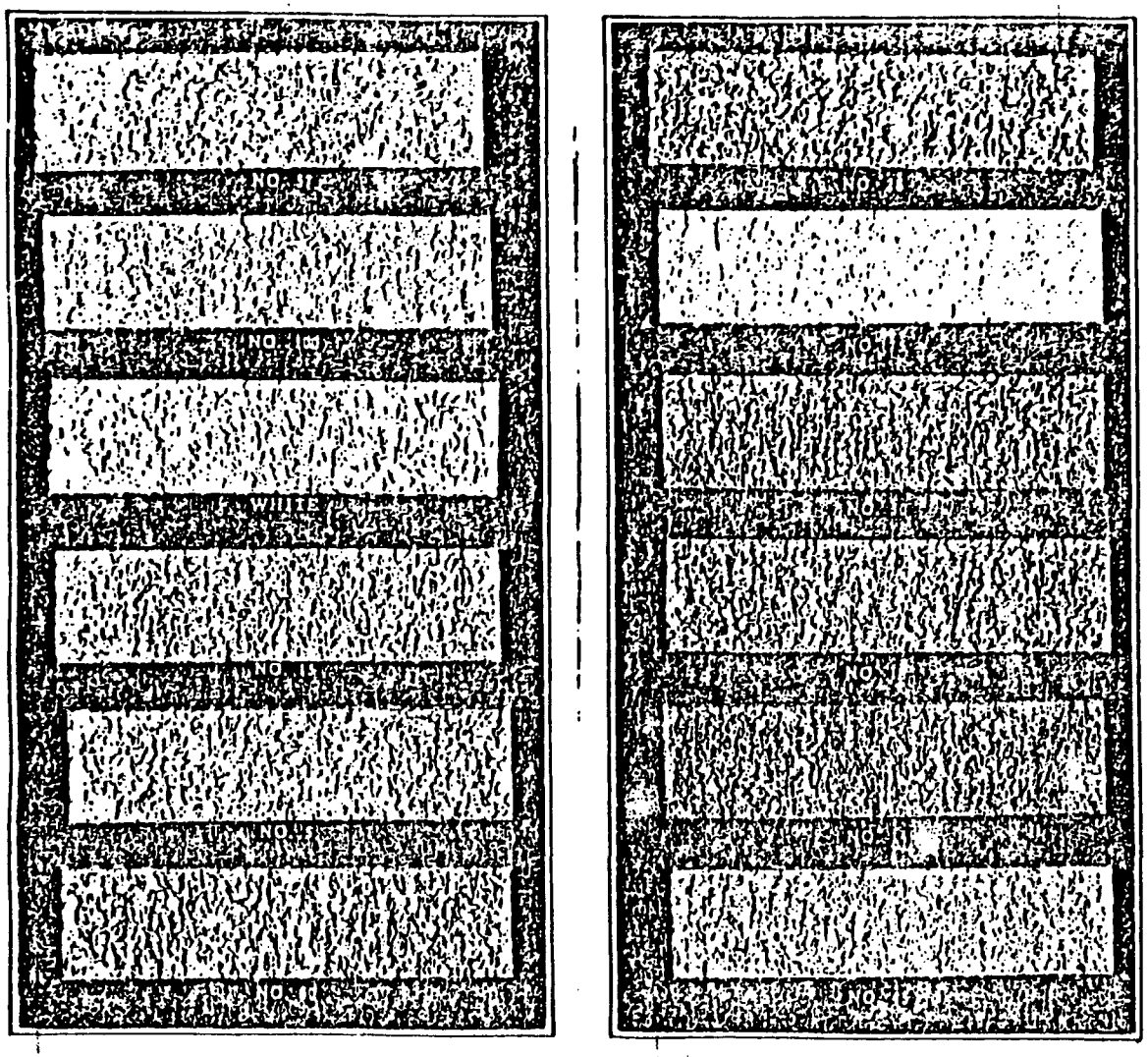
Oriental Stucco Finish should never be applied during freezing, cold or wet weather, nor in the face of rainstorms.

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 Troweling Over Second Application



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Semi-Circular Sweeps with Toe of Trowel Beginning at Top

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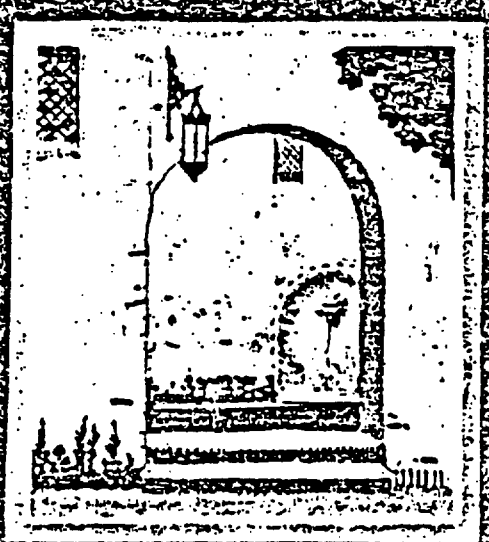
ORIENTAL STUCCO



GP003 1355



THE BEAUTY OF EXTERIOR WALLS OF STUCCO
Entrance to Home of A. E. Burr, Esq., Scarsdale, N. Y. Architect A. J Bodker
Courtesy of American Architect and Architectural Review

GP003 1356

FOREWORD

THE fascination of the old world lies in the quaint charm of its buildings, the lovely stucco surfaces of soft hues which are as integral a part of the structures as the designs themselves. To the architect, wall surfaces and textures have always been an important factor in the completeness of a building. History reveals the practical value of stucco as a surfacing material for exterior walls, and the beauty achieved has served as an example for many generations and remains the inspiration for architects the world over. It is extraordinary that so much of beauty could be obtained by such simple means. The rare appreciation of materials possessed by the early peoples, together with their sense of harmonious relation to their environment, made it possible for them to produce such wonderful works.

Oriental Stucco is a plastic material perfected by modern scientific knowledge; its ingredients are combined in the exact proportions most favorable to durability and to variety of texture and color, the color being part of the material. The rough textures of the Greeks, the modulated surfaces of the Italian and Spanish, the sand finish of the English and the trowel surfaces of the later periods are again possible with Oriental Stucco. We have found in Oriental Stucco a most flexible material for producing a wide variety of textures and colors, lending itself to textures as yet untried which may be dictated by the imagination of the architect.

Alfonso Iannelli

Professor of Design, Art Institute of Chicago

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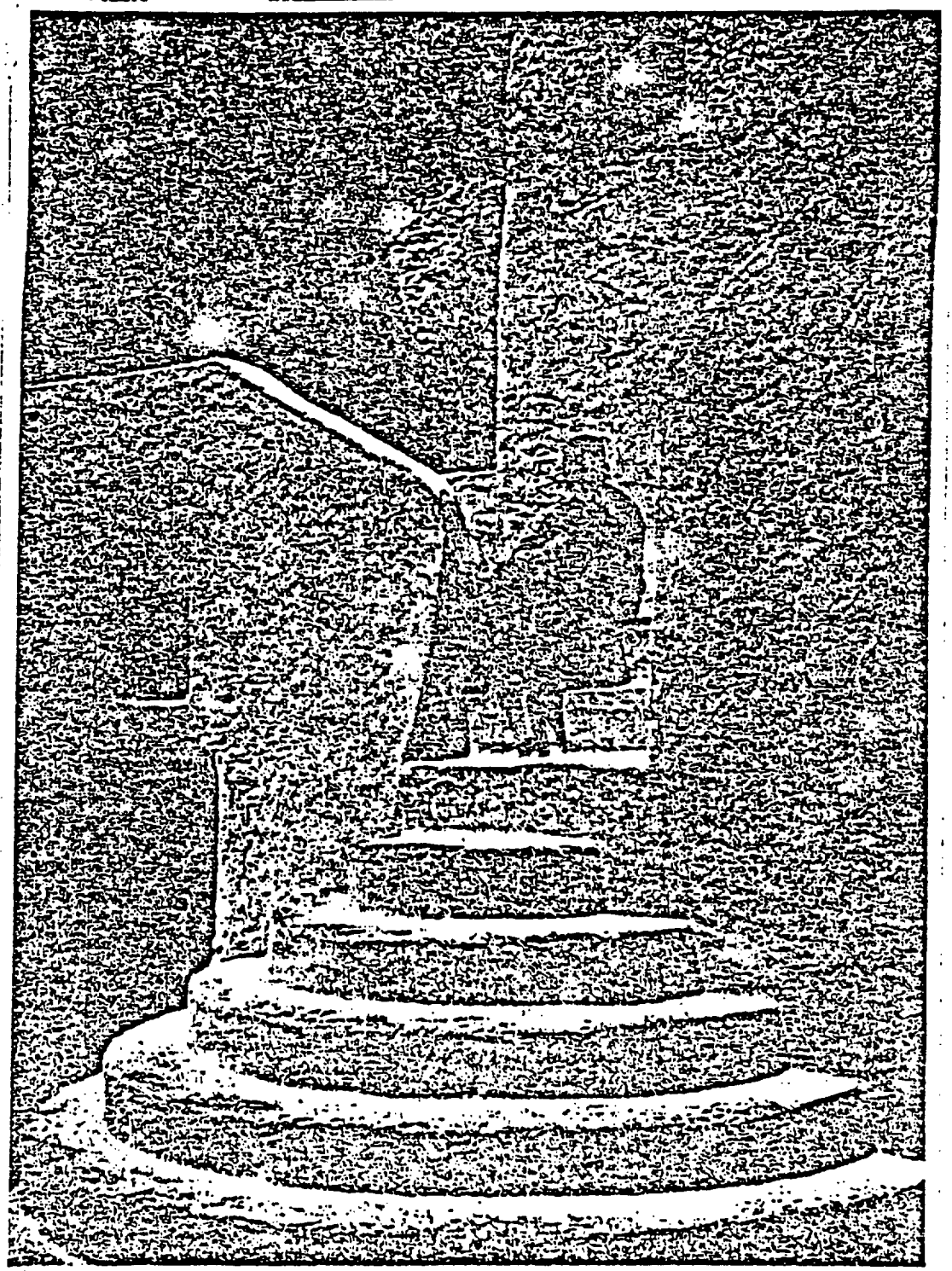

EXTERIOR OF HOUSE, THERA, GREECE
From "Griechenland," by Courtesy of the Publishers, Ernst Wasmuth, A.G., Berlin

FOR AN EXPRESSION OF THE GREEK IN ORIENTAL STUCCO, SEE PLATE O-I

GP003 1358

GREEK

THE Greeks were great users of stucco, and great artists in its use. All up and down the mainlands of both Greece and Asia Minor, and in the islands of the Aegean, you will find today in the survivals of their palaces and villas such examples of Grecian stucco work as testify both to the builders' sense of beauty and the supreme durability of this material they mixed and applied over two thousand years ago.

Stucco was their favorite surfacing for walls of brick and stone. They applied it lavishly, so as to cover the irregular contours of the sun dried bricks and fill up the depressions between. They evidently put it on with a board, and then attempted to smooth it to approximate evenness by a series of downward strokes with a paddle. These paddle marks are, in fact, one of the distinguishing characteristics of Greek stucco surfaces.

Their country was so favored with bright sunshine, rugged heights and the green of olive trees and vineyards, that the Greeks limited themselves in the use of color on the expanses of their wall surfaces. White, light greys and ivories formed the most striking and pleasing contrasts with these natural backgrounds. They did, indeed, heighten their stucco with bright and vivid colors, often setting some decorative painted panel or plaque into a broad expanse of ivory, grey or white.

Both the texture and the tones of Greek stucco are exactly reproducible in Oriental Stucco. By applying and manipulating Oriental Stucco in the same way that those early builders created their external building surfaces, the same broad, classic effects are possible of achievement today, and they have the same unfailing charm.

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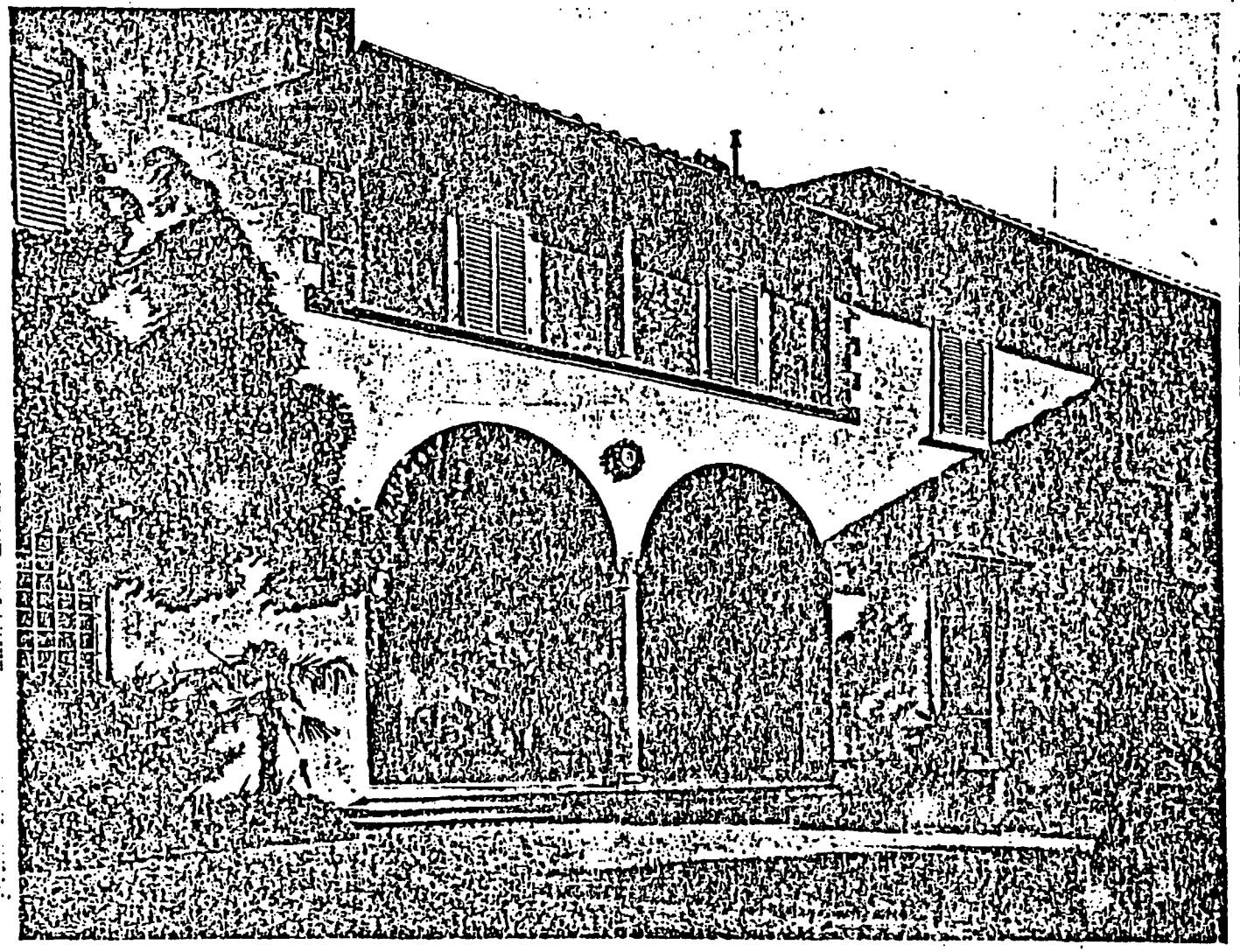

EXTERIOR, VILLA BONDI, FLORENCE, ITALY
From "Smaller Italian Villas and Farmhouses"
Courtesy of the Publishers, Architectural Book Publishing Company, New York

For an Expression of the Italian in Oriental Stucco, see Plate O-II

GP003 1360

ITALIAN

FROM earliest times, the Italians have built in stucco and stone, and in their building they have given full rein to a genuine love of color.

The wall surfaces of your true Italian architecture are wide and clear expanses, broken only by door and window openings. They afford unequaled opportunity for working with stucco in the freest, boldest manner.

Moreover, no craftsmen surpassed the Italians in the use of the trowel, and to the application and working of stucco by the rough trowel method, they devoted a long, traditional experience. The curved sweeping trowel marks are characteristic of the Italian style, whether noted in buildings that have been standing for centuries, or in their modern construction.

The second outstanding characteristic of the Italian manner is the artistic use of colors—buffs, pinks, creams and other tints, along with [illegible]. In [illegible], you will see the nicest blending of tone and texture in the stuccoed walls.

No material is better suited to the reproduction of the Italian style in all its beauty and variety than is Oriental Stucco. By proper troweling, the exact degree of texture desired, whether that be rough or smoothest finish, is obtainable with Oriental Stucco. And as for the colors—deep buffs, creams, pinks, warm reddish hues, and other soft tints—the special value of Oriental Stucco in any construction designed on the Italian order is that it is supplied in the tone required.

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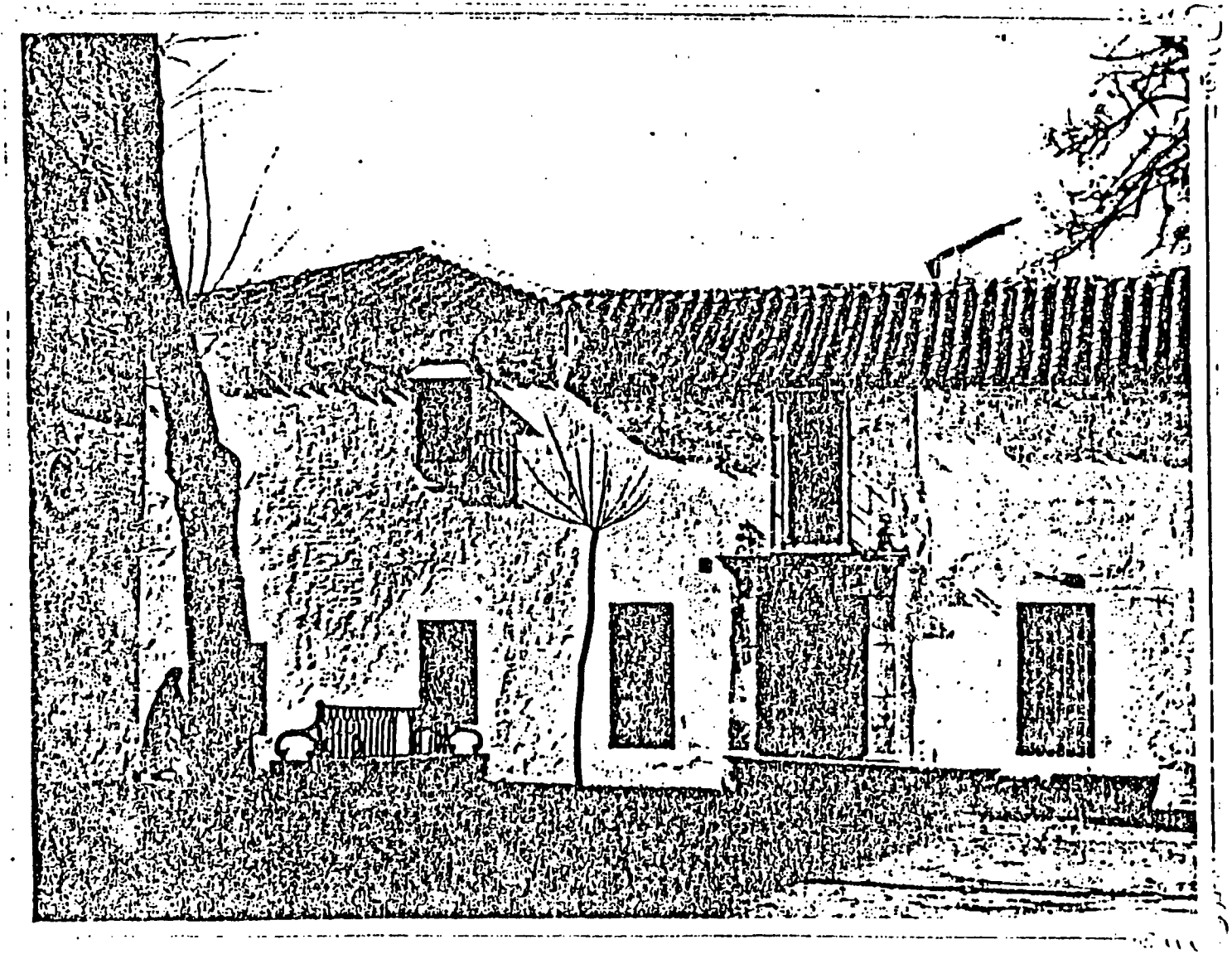

TYPICAL SPANISH EXTERIOR, MARCHENA, SPAIN

From "Architecture of Southern Spain," Courtesy of Architectural Book Publishing Company, New York

FOR AN EXPRESSION OF THE SPANISH IN OF[illegible] STUCCO SEE PLATE O-III

GP003 1362

SPANISH

THE Spaniard lives in his court, and he regards the walls of his house very largely as the backgrounds for his beloved garden. For the surfacing of these walls, the Spanish have made lavish use of stucco. Their earliest attempts represent a rough-textured effect somewhat between the Greek and the early Italian, done with simple, primitive tools. Evidently in this workmanship, the heavy trowel marks were smoothed down by the use of a brush. Later, the Moors brought into Spain their refining influence for ornamental workmanship, in intricate design and rich colorings.

So you have in the Spanish style today a distinctive and charming combination of coarse textured and colored stucco, set with glazed tile, often laid in patterns, and relieved by wrought-iron grillework.

The prevailing colors employed are yellows and pinks, along with whites. And while a wide variety of textures is found in Spanish stucco work, the prevailing texture is very rough, the result of surface finishing with a coarse brush or trowel.

Spanish architecture, with all it embodies of texture and tone and incidental ornamentation, is very popular in all parts of America today, for homes, country clubhouses, and similar buildings.

For the accurate reproduction of Spanish exteriors, Oriental Stucco is perfect material. It will take any degree of rough texture desired. It comes ready mixed in the suitable shade of color. It is durable and color-fast under all climatic conditions.

GP003 1363



HOUSE AT CHIDDINGTON, ENGLAND
Courtesy of Publisher, B. T. Batsford, London

FOR AN EXPRESSION OF THE ENGLISH IN ORIENTAL STUCCO, SEE PLATE O-IV

ENGLISH

THE characteristic rough-textured stucco of English homes and halls dates from a disastrous fire in 13th century London. A royal decree issued after that conflagration ordered all reed and rush houses covered with stucco. The work, done in accord with the immediate need for shelter, and also in obedience to the royal order, was done quite hurriedly and with coarse materials.

The irregular, sweeping marks of the trowel left in the stucco thus applied were soon appreciated by the British as something distinctive and attractive, and as a result they became something of a pattern which with the passage of time has settled into a permanent feature of English building with this material.

Looking on a typical example of this stucco in its association with the overhanging upper stories and half-timbers of English construction, it is easy to fancy the broad-backed English artisan throwing the full strength of both shoulders and will into the full, deep sweeps of the trowel through the stucco.

A decorative influence was added in the early 16th century by the arrival of Italian artisans, who came wandering through England in those times. They introduced the art of pargeting, beautifying the plain panels with a rough-cast pebble dash of various hues, or ornamenting their patterns with designs in bas-relief. Some beautiful examples of this work are to be seen in Suffolk, Essex and other rural counties.

The English have always been partial to soft colors, buffs, tans and greys, and it is in these hues, further mellowed by the years, that their stucco work appears.

For both the characteristic working and the distinctive coloring of English stucco, Oriental Stucco has a perfect adaptability. The shades and tones obtainable in Oriental Stucco are the soft hues which only time brought to the English. And as for the texture, a broad, heavy-handed, determined troweling brings out in Oriental Stucco the English character to the life.

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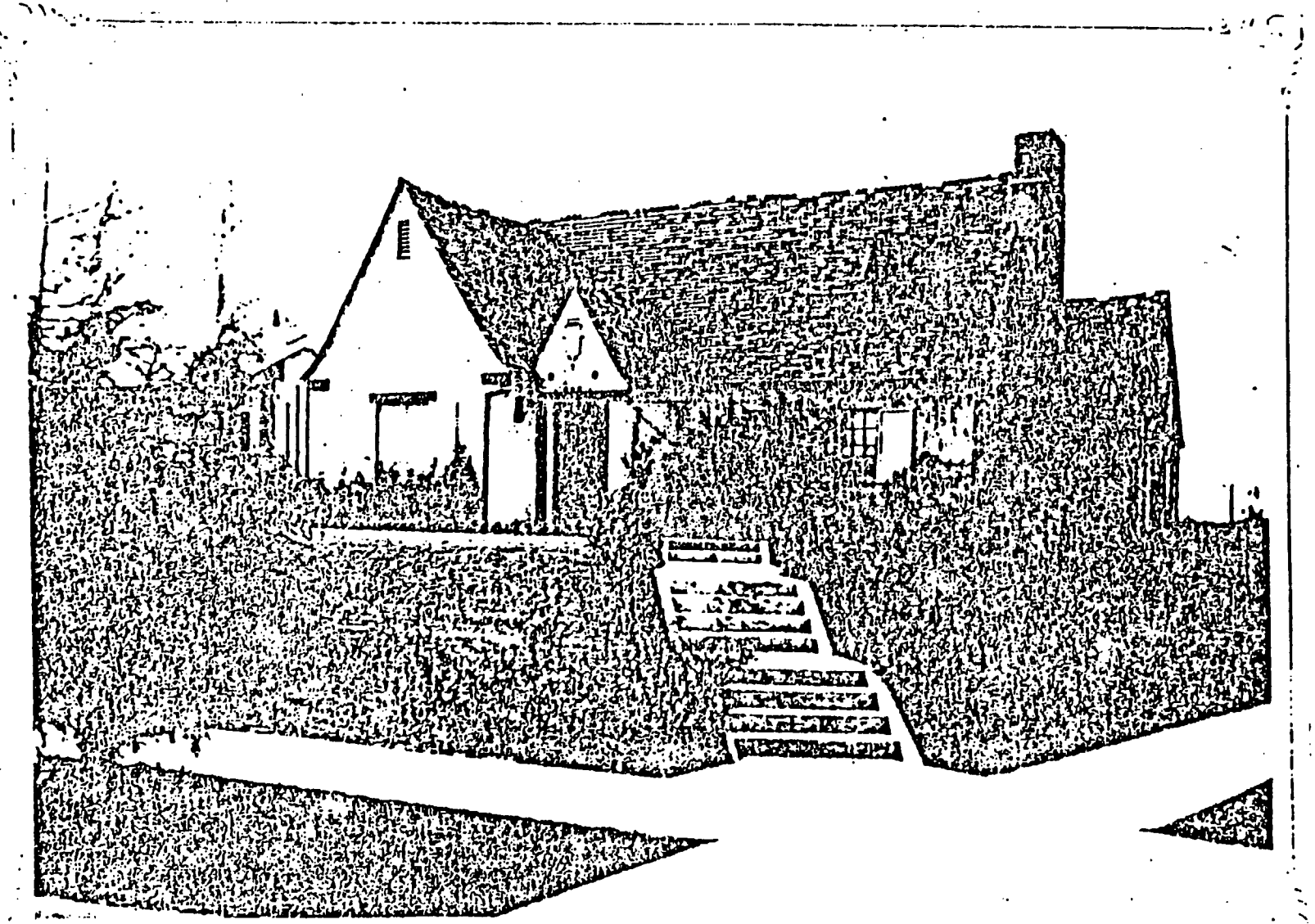

HOUSE OF M. CHOTINER, Esq., LOS ANGELES
Architects, Pierpont and Walter S. Davis
Courtesy of Publisher, Architects Building [illegible], Inc.

FOR AN EXPRESSION OF THE FRENCH IN ORIENT[illegible]CCO SEE PLATE O-V

GP003 1366

FRENCH

SOME of the world's most beautiful examples of stucco work are to be found in France, where stucco has been a favored building material since the days of the Roman empire. The Frenchman's love for elegant simplicity in all his architecture is clearly reflected in the beautifully textured exteriors of his buildings. As one would naturally expect, there is the greatest variety, but the prevailing type is an irregular rough cast, finished with a brush into a semi-smooth texture.

The French have always been among the leaders in the ornamentation of stucco. Often the wall was divided into panels, which were smoothly finished and then painted. Again, tile and brickwork were employed in harmonious combinations, usually over entrances and windows, while the corners were treated with stone exposed through the stucco.

The keynote of the French style was harmony, so we find light greys, creams and whites predominating in their stucco—tones that blend with the natural colors of the building materials used.

The architect who would reproduce the beauty and charm of French exteriors will find in Oriental Stucco a most adaptable material. Any desired texture may easily be obtained, and as color is an integral part of Oriental Stucco there is no possibility of those disappointments that often come when the coloring is added by inexperienced workmen.

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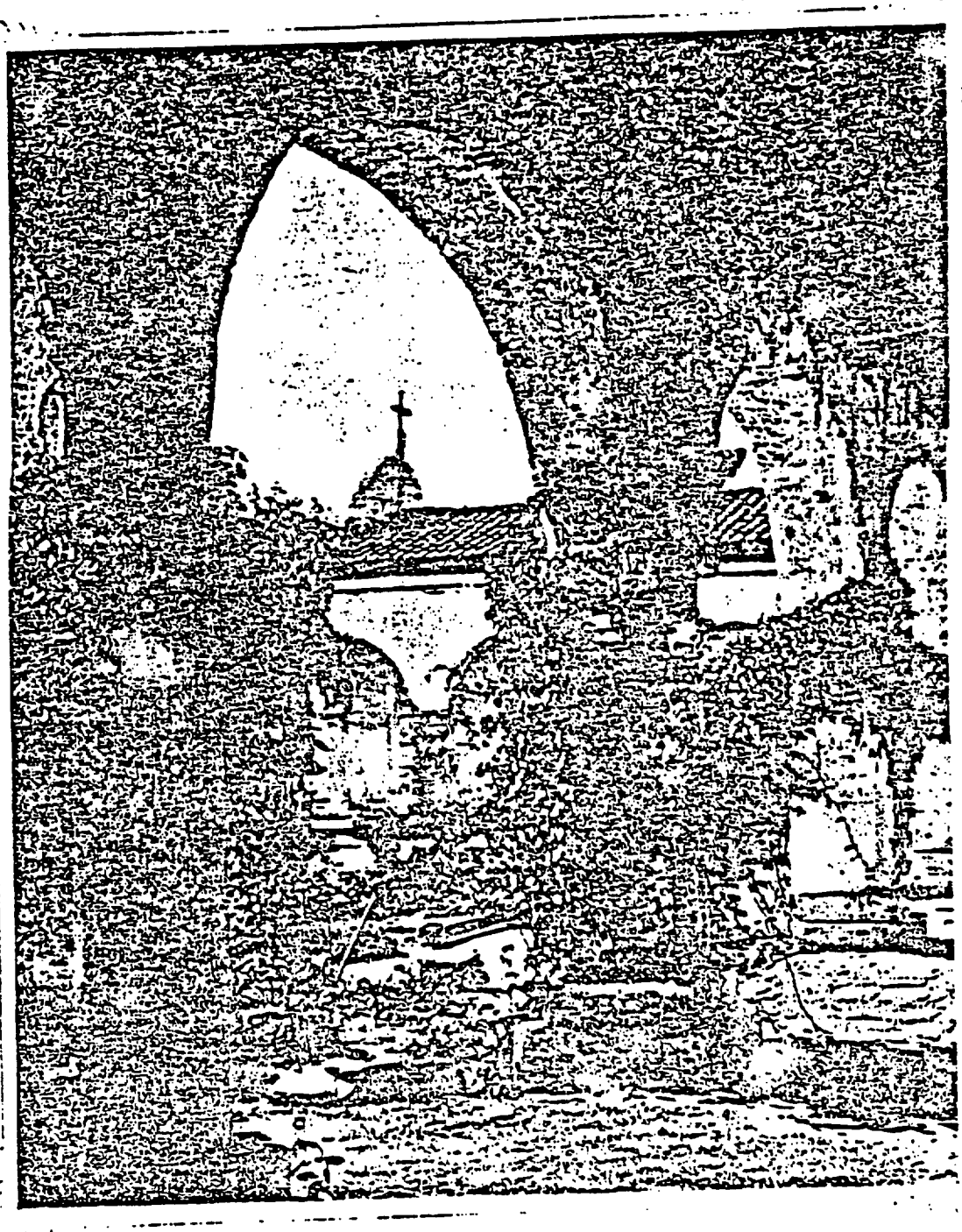

MISSION OF SAN JUAN, CALIFORNIA
Courtesy of the Architectural Book Publishing Co., New York

FOR AN EXPRESSION OF THE CALIFORNIA MISSION IN ORIENTAL STUCCO, SEE PLATE O-VI

GP003 1360

CALIFORNIA MISSION



HEN the Spanish entered California, the conqueror was accompanied by the builder. While the military men pushed ever Northward the line of their conquests, the priests followed almost as rapidly with monasteries, missions, schools for the faith and civilization they brought.

They followed the architectural styles of their homeland; followed it naturally, for here was a bright and sunny land like Spain at its best.

For their workers they had only the Indian youths drawn to the schools and settlements. Therefore the hands that wielded the tools were unskilled, and the material to work with was coarse and rough. The usual method of applying the final coat to the walls was to spatter it on, and that produced a uniformly rough cast texture.

For colors, they not only had the Spanish-Italian hues in mind, but also were limited to the natural earth colors they could find in their new surroundings—reds, tans, buffs and yellow shadings, with occasional whites.

In building with stucco treated in the California Mission style, the advantages of Oriental Stucco are pronounced. With it can be produced the texture that you want, graded as to roughness by the degree of skill with which it is applied, and it comes in the color which you specify. It therefore permits the architect complete freedom for his interpretation of the Mission style.

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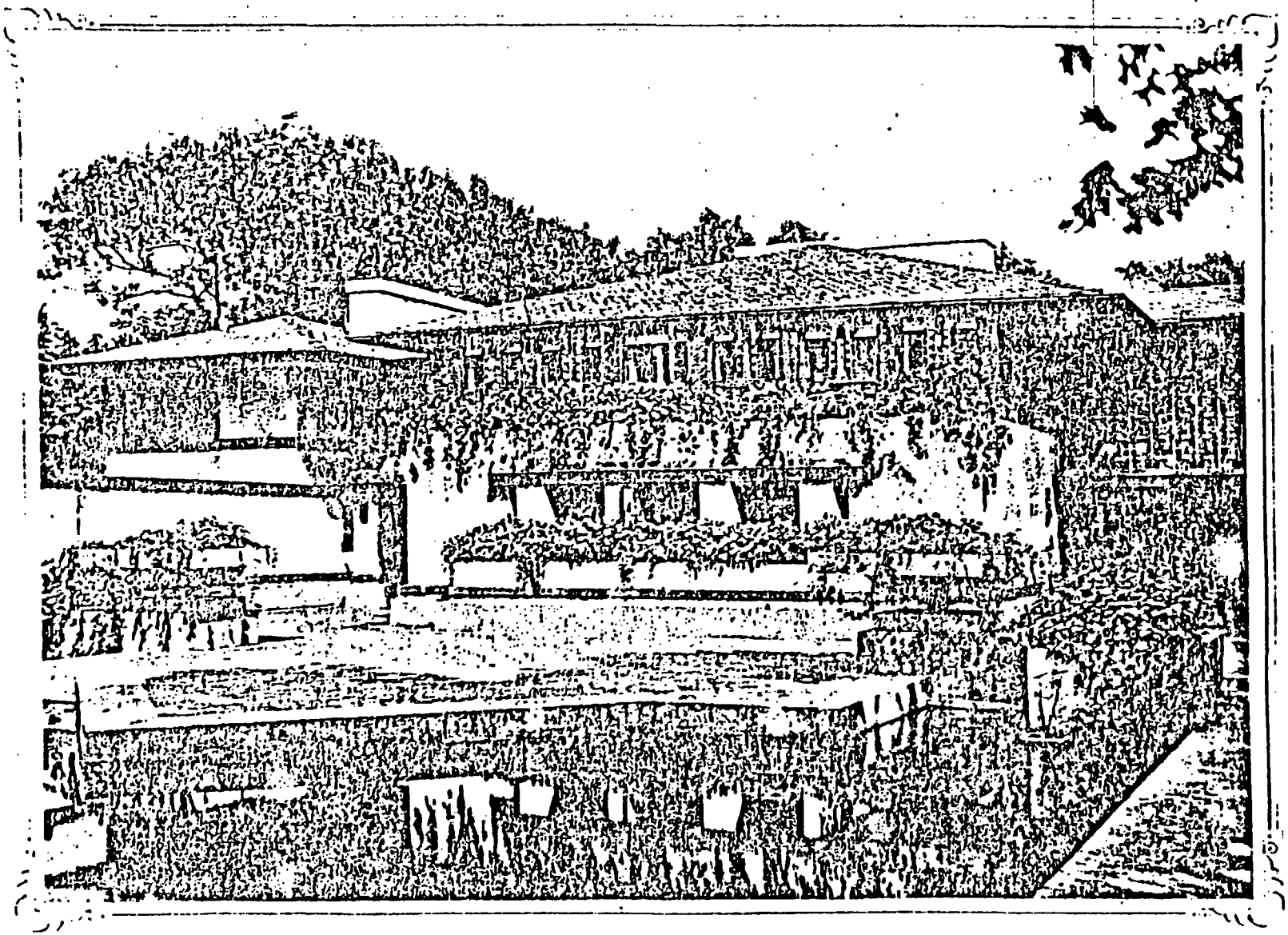

RESIDENCE OF AVERY COONLEY, RIVERSIDE, ILLINOIS
Frank Lloyd Wright, Architect
From "Ausgefuhrte Bauten." Courtesy of the Publishers, Ernst Wasmuth, A. G., Berlin

FOR AN EXPRESSION OF THE MODERN AMERICAN IN ORIENTAL STUCCO, SEE PLATE O-VII

GC003 1370

MODERN AMERICAN



MERICA has borrowed from all nations and periods for its architecture. While Modern American cannot be called a *pure* style, at the same time it has often chosen wisely from the rich sources at its command, and it does not lack for beautiful examples of the craftsman's skill in stuccoed exteriors. In tracing the various styles that have influenced Modern American, one finds the historian and the architect going hand in hand. Along the Pacific Coast naturally the Spanish note is dominant. In the East the English and Colonial find greatest favor, while in the South it is the English and French, depending upon which race was earliest in ascendency.

In such a blending of the world's architecture, it is only natural that one should find the greatest variety in stuccoed textures as well as in architectural lines. Despite the popularity of the several styles in different parts of the country, most of us think of Colonial as the typical American architecture, and we may say that the smooth trowel-and-float finished texture so characteristic of Colonial is the most favored American exterior. While this texture is quite uniform, the markings left by the finishing float or trowel offer a pleasing note of variety and account largely for its beauty and charm.

In color, the stucco exteriors take the prevailing tones of the nations from which each is borrowed. In the Spanish type there are the usual reddish tints, pinks, yellows and other deep hues. In the English and French the more subdued tones predominate, while in the Colonial whites and greys are preferred.

Because of its great versatility both in texture and in color treatments, Oriental Stucco is the ideal material for the architect, whether he aims to express his own original concepts or whether he depends upon the Old World for his inspiration.

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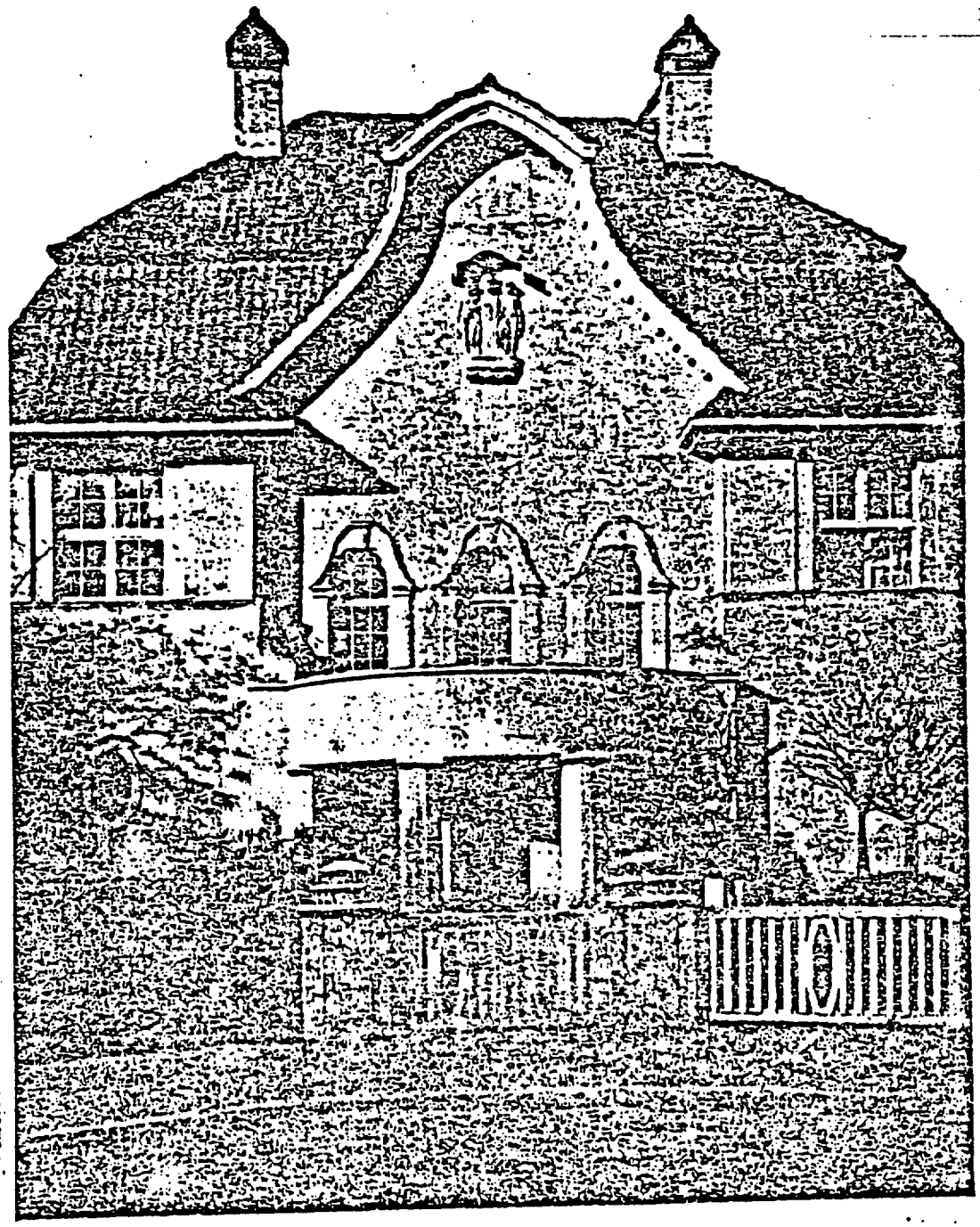

HOUSE IN WANNSEE, ROBERTSTRA
Architect, Emil Schaudte, Berlin

FOR AN EXPRESSION OF THE MODERN EUROPEAN IN ORIENTAL STUCCO, SEE PLATE O-IX

GP003 1372

MODERN EUROPEAN

NO one realizes better than the modern European architect what a varied means of expression stucco offers, and the results of original design and perfect medium are most gratifying to lovers of beauty in form, color and texture. The textured walls of Austria long remain in the memory of all who see them. In Germany there is a rare example of the modern artist-craftsman's skill in Max Reinhardt's renowned *Schauspielhaus*. The fine, even, cream-white surfaces of the Garden City dwellings of England, and the buff-grey dash surface of the Einstein Tower, are other examples worthy of note.

The great variety of stucco finishes now being produced by European craftsmen makes it difficult to select any one style as characteristic of their architecture. Perhaps the one in most general favor today is the semi-smooth but irregular trowel-finished texture, which leaves the markings of the trowel showing plainly, yet reflects an air of studied indifference.

The modern European architect does not hesitate to employ deep colors to achieve the desired effect. Strong contrasts are frequently obtained by the use of brightly colored brick set at irregular intervals in stucco surfaces. Tile, mosaics, half timbers and bas-reliefs in stone and plaster also offer pleasing contrasts.

With Oriental Stucco it is possible to obtain any of the textures of the modern Europeans in the desired color, or for that matter, any texture the architect's imagination may devise. As a means of expressing individuality, Oriental Stucco is unsurpassed by any other building material.

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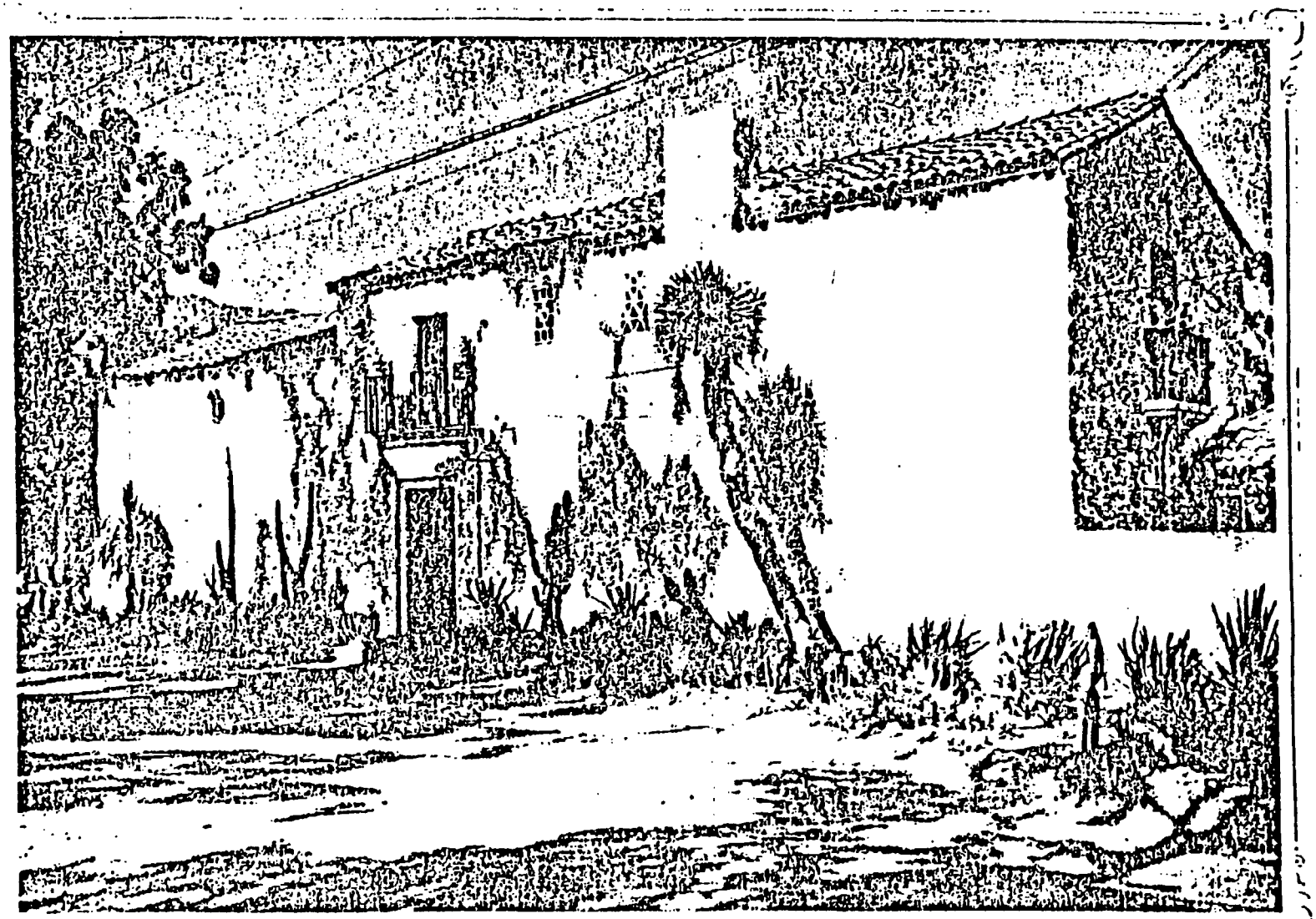

HOME OF CRAIG HEBERTON, MONTECITO, CALIFORNIA
Geo. Washington Smith, Architect

FOR AN EXPRESSION OF THE MODERN CALIFORNIAN IN ORIENTAL STUCCO, SEE PLATE O-X

MODERN CALIFORNIAN

THE architecture of modern California is a blending of many influences—the old Spanish Mission, the Italian, the French and the English. It is a style that lends itself to freedom and originality in the treatment of exterior stucco walls. Drawing from many rich sources, Modern Californian naturally has an infinite variety of textures. No one of them can be pointed out as definitely characteristic; but probably the most widely used is a trowel finish which leaves the irregular markings of the trowel plainly showing.

Many beautiful types of building are being developed in this garden land, mostly in modulated trowel finishes and in varied hues. Greys, pinks, creams and buffs are the predominant colors; whites and yellows also are frequently found. It would be hard to imagine a more compelling scene than one of these colorful stucco homes silhouetted against the violet-blue shadows of the mountains in California.

While the open spaces of the Golden West afford the natural setting for Modern Californian, this style is in increasingly popular use in other sections of the country. Bungalows, country homes, and country club buildings everywhere are being treated artistically in this attractive style.

Oriental Stucco is ideal for obtaining all effects of the modern California style, both in texture and in color. The color being a part of the material in Oriental Stucco, the soft, mellow tones that ordinarily come only with age may readily be secured.

GP003 1375

ORIENTAL STUCCO

Its Qualities and Uses

Architects in every land have long regarded stucco as the ideal medium for the expression of beauty in form, texture and color, but heretofore certain limitations in both the material itself and its application have kept stucco from attaining the prominent place in American architecture that it deserves.

Oriental Stucco Base Coat is a scientifically prepared base for Oriental Stucco Finish. It contains the proper amount of uniformly graded sand, thus eliminating the possibility of the joinings in the base coat showing through the delicate shadings of the finished surfaces and Oriental Stucco Base Coat is ready for use on the job by adding water only. Being factory-mixed, Oriental Stucco Base Coat thus eliminates the trouble of adding other materials at the job, and the danger of oversanding.

Oriental Stucco Finish is prepared from a scientific formula based on the finest of Old World stuccos that are in excellent preservation after centuries of exposure, and one that has been in successful use in American construction for more than a decade. Oriental Stucco is made in white and in nine standard colors. Its ingredients are automatically weighed and mixed by machine, thus insuring exactly the right proportions and a thoroughly uniform mixture and color — the two essentials to good stucco which are so difficult to obtain when mixing is done at the job. Oriental Stucco Finish is delivered ready for use by the addition of clean water only.

Oriental Stucco Base Coat and Oriental Stucco Finish mix easily with water, and both work easily and freely under the trowel.

Oriental Stucco Finish has the necessary plasticity to produce the desired texture at its best. It has maximum covering capacity, and thus joins to easy working qualities the advantage of utmost economy.

The beautiful color effects obtainable with Oriental Stucco Finish are unfading and permanent, even when exposed to extremes of heat and cold, moisture or dryness. The setting time of the

GP003 1376

material is so regulated that it is possible for the workman to take the necessary time to apply it properly, thus avoiding the unsightly shadows and joinings that mar the effects of ordinary stucco.

With the wide range of textures and colors offered by Oriental Stucco, and the assurance of permanence and uniformity in the color, the architect may be confident of reproducing with Oriental Stucco all the beauty as well as the durability of Old World stucco.

SPECIFICATIONS

Oriental Stucco base Coat and Oriental Stucco Finish are supplied in paper bags containing 80 lbs.

Oriental Stucco Base Coat is a Portland Cement base compounded with ingredients to make it water-resisting and plastic; including also the correct proportion of uniformly graded sand. Oriental Stucco Finish is a hydraulic lime base compounded with ingredients to make it waterproof and non-staining and is mixed with mineral colors.

Oriental Stucco Finish is made in white and nine colors. The mineral colors insure definitely uniform and permanent colors on the job.

Add clean water only to Oriental Stucco Base Coat and Oriental Stucco Finish to make them ready for use. The material is complete as delivered and when mixed with clean water provides the most uniform quality stucco.

Oriental Stucco may be applied over metal lath, wire lath, tile, brick, concrete, and over Gyplap Wall Construction. It is also especially adaptable for overcoating old cement stucco walls, masonry surfaces, and the walls of frame buildings. Successful stucco work depends in a large measure upon suitable design of the structure, and upon careful preparation of the lath or other surface intended to receive the stucco.

The Base Coat is to be applied in the same fashion as Portland Cement stucco. It is put on in two coats. The first coat should be scratched and allowed to dry thoroughly; then followed with a brown coat, properly floated to straighten the work. The brown coat must be allowed to dry completely to permit shrinkage to take place; then wet down before applying Oriental Stucco Finish.

GP003 1377

The instructions on the back of the plates in this book tell how the textures shown may be obtained in Oriental Stucco Finish. In addition to the period textures illustrated in these pages, Oriental Stucco Finish is adaptable to the entire range of stucco treatment known to architects. It is equally easy to achieve in Oriental Stucco Finish the smooth trowel, stipple, sponge, sand-sprayed, rough-cast, spatter-dash or applied aggregate finishes, according to individual taste or requirements.

The scratch coat should be not less than one-half inch thick; the brown coat three-eighths inch and Oriental Stucco Finish one-eighth to one-quarter inch thick, making the total thickness of stucco average one and one-eighth inch.

Base Coat—The covering capacity of Oriental Stucco Base Coat depends upon the thickness of the coat and the skill of the workman applying it.

One ton of Oriental Stucco Base Coat applied one-half inch thick as a scratch coat over metal lath, wire lath, Gyplap Wall Construction, concrete and brick with flush joints, should cover approximately forty square yards. If joints on brick are raked, about thirty square yards will result. Applied three-eighths inch thick as a brown coat over the scratch coat, one ton should cover about fifty square yards.

Finish Coat—The covering capacity of Oriental Stucco Finish depends upon the thickness of the coat and the skill of the workman applying it. One ton of Oriental Stucco Finish will cover about 150 to 200 square yards. With a light dash, a greater covering capacity can be obtained.

For best results, Oriental Stucco Finish should never be applied to a thickness greater than one-eighth inch to one-quarter inch.

Oriental Stucco Finish should always be ordered by number on the color plates.

Oriental Stucco Base Coat and Oriental Stucco Finish may be purchased from dealers in United States Gypsum Company products.

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GP003 1378

ORIENTAL STUCCO

a product of

UNITED STATES
GYPSUM COMPANY
Chicago

CP003 1379

1925

FOREWORD

IN ALL times and in all lands, stucco has been a favored building material.

The fact that, properly made, it is durable to the point of permanence, combines readily with such other building materials as brick, stone and concrete, and is comparatively inexpensive to obtain and apply, gives stucco a very practical building value.

The further fact that stucco may be colored to suit the builder's taste or requirements, and that while plastic it may be worked up in any texture to harmonize with either period design or original style gives it rare possibilities for the achievement of architectural beauty.

The chief limitation of stucco up to this time has been the difficulty of obtaining exactly the texture that characterizes a certain period or style, and, even more, of producing the desired color when that color may be mixed on the job, or of matching a certain color when the batches are mixed at different times or under different conditions.

Now the United States Gypsum Company has perfected a scientifically compounded stucco, ready mixed in the desired shade of mineral color. It is waterproof, non-staining, plastic, easy to apply, and permanently durable.

Through extensive research and investigation in co-operation with members of the Chicago Art Institute, there have been developed in *Oriental* Stucco the characteristic textures and colors associated with each of the principal architectural periods. Several of these periods much favored in building today are dealt with in pictures, plates and text of this book.

Oriental Stucco comes ready prepared from the factory, and all that is needed is the addition of clean water and proper manipulation by the workman to produce in Oriental Stucco the beautiful texture and color effects that mark the finest of both Old World and Modern stucco work.

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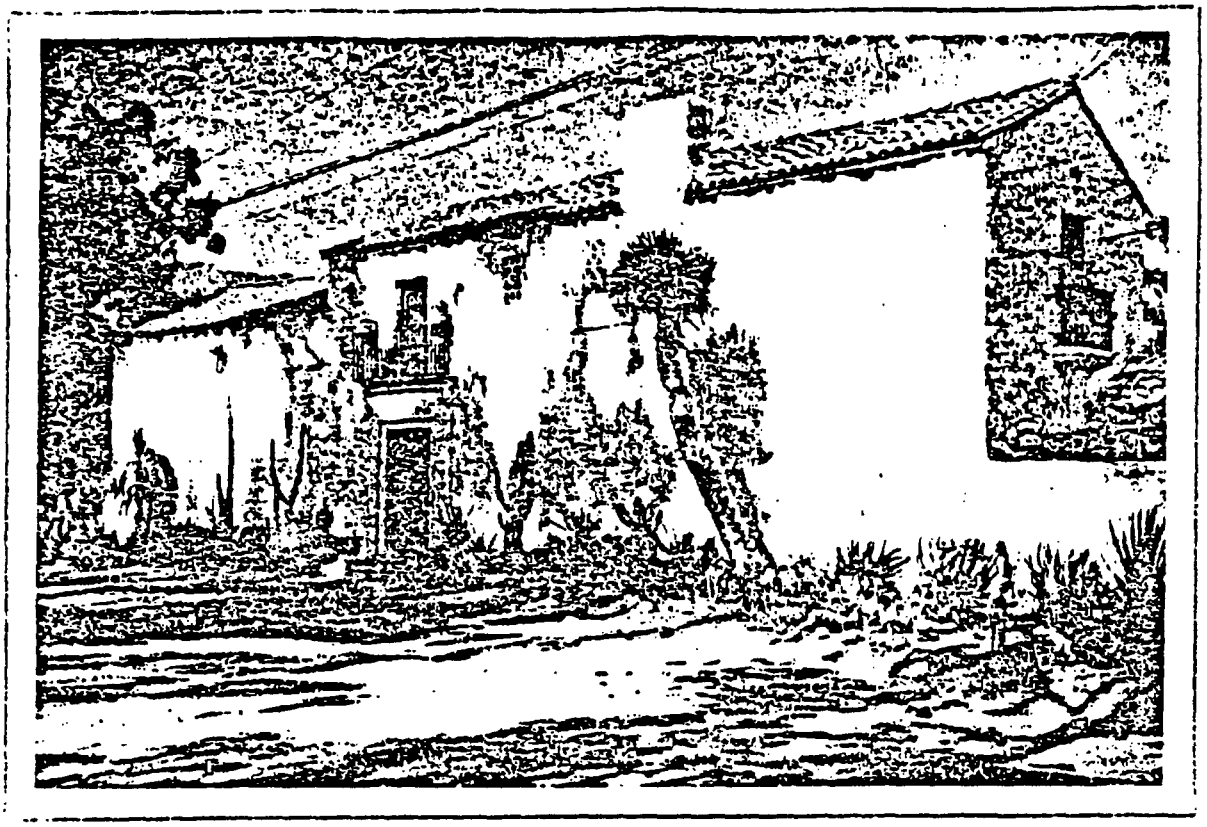

HOME OF CRAIG HEBERTON, MONTECITO, CALIFORNIA. *Geo. Washington Smith, Architect*
FOR AN EXPRESSION OF THE SPANISH IN ORIENTAL STUCCO, SEE PLATE O-III.

SPANISH

THE SPANISH type of building is usually centered on a court, sometimes enclosing it on three sides, sometimes surrounding it entirely.

The walls are heavy and thick, with broad, unbroken surfaces, and creating pronounced shadows at every angle. Ornamental iron grillework appears at balconies and window openings.

Spanish in all its periods and for almost every purpose calls for a lavish use of stucco. The walls are rough in texture—the result of surface finishing with a coarse brush or trowel—and high in color—pinks, yellows, chalk-whites and greys predominating.

Spanish architecture, with all it embodies of texture and tone and incidental ornamentation, is very popular in all parts of America today, for homes, country club houses, and similar buildings.

For the reproduction of these exteriors with their charming combination of texture and color, Oriental Stucco is the perfect material. It will take any degree of rough texture desired. It comes ready-mixed in suitable colors that are durable and color-fast under all climatic conditions.

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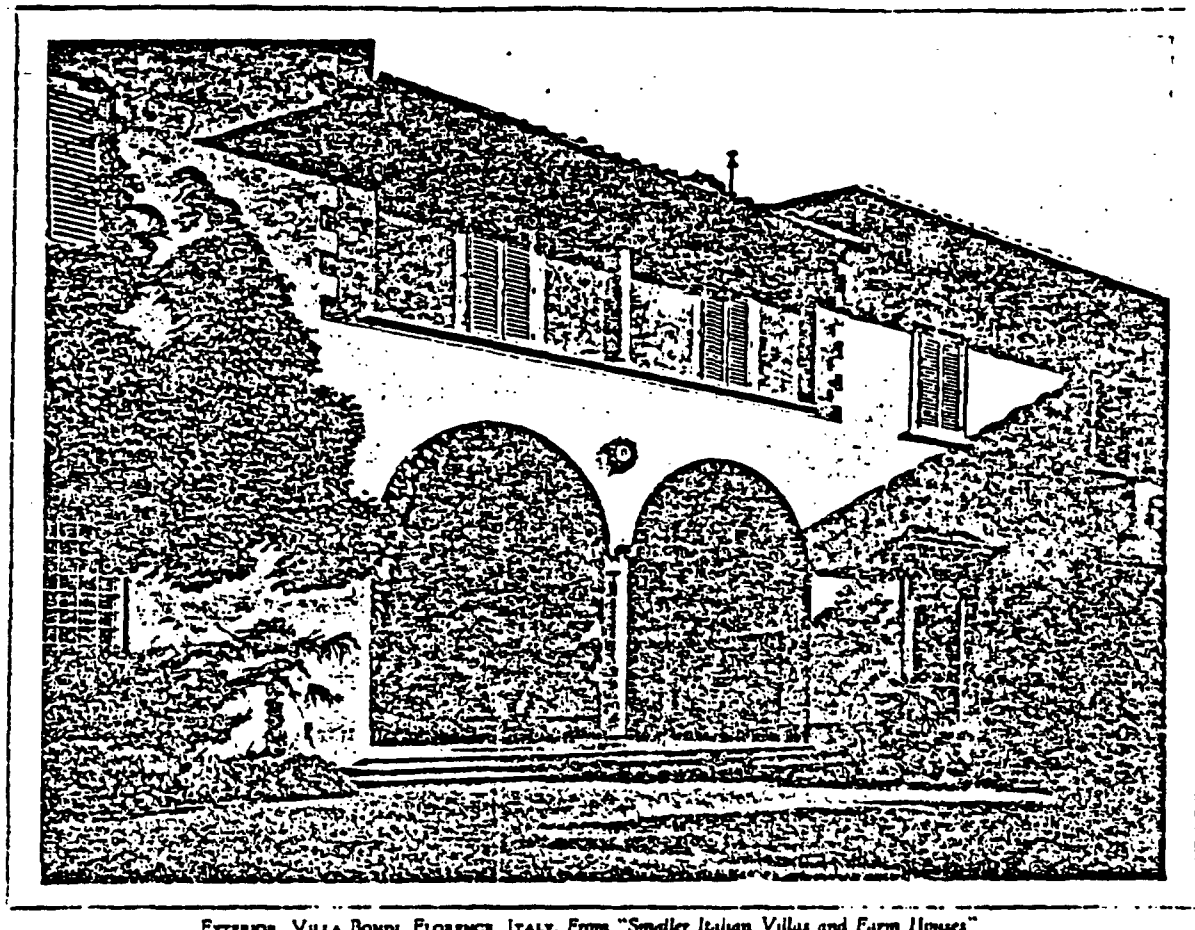

EXTERIOR, VILLA BONDI, FLORENCE, ITALY. *From "Smaller Italian Villas and Farm Houses"*
Courtesy of Publishers, Architectural Book Publishing Company, New York.
FOR AN EXPRESSION OF ITALIAN IN ORIENTAL STUCCO, SEE PLATE O-II.

ITALIAN

EXPANSE, texture and color—these three characterize the beautiful building that Italians have done from earliest time in stucco and stone.

The broad and plain surfaces of the walls are broken only by door and window openings, affording full opportunity for free, bold working of the stucco. The curved sweeping marks of the trowel clearly identify Italian style, whether of today or centuries ago.

The second outstanding characteristic of the Italian manner is the artistic use of colors—buffs, pinks, creams and warm reddish hues, along with dazzling whites. You see these charming colors blended with the rough textured exteriors of homes, villas, palaces and public buildings.

No material is better suited to the reproduction of the Italian style in all its beauty and variety than Oriental Stucco. By proper troweling the exact degree of texture desired, from rough to smoothest finish, is obtainable with Oriental Stucco. And as for the colors, whether deep hues or soft tints, the special value of Oriental Stucco is that it is supplied in the tone required.

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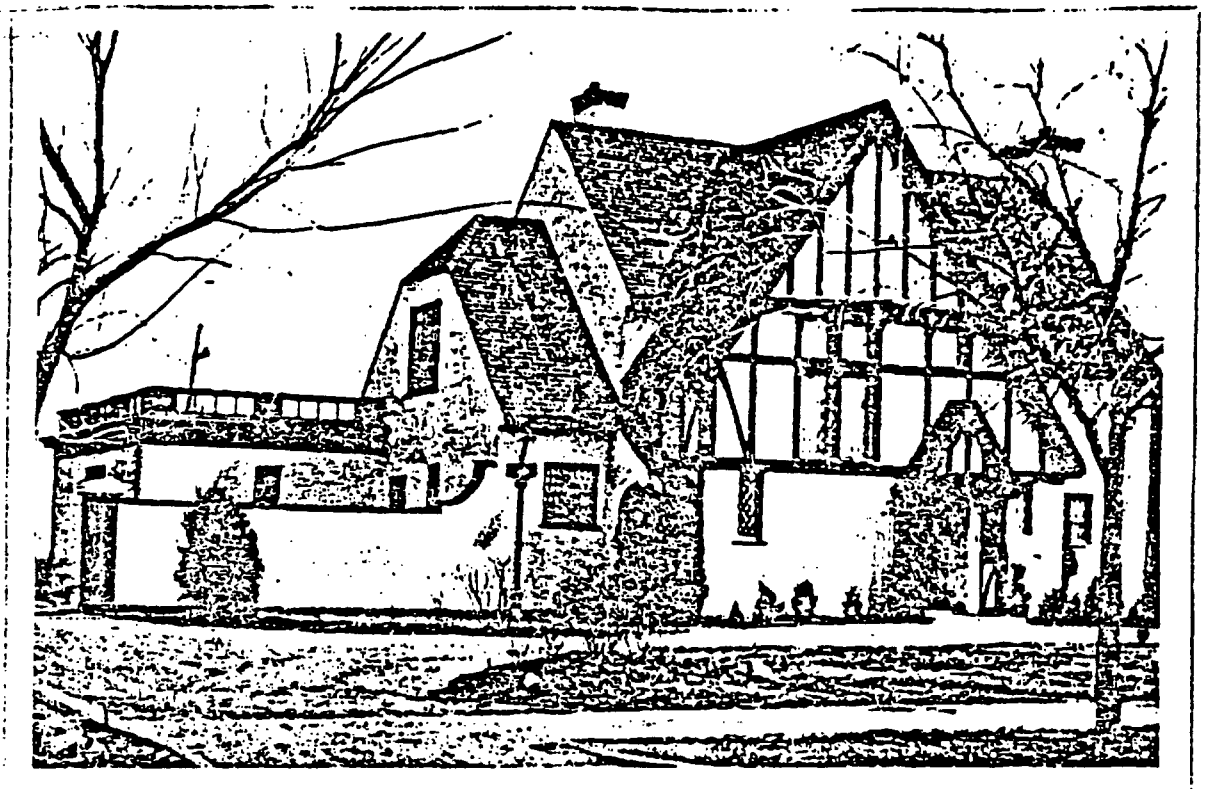

HOME OF JEROME HARRINGTON, WICHITA, KANSAS. *Lorenz Schmidt & Co., Architects. American Architect*
FOR AN EXPRESSION OF THE ENGLISH IN ORIENTAL STUCCO, SEE PLATE O-IV.

ENGLISH

THERE is a great vogue in America today for homes, country club houses and other buildings designed on the English order. The style is particularly popular with builders of both medium-size and large suburban homes.

Rough-textured stucco showing broad, irregular trowel marks, in combinations of half-timbered work, brick or stone; sharp-pointed gables, overhanging stories—these are the unmistakable outlines of the English home and hall.

For decoration, there is often seen the pargeting introduced by the Italian craftsmen who came wandering through England in the early 16th century. Here and there plain panels are beautified with a rough-cast pebble dash in varied hues, or perhaps with a design in low relief.

Soft colors, buffs, tans and greys, prevail in this English style.

For both the characteristic working and the distinctive coloring of English design, Oriental Stucco has a perfect adaptability. The shades and tones obtainable in Oriental Stucco are the soft hues which only mellowing time brought to the English. And as for the texture, a broad, heavy-handed troweling brings out in Oriental Stucco the English character to the life.

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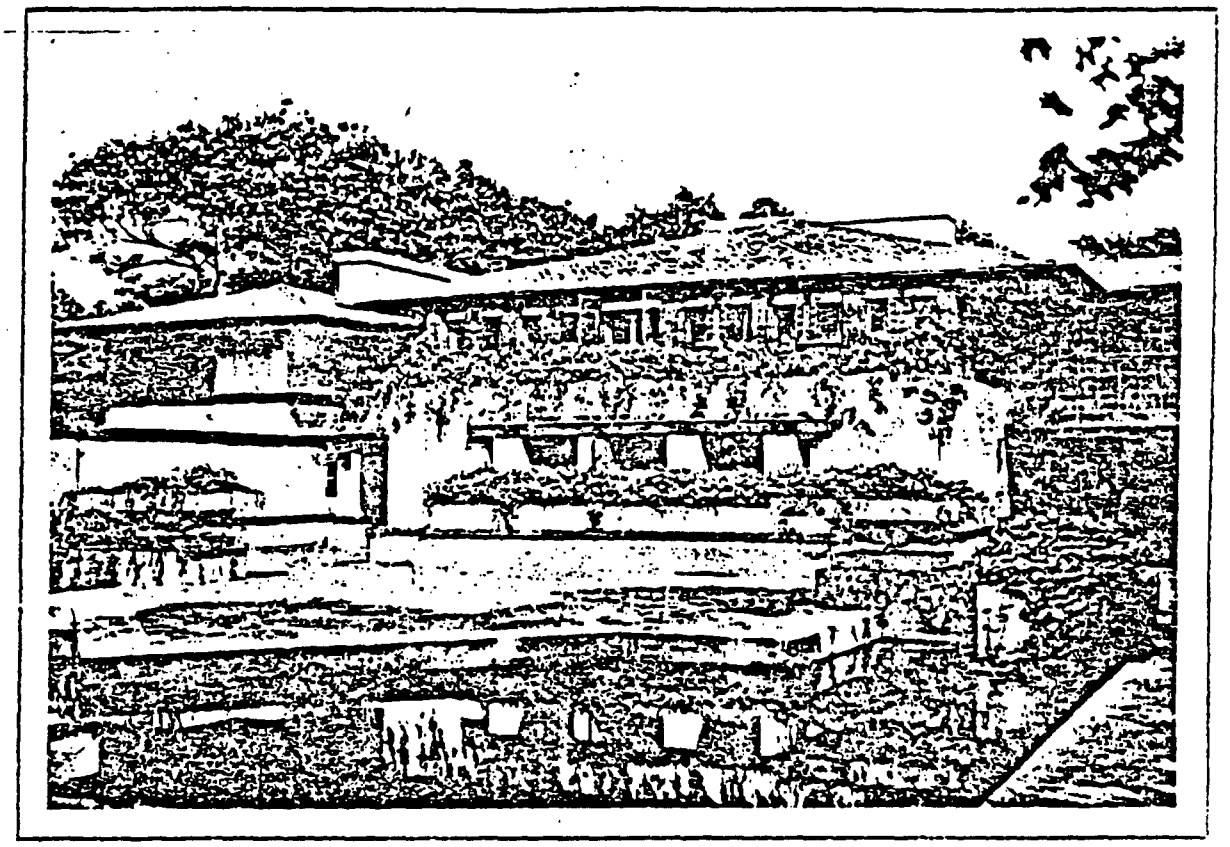

Residence of Avery Coonley, Riverside, Illinois. *Frank Lloyd Wright, Architect*
From "Ausgefuhrte Bauten." Courtesy of Publishers, Ernst Wasmuth, A. G., Berlin

FOR AN EXPRESSION OF THE MODERN AMERICAN IN ORIENTAL STUCCO, SEE PLATE O-VII.

MODERN AMERICAN

MODERN American architecture selects with freedom from the types and styles of many climes and ages. And for the expression of its choice, there is no material in greater favor now than stucco. Americans are building homes, country clubs and other structures of stucco in every design from the clear and plain lines of New England Colonial to that blend of Spanish Mission, Italian, French and other influences which is known as Californian.

There is a wide variety in the surface textures employed, ranging from the almost smooth trowel-and-float finish to the coarse-grained, heavily marked troweling of the Spanish.

Colors appear to be gaining in favor. The old dull grey of first American attempts has given way completely to pleasing effects in pure whites, greys and ivories, reddish browns, pinks, buffs and yellows.

To this newer and finer American building in stucco, Oriental Stucco brings the advantages of a perfect working medium, capable of taking any texture, and coming ready-mixed in the colors desired.

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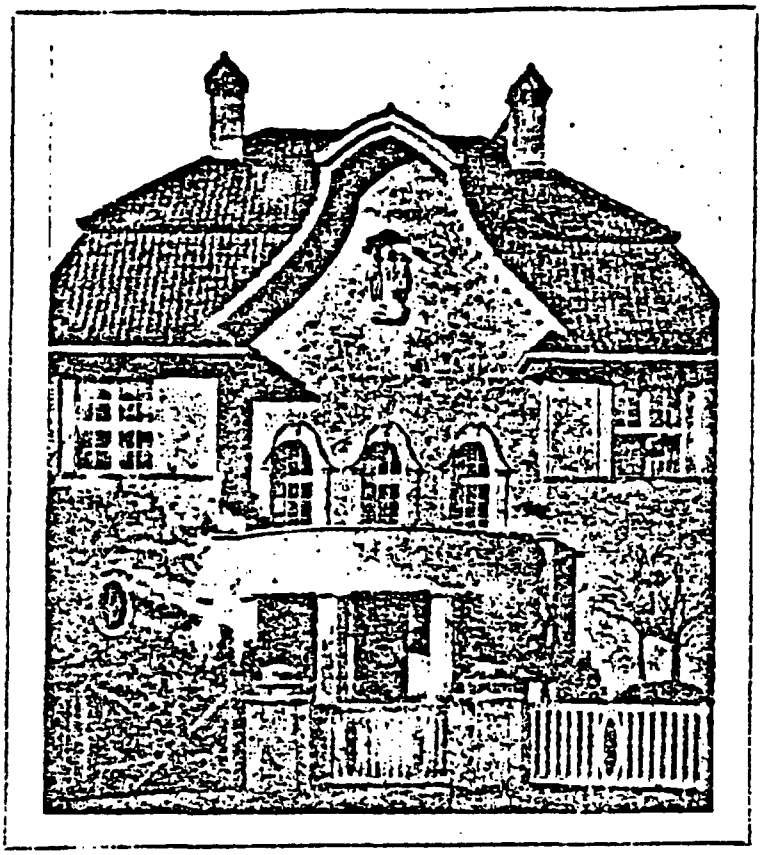

House in Wannsee, Robertstra
Architect, Emil Schaudt, Berlin.
FOR AN EXPRESSION OF THE MODERN EUROPEAN IN ORIENTAL STUCCO, SEE PLATE O-IX.

MODERN EUROPEAN

THE KEYNOTE of modern European architecture is freedom—freedom to be various, to be individual, to be original. And the unsurpassed material for the expression of this artistic freedom is stucco.

Whatever combination of texture, color and form the designer desires to create, stucco is ready to embody it.

The popular surfacings include the semi-smooth but irregular trowel textures, plainly showing the marks of the trowel; the brush finish, the pebble-dash, and the float.

The entire range of color is used in this Modern European architecture—cream whites and greys, buff greys, and pinks. Bright brick, tile, mosaics and other color reliefs are frequently combined with the stucco.

With Oriental Stucco it is possible to obtain in the color desired any of the Modern European textures, from coarse to refined, or, for that matter, any combination of tone and texture desired.

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ORIENTAL STUCCO

Its Qualities and Uses

ARCHITECTS in every land have long regarded stucco as the ideal medium for the expression of beauty in form, texture and color, but heretofore certain limitations in both the material itself and its application have kept stucco from attaining the prominent place in American architecture that it deserves.

Oriental Stucco Base Coat is a scientifically prepared base for Oriental Stucco Finish. It contains the proper amount of uniformly graded sand, thus eliminating the possibility of the joinings in the base coat showing through the delicate shadings of the finished surface, and Oriental Stucco Base Coat is ready for use on the job by adding water only. Being factory-mixed, Oriental Stucco Base Coat thus eliminates the trouble of adding other materials at the job, and the danger of oversanding.

Oriental Stucco Finish is prepared from a scientific formula based on the finest of Old World stuccos that are in excellent preservation after centuries of exposure, and one that has been in successful use in American construction for more than a decade. Oriental Stucco is made in white and in nine standard colors. Its ingredients are automatically weighed and mixed by machine, thus insuring exactly the right proportions and a thoroughly uniform mixture and color—the two essentials to good stucco which are so difficult to obtain when mixing is done at the job. Oriental Stucco Finish is delivered ready for use by the addition of clean water only.

Oriental Stucco Base Coat and Oriental Stucco Finish mix easily with water, and both work easily and freely under the trowel. Oriental Stucco Finish has the necessary plasticity to produce the desired texture at its best. It has maximum covering capacity, and thus joins to easy working qualities the advantage of utmost economy.

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The beautiful color effects obtainable with Oriental Stucco Finish are unfading and permanent, even when exposed to extremes of heat and cold, moisture or dryness. The setting time of the material is so regulated that it is possible for the workman to take the necessary time to apply it properly, thus avoiding the unsightly shadows and joinings that mar the effects of ordinary stucco.

With the wide range of textures and colors offered by Oriental Stucco, and the assurance of permanence and uniformity in the color, the architect may be confident of reproducing with Oriental Stucco all the beauty as well as the durability of Old World stucco.

SPECIFICATIONS

Oriental Stucco Base Coat and Oriental Stucco Finish are supplied in paper bags containing 80 lbs.

Oriental Stucco Base Coat is a Portland Cement base compounded with ingredients to make it water-resisting and plastic; including also the correct proportion of uniformly graded sand. Oriental Stucco Finish is a hydraulic lime base compounded with ingredients to make it waterproof and non-staining and is mixed with mineral colors.

Oriental Stucco Finish is made in white and nine colors. The mineral colors insure definitely uniform and permanent colors on the job.

Add clean water only to Oriental Stucco Base Coat and Oriental Stucco Finish to make them ready for use. The material is complete as delivered and when mixed with clean water provides the most uniform quality stucco.

Oriental Stucco may be applied over metal lath, wire lath, tile, brick, concrete, and over Gyplap Wall Construction. It is also especially adaptable for overcoating old cement stucco walls, masonry surfaces, and the walls of frame buildings.

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

The Base Coat is to be applied in the same fashion as Portland Cement stucco. It is put on in two coats. The first coat should be scratched and allowed to dry thoroughly; then followed with a brown coat, properly floated to straighten the work. The brown coat must be allowed to dry completely to

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permit shrinkage to take place; then wet down before applying Oriental Stucco Finish.

Application of Finish

The instructions on the back of the plates in this book tell how the textures shown may be obtained in Oriental Stucco Finish. In addition to the period textures illustrated in these pages, Oriental Stucco Finish is adaptable to the entire range of stucco treatment known to architects. It is equally easy to achieve in Oriental Stucco Finish the smooth trowel, stipple, sponge, sand-sprayed, rough-cast, spatter-dash or applied aggregate finishes, according to individual taste or requirements.

Thickness of Coats

The scratch coat should be not less than one-half inch thick; the brown coat three-eighths inch and Oriental Stucco Finish one-eighth to one-quarter inch thick, making the total thickness of stucco average one and one-eighth inch.

Covering Capacities

Base Coat—The covering capacity of Oriental Stucco Base Coat depends upon the thickness of the coat and the skill of the workman applying it.

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How to Order

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Available for Purchase

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