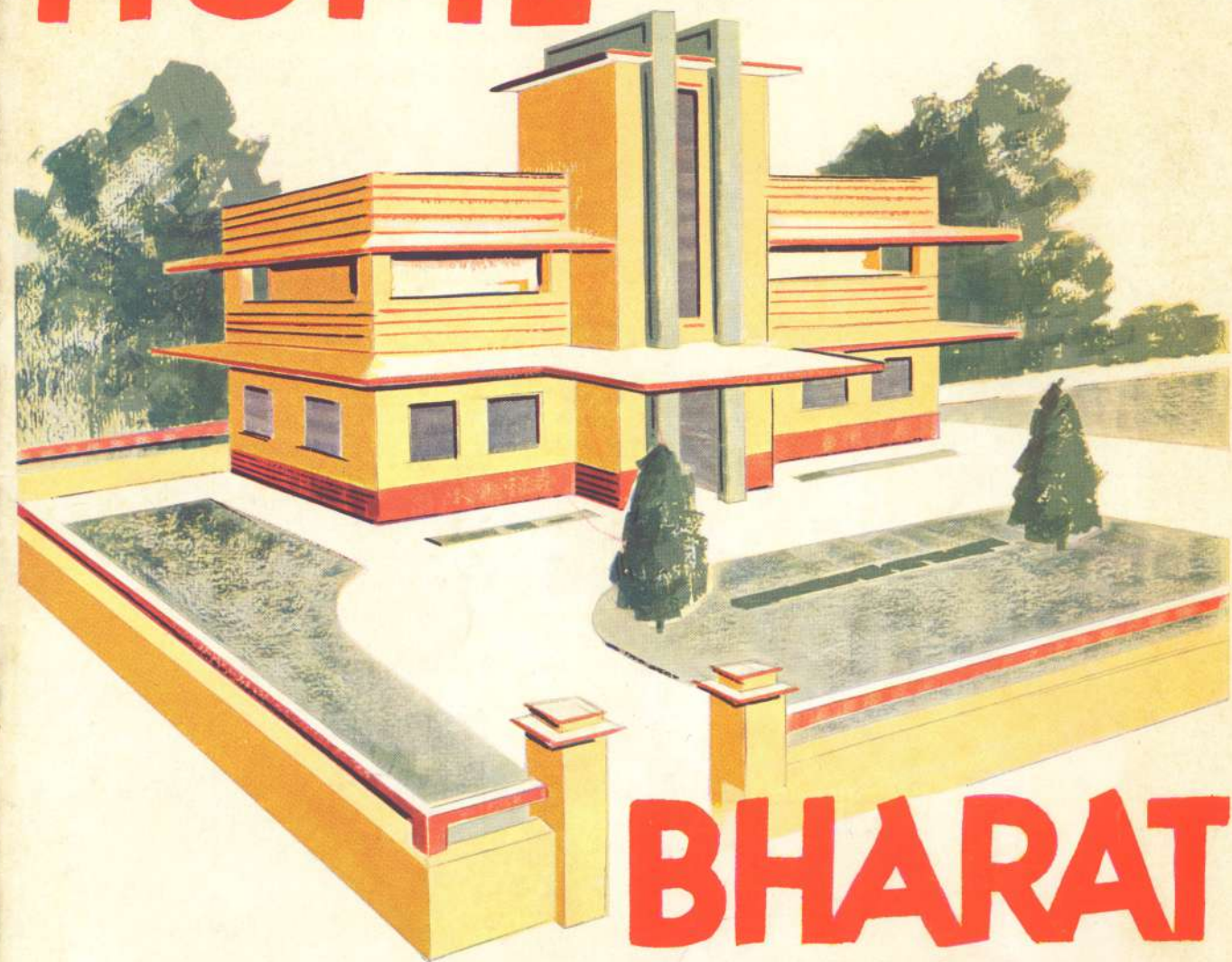


# COLOUREX YOUR HOME



**BHARAT**  
TILES AND MARBLE L<sup>td.</sup>

APOLLO STREET, BOMBAY.



# THIS BOOKLET IS DEDICATED

## To the Home Owner

who seeks, in the Home about to be built or remodelled,  
a means of expression of individual taste—

## To the Architect

who, through harmonious or contrasted effects, seeks  
the attainment of certain conceptions of beauty—

## To the Contractor

who takes justifiable pride in the beauty and utility of  
his finished work, and

## To the Building Supply Dealer

who gathers from the four corners of the earth the  
thousands of necessities for the perfection of the  
building craft.

## FOREWORD

This brochure is an earnest effort to assist those interested in the use of colour in brickmasonry and concrete construction by describing accurately and clearly the uses and application of COLOUREX.



## What is COLOUREX?

COLOUREX is manufactured out of the best and most carefully selected raw materials imported from Europe and America, and is in reality a Portland Cement of the highest grade. COLOUREX has all the properties and characteristics of a true Portland Cement except that it differs in colour. Ordinary Portland Cement is grey and drab in its colour, whereas COLOUREX can be purchased in any shade or colour. COLOUREX not only complies with British standard specification but also passes the requirements of the American Society for Testing Materials. COLOUREX is guaranteed to be permanent and non-fading. It can at all times be safely relied upon.

The following are the principal shades of colour in which COLOUREX is sold:—

### List of the COLOURS

#### COLOUREX:

##### Guaranteed: Non-fading Coloured Cement

Leaf Green .. ..	Extra Light Cream .. ..
Bright Green .. ..	French Grey .. ..
Black Strong .. ..	Beige .. ..
Jet Black .. ..	Brown .. ..
Terracota Red .. ..	Burnt Sienna .. ..
Brilliant Terracota Red .. ..	Buff Superior.. ..
Pink Strong .. ..	Buff No. 1 .. ..
Sky Blue .. ..	Superior White .. ..
Bright Blue .. ..	American White .. ..
Cream Yellow .. ..	Violet .. ..
Golden Yellow .. ..	Pink Rose .. ..
Yellow Superior .. ..	Malad Stone .. ..
Light Cream .. ..	Agra Stone .. ..

The above are the standard shades in which COLOUREX is sold. Besides the above shades, COLOUREX can be supplied in any required shade. It is highly desirable to send a sample of the shade required rather than merely name it. COLOUREX can also be supplied in shades to resemble natural stones; the only thing necessary is to send us a sample of the natural stone, and of the sand available with which COLOUREX is to be mixed.

Packing:—COLOUREX is sold in metal drums of 1 cwt. and 2 cwts. each or in new jute bags of 1 cwt. each.



## Uses of COLOUREX

COLOUREX being a true Portland Cement can be safely used for any purpose for which ordinary grey Portland Cement can be used. Among the many uses for which COLOUREX can be effectively employed for decorative purposes may be mentioned:

(1) **Stucco in all its Forms**—It is the most popular of exterior finishes used today in home construction in Europe and America. Stucco is successfully used for the large or small home, creating beauty that can be secured with no other treatment. A genuine Colourex Stucco home becomes indeed an individual home of distinctive charm. Complete specifications for COLOUREX Stucco will be found in another part of this book.

(2) **Terrazo Floors**.—Finest type of flooring can be made with COLOUREX. A terrazo floor made with COLOUREX is permanent and non-fading. Even when making an ordinary Patent Stone floor, COLOUREX can be used to advantage, because of its more desirable colour effects and contrasts. In all events, a slightly higher cost of COLOUREX will be well worth while. Of late terrazo is equally selected for stairs, plinth surfaces, bases, wainscoting, etc.

(3) **Cast stone and Coloured Concrete Products**.—Among these may be mentioned Pergolas, Copings, Columns, Gate Posts, Building Blocks, Cornices, Garden Furniture, Kerb Stones. The core of these products can be made with ordinary cement and faced with about  $\frac{1}{2}$ " COLOUREX mixture to reduce the cost. Concrete products made with COLOUREX will always remain beautiful, and their colour effect will be permanent.

(4) **Fixing floor and wall Tiles, Marble, etc.**—When these are set in ordinary grey Portland Cement, unsightly grey cement joints often detract from the beauty of the tile or marble surface. In such cases COLOUREX can be used of the shade nearly resembling the colour of the marble or tiles used. It would slightly add to the cost, but it would certainly enhance the beauty and distinction of the tiles and marble.



(5) **Swimming Baths, Paddling Pools, etc.**—COLOUREX is the ideal material that can be used to make the swimming baths and pools ever so beautiful in pleasing colours.

(6) **Paths and Pavements in Gardens and other Places.**—These made with COLOUREX will add to the beauty of the surroundings, and at the same time present a surface always clean and durable.

(7) COLOUREX can also be used for various other purposes where scrupulous cleanliness and hygienic conditions are essential, as for example in dairies, kitchens, cold storage rooms, nursing homes, hospitals, etc.

Specifications for carrying out any of the above jobs will be supplied on application.

## General Specifications for STUCCO

For good stucco work, it is essential that the right materials are used in all coats to make permanent the beauty of the finish.

### MATERIALS REQUIRED FOR STUCCO

(1) **Waterproofed Gray Portland Cement of British Standard Specification.**—If waterproofed Gray Portland Cement could not be had, apply to us for Waterproofing Powder, 2 lbs. of which may be added to every bag of Cement and thoroughly mixed dry before use. This waterproofed gray Cement is intended to be used for the base coat only and not for the finish coat.

(2) **Aggregate.**—This should consist of clean sand, screenings from crushed stones of pebbles or a mixture of these, evenly graded from fine to coarse. Aggregate for base coat should pass the No. 8 sieve. It should be from  $\frac{1}{8}$ " to  $\frac{1}{4}$ ". It may be noted that the coarser the aggregate the better the Stucco. For the finish coat a comparatively finer aggregate, namely sand should be used, but excessive fineness should be avoided, because it is one of the causes of crazing and cracking of the Stucco. Sand used for finish plaster in inside work is not suitable for outside Stucco work. For the finish coat do not use ordinary black sand, but use white or any light coloured river sand. Black sand detracts from the beauty of the Stucco.



(3) **Water.**—Use only water that is fit to drink. It should be free from oil, acid, alkali and vegetable matter.

(4) **Colouring matter.**—Use only COLOUREX for colouring Stucco. Do not use aniline base colours, other organic or vegetable dyes or ordinary mortar colours. COLOUREX is supplied in a number of standard shades, but if it is desired to have a lighter shade of the same, add a small proportion of only high-grade white waterproofed Portland Cement. Mix the same dry thoroughly with COLOUREX by passing both through a very fine sieve of 1296 (36×36) holes per sq. inch. Pass the same over and over again till the white cement is incorporated completely in the COLOUREX. If the mixing is not thorough, the finish Stucco after it has dried will appear patchy and not uniform. The world's best White Portland Cement can be purchased from us. It is a slightly expensive cement, but there is no white cement in the world which can equal or come up to the White Portland Cement sold by us.

NOTE:—Before starting the colouring Stucco, it is always advisable to make small sample panels of about 4' × 3' of the desired Stucco. When wet, the colour will appear to be too deep; it is therefore necessary to allow the sample to dry for about five days to judge its true colour value or shade.

## THE BASE OR THE FIRST COAT HOW TO BE APPLIED

The surface of the wall should be first thoroughly cleaned and dampened uniformly and sufficiently just before applying the first coat. For the base coat use one part of Waterproofed Gray Portland Cement and three to four parts of sand or aggregate as described above of  $\frac{1}{16}$ " to  $\frac{1}{8}$ ". The backing or the base coat shall be applied with heavy pressure. It should be carried to the full length of the wall or to the natural breaking points like doors and windows. Avoid unnecessary joints but plaster continuously in one general direction without allowing the plaster to dry at the edge. It is important that before the backing or the base coat hardens, it should be scratched and cross scratched sufficiently to provide a good mechanical key for the finish coat.

As soon as the base coat has just hardened so as not to be injured by too early watering, the same should be watered and kept damp continuously for two to three days. Avoid soaking the wall, but give it only as much water as will be readily absorbed.



## THE FINISH COAT OR STUCCO, HOW TO BE APPLIED

The Finish Coat should be applied not less than a week after the application of the base coat. Before applying the Finish Coat, dampen the Base Coat sufficiently but *evenly and uniformly*. Do not soak the wall but give it only as much water as it will readily absorb. A fog spray may be used with great advantage. While applying the Finish Coat, if it be found that the surface of the Base Coat has become dry in some places, then dampen these dry spots again to maintain uniform suction. To prevent excessive evaporation from the direct rays of the sun or wind draughts, tarpaulins should be hung over the outside of the stucco and the tarpaulins kept moist if possible. For the Finish Coat use one part of COLOUREX of the required shade and two to three parts of screened white or light coloured sand as described above. The Finish Coat plastering shall be done from top to bottom in one operation as described above, to eliminate joining marks. Do not use steel trowel while applying the Finish Coat, but use wooden floats only. Throughout while applying the Finish Coat, try and keep the COLOUREX and Sand mix to be of as uniform consistency as possible. It should always be remembered that only sufficient water should be used to produce a good workable consistency. The less water in the mix, the better the quality of the mortar, within working limits.

Moistening of the Stucco should commence as soon as it has hardened sufficiently not to be injured. Apply the water in a fine fog spray. Avoid soaking the wall. It is advisable thus to keep the Stucco damp for about four to five days.

## COLOUREX MAKES OLD BUILDING NEW

In many cases old buildings stuccoed with COLOUREX have taken on the fresh, clean and bright appearance of a new building. The cost of COLOUREXING on an old building is no more than, and the method of application not different from that of COLOUREXING a new building. The only precaution necessary in the case of old buildings is to thoroughly scrape and clean the old walls of dirt, dust, old paint, lime wash or distemper, etc. Thereafter, if necessary, wash the walls with a solution of one part muriatic acid to ten parts water. After washing with acid solution, the surface should be washed again with plain water. *Besides making it beautiful, Stucco will considerably add to the life of the old building, as it both preserves and protects the walls from weathering.*



## SOME USEFUL SUGGESTIONS TO THE ENGINEER, ARCHITECT AND THE BUILDER

It is well for the Architect to prevent concentration of water-flow getting at the Stucco at all, so as to avoid staining of the finish. Stuccoed copings, cornices and other exposed horizontal surfaces should shed water quickly, and whenever departure from the vertical is necessary (at water tables, belt courses and the like) the greatest possible slope should be obtained.

Special attention should be given to the design of gutters and down spouts at returns of porch roofs where overflow would result in discolouration and cracking. A two-inch strip should be provided at the intersection of walls and sloping roofs and flashing extended up and over it, the Stucco being brought down to the top of the strip.

All roof gutters should be fixed and down spout hangers and all other fixed supports should be put in place before the plastering is done, in order to avoid breaks in the Stucco. All trim should be placed in such a manner that it will show its proper projection in relation to the finished Stucco surface.

## SERVICE BEHIND THE COLOUREX

There is at the back of COLOUREX the huge organization of the Bharat Tiles and Marble Co. with its qualified staff of engineers and artists. In special cases the company can undertake on reasonable terms, to prepare colour schemes for interior or exterior decorations. For latest modernistic designs, the Company's Artist department is in the sole charge of a well-known German Artist, and for Oriental designs, it is in the charge of a very able Indian artist.

The Company may be freely approached at any time for service and advice. Even if a COLOUREX job is spoiled through some reason or other, the Company will run to its rescue and help to set it right.



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