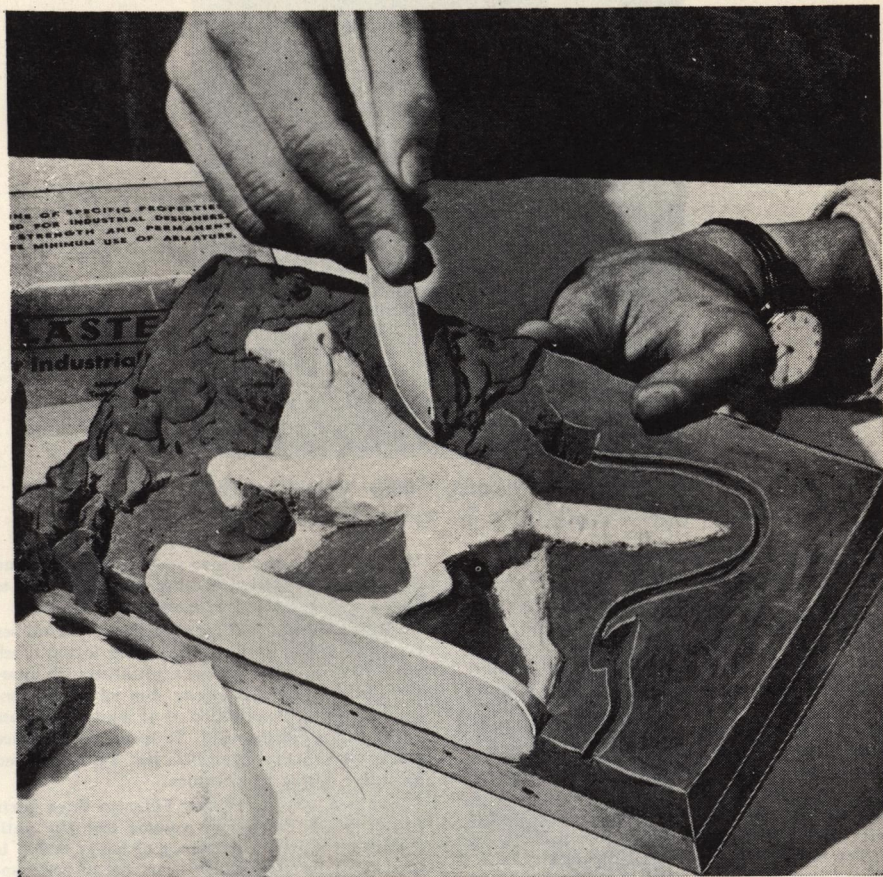


*from Sculpture House*



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## MAKE RUBBER MOLDS NEW EASY WAY WITH PLIATEX NON SHRINKING RUBBER





*A SINGLE cavity, two piece rubber mold.*

**F**OR THE past year, Sculpture House technicians have cooperated with chemists of one of America's largest rubber companies to develop a mold making compound that really would work — that could be used by anyone with perfect results. Now, after months of daily use in the large casting studios of Sculpture House, this new compound is ready.

Pliatex Mold Rubber is a new mold making material that will produce perfect, flexible rubber molds of any object — no matter how many undercuts, projections or fine details the object may have. This is not an ordinary mold making material, but a concentrated fluid rubber that can be used by anyone without any previous experience.

Every year millions of dollars are spent to purchase all forms of cast novelties, statuettes and souvenirs. Every place you go you see stores that sell thousands of these cast pieces. This is a tremendous market for you!

Here's how you can cash in on that market at once. With a complete Pliatex Rubber Mold Kit you can easily make rubber molds of any object. Then with a few cents worth of casting material and a few minutes time you can produce a perfect cast worth anywhere from 50 cents to \$5 and more. This you can do in your own home — in your cellar or garage — with just a small investment in Pliatex and your casting material and no overhead at all.

### PLAQUE MOLD

To make the Plaque Mold, fasten model to flat base large enough to provide a one inch margin all around bottom of model. This may be done with Pliatex, or by squeezing model into soft plasteline. Seal the seam around base of model and board by smoothing plasteline with flat modeling tool. Apply coating of shellac thinned with alcohol, to model and base board. When shellac has dried, dip a brush (an inexpensive bristle brush will do) into

Mold Lotion-Brush Cleaner, squeeze out excess and dip into Pliatex Mold Rubber. Apply rubber to model and base board in smooth, even coats.

Avoid formation of "runs" or "pools" of rubber on model. After first coat has dried to the touch apply second coat. Continue application with intermediate drying until strong film of rubber envelopes model. Application of at least eight coats of rubber is recommended. To speed drying, place mold near radiator or electric fan. Do not exceed 90 degree drying temperature.

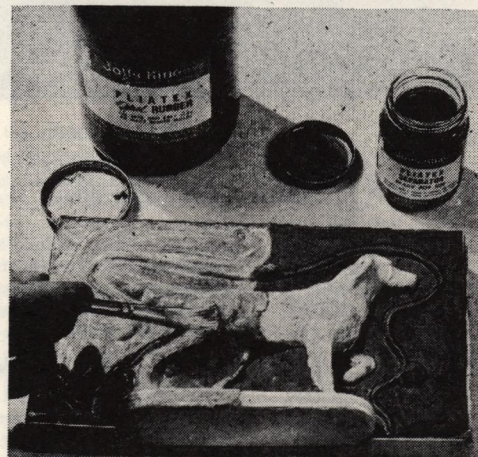
Add two parts of Pliatex Filler to three parts Pliatex Mold Rubber by volume and stir until smooth paste with consistency of heavy cream is formed. With brush, apply even coat of paste approximately 1/16 inch thick over entire area of mold. When dry (approximately two hours) apply second coat. To test for thorough drying, probe mold surface with blunt tool: if soft spots are found, continue drying period.

After complete drying, allow mold to set (cure) for at least 24 hours before removing from model. To test for complete cure, stretch corner of mold: if it snaps back to original shape cure is complete. Molds made in this manner will be approximately 3/16 inch thick. For greater thickness apply additional coats of paste. Be sure mold is thoroughly dry before removal.

To support rubber mold for casting, it often is necessary to make a plaster shell or "mother mold." Erect frame of wood or cardboard strips around model approximately 1/2 inch higher than back of mold. Apply coating of Pliatex Separator to back of mold and interior of frame, then pour in plaster. After plaster hardens, remove shell and carefully remove mold from model. After removal, wash mold using Mold Lotion-Brush Cleaner to remove clay, plasteline, etc., then rinse interior of mold with Pliatex Separator. Allow to dry, then rinse lightly with water. Place mold into plaster shell and fill with casting material.



*Here rubber paste is being applied, after several coats of liquid rubber.*



*LIQUID rubber is being applied to the reverse side of the model.*

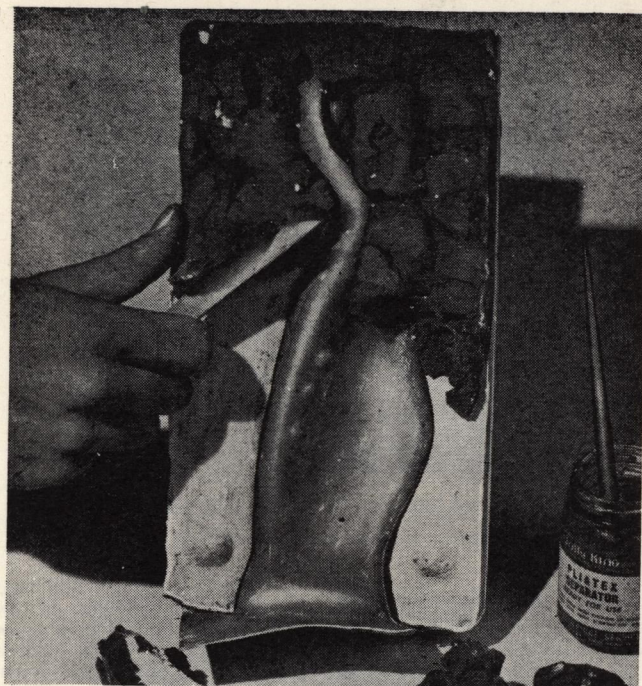
### STRIP MOLD

To make a Strip Mold (a one piece mold to reproduce compact models with no prominent undercuts), mount model on flat base board, then apply eight to ten coats of Pliatex Mold Rubber. Strip Molds are not backed with Pliatex Paste. Instead, a two piece plaster shell or "mother mold" is made to support the rubber mold. The shell is made after the rubber mold has thoroughly cured. A properly cured mold will give years of service and always produce fine, smooth, sharp casts. A rubber mold that is rushed through to completion and put into use too soon will never give good casts and will wear out in a very short time.

The parting line for the two piece shell is determined by the contour of the model. Plan the separation of the shell so that it can be easily removed from the mold without binding. When parting line has been determined, coat entire exterior of mold with Pliatex Separator. Place mold (which still is on model) on flat board and cover the lower half up to the parting line with ID-S Plasteline. The surface of the plasteline is made smooth with a modeling tool and the parting line accurately defined around the model.

Next, four tapered indentations are cut into the plasteline to act as locaters for alignment of the two halves of the plaster shell. Fill in with plaste-





HERE the clay bed which was used for the mother mold division is removed.

line any undercuts on the mold-surface that may hinder removal of the shell. Bear in mind that it is not necessary for the plaster mother mold to contact the rubber mold intimately over its entire area. Small areas such as undercuts that are filled in with clay or plasteline will of course not be in contact with the plaster mother mold at those areas.

Make a retaining box of wood or cardboard strips to project at least 1/2 inch above the mold surface. After applying a coat of Pliatex Separator to the exposed surfaces, pour plaster into the box. When plaster hardens, remove the box. Turn over the entire unit (mold, model and shell) and remove plasteline from reverse side. You will then have the completed rubber strip mold with the plaster shell (mother mold) completed on one side.

After thoroughly cleaning the exposed surfaces again erect a retaining box, apply coating of Pliatex Separator and make the second half of the shell. When shell has hardened, pry apart with a chisel and remove the mold from the model. After cleaning the interior of the rubber mold, place it properly into the plaster shell, which is securely bound with twine. It is important to give the inside of the rubber mold time to cure, since it does not reach its maximum strength until removed from the model, at which time its surface cures to full strength in a few hours.

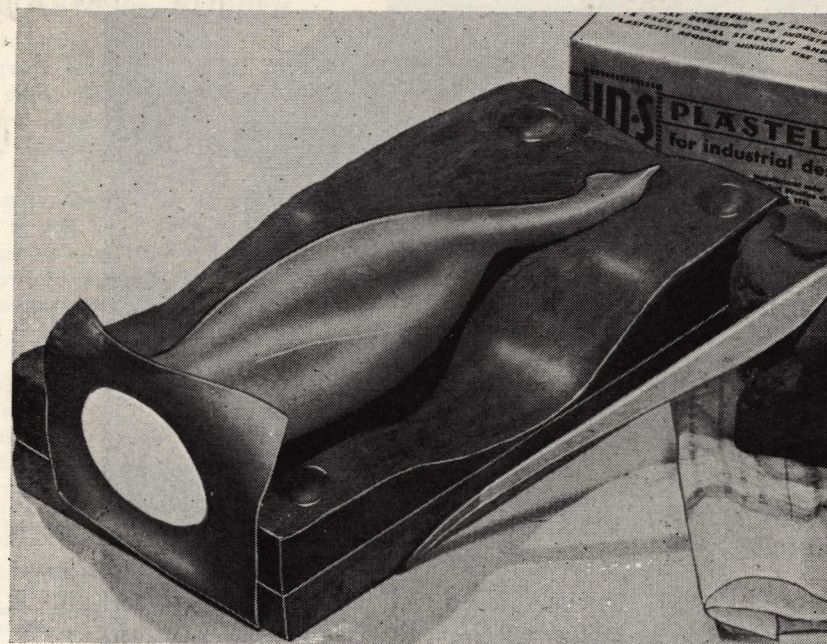
Rinse interior of mold with Pliatex Separator, then pour in casting material. For casts five times harder than plaster use Vatican Art Casting Stone. For durable, sparkling finishes on all types of casts, use the new Della Robbia Liquid Glaze.

### COAT MOLD

To make a "Coat Mold" (Coat Mold open in the manner of a coat to permit easy removal from model), form an opening seam for the mold by inserting a strip of mold dividing brass into the model where seam will not be objectionable. On clay or plasteline models, insert dividing brass directly into model.

On plaster, scribe a narrow groove 1/16 inch deep into model and insert brass strip. To hold strip in place, work plaster into groove and smooth surface with steel spatula to restore original contour of model.

After brass strip is in place, mount model on flat base. Apply two coats of shellac thinned with alcohol, then apply at least eight coats of Pliatex Rubber. Finally apply at least two coats of Pliatex Paste to form mold approximately 1/8 inch thick. For most figures up to eight inches high, molds made in this manner will support weight of casting material without bulging. For larger molds, additional coats of Pliatex Paste are applied. Often a two-piece plaster shell or "mother mold" will



STRIP rubber mold is shown laying in plaster mother mold.

be needed to support the rubber mold. (See also instructions for making the Strip Mold).

After mold has dried thoroughly, open it along seam line formed by the dividing brass and carefully remove from model. Additional curing after removal is recommended (four or more hours) so interior of mold also will be thoroughly dry.

The portion of the mold made over the projection of the brass strip should be extra thick, 1/4 inch is about right. It will be in the form of a durable rubber flange. Prior to casting, clamp this flange tightly; rinse interior of mold with Pliatex Separator; then slowly pour in casting material.

If you wish to make a Coat Mold on china, metal or other solid objects where it is impossible to insert brass strip, fasten one side of strip to model with pellets of ID-S Plasteline, placed on one inch apart. •

### SPECIAL

All clay, plasteline, brass, bronze models or copper bearing metals must receive at least two coats of shellac before applying Pliatex Rubber. Stir your jar of Pliatex before using—tightly cap jar when rubber is not in use. Dilute Pliatex with ammonia if it has thickened. Pliatex is the only mold rubber that does not shrink. For pure white casts use Pristine White Casting Plaster.

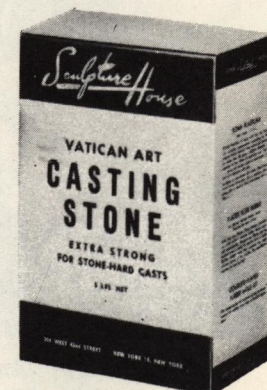
### Cast the following into Pliatex Rubber molds.

plaster	cement
hydrocal	hot wax
hydrostone	liquid marble
vatican stone	plastics
	low temperature metals

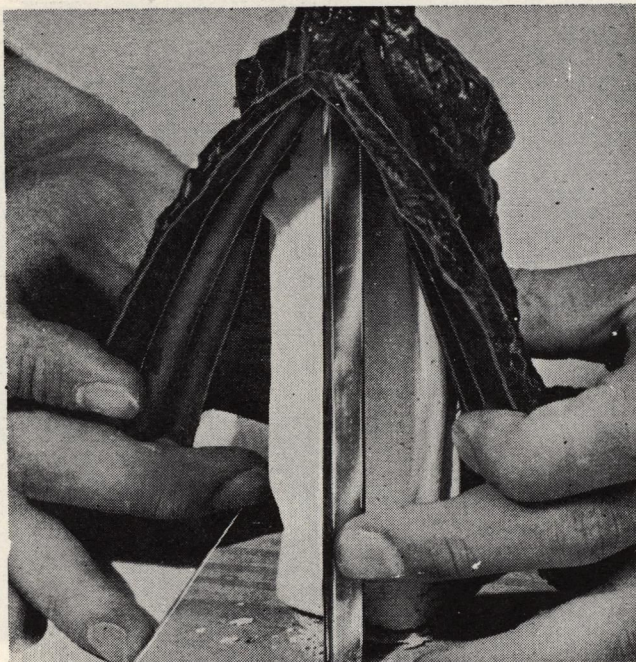
## VATICAN ART CASTING STONE

Developed by Sculpture House, this amazing new casting material produces stone-hard casts with sparkling stone-like texture. Easy-to-use, just add the powder to water in accordance with instructions on label. Colors: Crystal White, Bronze Brown, Terra Cotta, Grey-Green, Vatican Black. Specify color.

CS-1	5 lb. package	\$1.35
CS-2	25 lb. package	4.95
CS-3	50 lb. package	7.95
CS-4	100 lb. package	15.65







HERE the coat type mold is being removed from model.



Applying rubber paste on coat mold.

## PLIATEX CASTING RUBBER

For producing light, hollow, unbreakable casts: advertising displays, puppets dolls, toys, sculpture, motion displays. Pliatex Casting Rubber and Pliatex Casting Filler (liquid) are mixed and poured into ordinary plaster molds. Casts may possess any degree of flexibility or can be entirely rigid. Pour a few casts economically or mass produce them at low cost. Complete instructions with each order. Casts may be decorated with oil or water paints, lacquer or enamel. Start your own successful commercial enterprise with this new invention. Order a trial outfit and discover how easily you can make attractive rubber casts.

PR 1 Trial Casting Kit —  
1 pt. Pliatex Casting Rubber,  
1 qt. Pliatex Casting Filler,  
Instructions, Complete \$2.90

PR 2 Pliatex Casting Rubber  
per qt. .... \$3.75  
Pliatex Casting Rubber  
per gal. .... 12.50

PR 3 Pliatex Casting Filler  
per qt. .... .95  
Pliatex Casting Filler  
per gal. .... 2.50

Rubber or Filler in 5 gal. lots  
20% disc. For manufacturers  
50 gal. lots at special quotations.



## MOULAGE

A mold material for taking impressions from life — for reproducing valued antiques when an ancient patina must be preserved, too delicate to submit to being molded in plaster, rubber or gelatine. Moulage will not adhere to anything — molds can be made on

human hair, the most delicate skin applied warm with brush and palette knife, captures minutest details, reuse it approximately 150 times, complete instructions help beginners succeed on first project. Use Posmoulage for life-like casts into Moulage molds.

Moulage	2 lb. can.....	\$ 4.25
Moulage	5 lb. can.....	8.45
Moulage	10 lb. can.....	15.65
Posmoulage	1 lb. ....	2.35





## Purchase These Money Saving Kits

### #100 PLIATEX ALL-PURPOSE KIT CONTAINS:

1/2 pt. Pliatex Mold Rubber  
1 pkg. Paste Maker  
1 jar Brush Cleaner & Mold Lotion  
1 jar Pliatex Mold Separator  
1 supply Mold Dividing Brass  
1 Applicator Brush  
1 Spatula  
1 Instruction Book

Price, Kit No. 100 .....\$2.95



### PLIATEX JUNIOR KIT

1 pt. Pliatex Mold Rubber  
1 lb. pkg. Pliatex Paste Maker  
1/4 pt. Pliatex Separator  
liberal supply Mold Dividing Brass  
3 oz. Brush Cleaner & Mold Lotion  
Instruction Book

Economy Price, Kit No. 100J .....\$3.95



### PLIATEX CRAFT KIT

Large kit liberal supply all needed materials for several molds.

2 qts. Pliatex Mold Rubber  
1 lb. Pliatex Rubber Paste Maker  
1 pt. Pliatex Separator  
liberal supply Mold Dividing Brass  
3 oz. Brush Cleaner & Mold Lotion  
3 oz. Bone Emulsion for making bone hard plaster casts  
1 Applicator Brush  
1 Spatula  
Complete instructions

Money Saving Price  
Kit No. 100C .....\$9.85



### PLIATEX MOLD RUBBER

Pt. jar .....\$1.95  
Qt. jar .....3.75  
Gallon can .....12.50

5 Gallon lot 20% disc.

### PLIATEX PASTE MAKER

Mix with Pliatex Mold Rubber to make rubber paste.

1 lb. pkg. ....\$ .45  
5 lb. pkg. ....2.00

### PLIATEX SEPARATOR

A necessary 1/2 pt. ....\$ .95  
mold release. 1 pt. ....1.35  
3 oz. ....\$ .55 1 qt. ....2.15

### PLIATEX BRUSH CLEANER

Anti-coagulant for applicator brush.  
3 oz. ....\$ .45 1 qt. ....\$1.95  
1 pt. ....1.15

### PLIATEX APPLICATOR BRUSH

No. 100 B .....\$1.15

Pristine White Casting Plaster  
CS-24 5 lb. package.....\$ .85  
CS-26 50 lb. package.....2.95

# Sculpture House

MAIN OFFICE & STUDIO

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