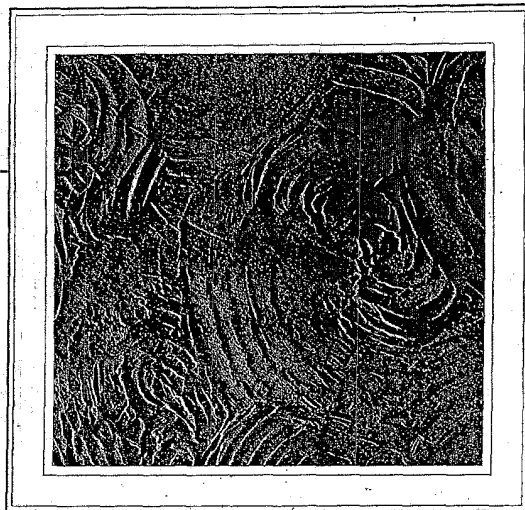




Texture produced with white-lead and oil plastic paint by pressing a sponge into it and giving the sponge a half turn with the wrist.

BEAUTY... COLOR... CHARACTER

in Modified Textures

with WHITE-LEAD and OIL PLASTIC PAINT

HERE is a wall treatment, secured with Dutch Boy white-lead, that gives finishes of surprising charm.

The architect may specify white-lead and oil plastic paint with perfect assurance that the resulting modified or low-relief textures will be in keeping with the highest decorative standards.

This paint can be manipulated with paint brush, sponge, whiskbroom or any other means, making possible an unlimited number of textured treatments.

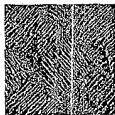
The formula is 100 pounds Dutch Boy white-lead, 22 pounds dry whiting, 1 1/4 gallons Dutch

Boy flatting oil and 1 gill drier. Plastic paint, made with this formula, is relatively low in cost. It is easy to apply . . . is brushed on. It sets up overnight. It may be tinted with regular colors-in-oil just like any other white-lead paint. The finish is thoroughly washable.

When textured, the paint is complete as a finish; though it may be glazed if desired. No size coat is necessary to permit glazing.

A booklet about this new use for Dutch Boy white-lead will be sent upon request. Address your inquiry to the Department of Color Research and Decoration, care of our nearest branch.

DUTCH BOY WHITE-LEAD

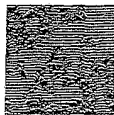


Texture obtained with beating brush.



This texture produced with cloths.

NATIONAL LEAD COMPANY
New York, 111 Broadway - Boston, 800 Albany Street - Buffalo, 116 Oak Street - Chicago, 900 West 18th Street - Cincinnati, 619 Freeman Avenue - Cleveland, 820 West Superior Avenue - St. Louis, 722 Chestnut Street - San Francisco, 253 Montgomery Street - Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue - Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street



Textured with graining comb and ball of paper.



Unusual effect obtained with whiskbroom.

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