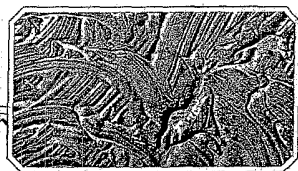
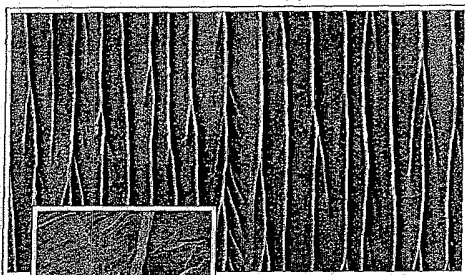


Plastic Paint *finishes* of modified texture

*...now made
with white-lead
and oil!*



A textured finish achieved by use of a sponge moved in a circular fashion to produce a swirl design . . .



Above: An ordinary paper-hanger's roller drawn over the plastic paint and this distinctive pattern is obtained . . .



At left: A straight-edge trowel, moved with a simple twisting motion of the wrist—and this handsome design results . . .

Another example of the adaptability of Dutch Boy white-lead and Dutch Boy flatting oil. The same white-lead and oil you have always used . . .

THE building manager or owner knows about paint finishes made with Dutch Boy white-lead . . . how adaptable white-lead is . . . the many effects in color . . . design . . . finish that may be obtained.

But here is a new use. For now you may specify white-lead and oil for plastic paint also. The same reliable white-lead and oil you have always used—mixed according to a new formula that results in a heavy paint suitable for producing textured walls.



This new type of plastic paint produces, when manipulated, a modified type of texture for use in side wall decoration. It is in keeping with the desire

The formula for mixing white-lead and oil plastic paint is: 100 lbs. Dutch Boy white-lead; 22 lbs. dry whitening; 1½ gals. Dutch Boy flattening oil; 1 gill drier. Break up the paste white-lead and dry whitening separately by mixing each with ¼ gal. flattening oil. Add the drier to the white-lead mixture. Pour both mixtures into same container and stir together. The plastic paint is then ready for application.

Advantages

Plastic paint made with Dutch Boy white-lead and oil is inexpensive. It is easy to prepare, on the job, from materials your painter now has in his shop. It is easy to apply . . . is brushed on. It sets up overnight. It may be tinted with regular

colors-in-oil. The finish is thoroughly washable, being fairly smooth and made from an oil paint. When textured, the paint is complete as a finish, but it may be glazed if desired. No size coat is necessary to permit glazing.

Write for information

If you are interested in this new use for Dutch Boy white-lead and oil, write us. We shall be glad to send further information. Address your inquiry to the Department of Color Research and Decoration, care of our nearest branch.



NATIONAL LEAD COMPANY
New York, 111 Broadway . Boston, 800 Albany Street . Buffalo, 116 Oak Street . Chicago, 900 West 18th Street . Cincinnati, 659 Freeman Avenue . Cleveland, 820 West Superior Avenue . St. Louis, 722 Chestnut Street . San Francisco, 235 Montgomery Street . Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue . Philadelphia, John F. Lewis & Bros. Co., 437 Chestnut Street

DUTCH BOY WHITE-LEAD

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