

TEXTURED FINISHES

*in the
Modern
Manner*

*created with
white-lead and
oil plastic paint*

Low-relief wall textures that carry out the spirit of modern interior decoration easily obtained with Dutch Boy white-lead—for years the standard in making exterior and interior paint.

WHAT is the spirit of the interiors you design? Old English? Spanish? Italian? Modern?

In every case you may have textured side wall decoration in keeping by using white-lead and oil plastic paint.

More and more architects are specifying this plastic paint, made with Dutch Boy white-lead, Dutch Boy flaring oil, whitening and drier when they want an interesting modified texture finish. They find this "plastic lead" lends itself to the creation of all kinds of appropriate treatments and gives

Dutch Boy Red-Lead

Dutch Boy red-lead makes paint that insures complete protection for metal surfaces. Proven, beyond question in its ability to lengthen the life of iron and steel, this paint is accepted as the standard. Three coats of paint—made with Dutch Boy red-lead—forms a protective coating that eliminates danger from corrosion.



The texture shown here, produced with a white-lead, is particularly suited to rooms designed in the modern manner.

finishes with the durability and washability that are such outstanding characteristics of lead-and-oil paint.

These advantages . . . White-lead and oil plastic paint is easy to mix, tint, apply and texture. It is mixed of materials the painter carries regularly in his shop—Dutch Boy white-lead, dry whitening, Dutch Boy flaring oil, and drier. It is tinted in the usual way with colors-in-oil. It is applied with a paint brush, remaining workable on the wall for about an hour and thus permitting the handling of large wall areas conveniently. It can be textured with a sponge, paint brush, whisk-broom, graining comb and in many other ways.

Applied today, a "plastic lead" finish is ready for glazing tomorrow. It sets up sufficiently overnight to take a glaze properly. Many beautiful glazed effects are possible. However, glazing is not necessary in order to produce a washable finish with white-lead and oil plastic paint. By itself, this plastic paint can be used to give a complete finish and one which is thoroughly washable.

... For further information about white-lead and oil plastic paint and illustrations of various textures, write to our Department of Color Research and Decoration for the booklets "White-Lead and Oil Plastic Finishes." Address your inquiry to our nearest branch.

• • FORMULA

The formula for white-lead and oil plastic paint is 100 lbs. Dutch Boy white-lead (heavy paste), 22 lbs. dry whitening, 1 1/2 gals. Dutch Boy flaring oil, 1/4 pint drier. Break up the whitening with the flaring oil and drier. Stir this mixture into the white-lead. The "plastic lead" is now ready for application.

NATIONAL LEAD COMPANY
New York, 311 Broadway • Buffalo, 112 Oak Street
Chicago, 300 West 18th Street • Cincinnati, 1559
Fremont Avenue • Cleveland, 820 West Superior Avenue
San Francisco, 225 Montgomery Street • St. Louis, 1000
Lead & Oil Co., 1000 The 1000 Fourth Avenue • Philadelphia, 1000
John T. Lewis & Son, Co., 1000

D U T C H B O Y W H I T E L E A D

This advertisement appears in the following publications:

Architectural Forum—May
American Architect—June 5

N 27698

0000-NLI-000013808