



Hidden in a crumpled paper *New wall beauty for your home*

BEAUTY hidden in crumpled paper? Yes, it is there, and paint brings it out. Glance at the beautiful Crumpled Roll finish shown at the right. Notice the soft, feathery design—the blending of the colors—the uniqueness of the figures. Unusual—but only one of the many distinctive wall finishes that can be obtained with an all-lead paint made of Dutch Boy white-lead and Dutch Boy flattening oil.

Perhaps the greatest reason for the popularity of the Crumpled Roll finish among those desiring distinctive wall effects is the absence of a planned design. The finish has the appearance of the free-hand work of a craftsman in wall painting—a finish without repetition of a set design anywhere. And Dutch Boy white-lead is the ideal paint for producing it. This paint can be tinted to any desirable shade or tint—simply because it is *mixed and tinted on the job for the job*.

A new booklet on decorating the home shows and describes the Crumpled Roll and other unusual wall finishes. This booklet will be sent to you together with a decorator's data form from our Department of Decoration. Use this form if you desire our color specialists to help you select a color treatment for a particular room, or to aid you in decorating the interior of your whole house. These men can help you as they have thousands of other property-owners. Send your request for the booklet to our nearest branch, asking for "Booklet E." You incur no obligation thereby.

NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 820 West Superior Ave.
San Francisco, 483 California St.
Pittsburgh, National Lead & Oil Co. of Pa., 516 Fourth Ave.

This Dutch Boy is the trademark of pure white-lead which makes an all-lead, all-purpose, all-color paint. Such a paint both protects the outside of your house from the attacks of the weather and enhances the beauty of its interior. It is employed on plaster, stucco, concrete, brick, and stone, as well as wood. Professional painters and house-owners have used and specified Dutch Boy white-lead for many years. It saves the surface. It emphasizes the beauty of the entire decorative scheme. Its durability makes it a lasting and economical investment that no property-owner should overlook.



The Crumpled Roll finish should be applied over a fairly smooth wall. The first coat of paint is applied. This is allowed to dry thoroughly and a top coat, either lighter or darker than the first one, is then put on. While the top coat is still wet, crumpled paper is firmly placed against the wall and rolled downward. This lifts some of the wet paint and allows the undercoat to show through. Thinner paper, wrapping paper or old newspapers may be used. If newspapers are used, be sure the print on them is dry; otherwise it will come off and mar the paint job. Each kind of paper gives an entirely different design.



for CLEANLINESS   for BEAUTY   for DURABILITY

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