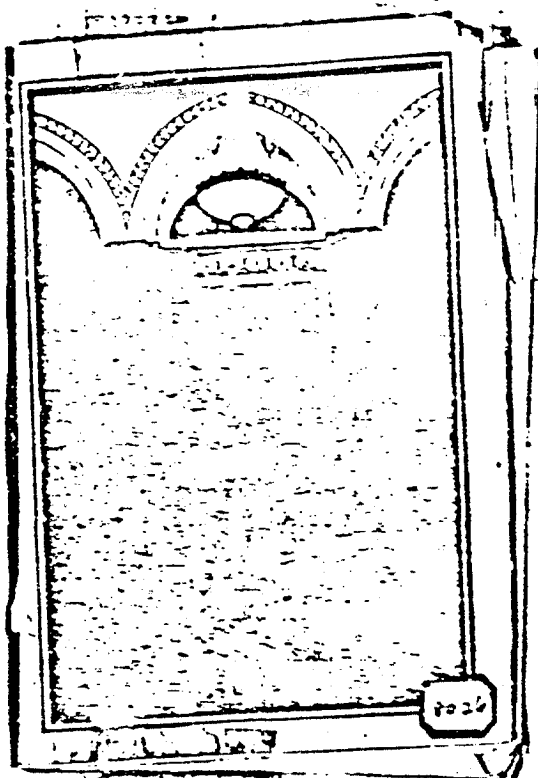


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DECORATIVE POSSIBILITIES OF PAINT



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Decorative Possibilities of Paint

THOSE responsible for the decoration of interiors have many and varied tastes to satisfy. The architect has among his clients those who want advice on the interior decoration of homes, churches, school buildings, churches, hotels, apartment houses, office buildings and other types of structures. Managers of hotels, apartment houses, office buildings and the like must, in turn, satisfy the varied tastes of the managers of their places and tenants or face a loss of prestige and profits.

Many of the most discriminating prefer walls decorated in one color of a neutral shade and without doubt in many cases good taste dictates this treatment. Others have a predilection for blended, mottled or figured wall effects and these are frequently suitable. Many owners think that they must give up the sanitarious and other advantages of paint when anything but a plain, unfigured finish is desired. This is a great mistake. It is not widely known that a large number of very beautiful and highly decorative blended, mottled and figured wall effects are obtainable with paint made from white lead and flaking oil at a surprisingly low cost. And, moreover, with these effects are still re-

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tain the advantages of washableness, sanitary qualities and rich texture.

Plain walls are the thing where simplicity is indicated, where care must be taken not to detract from pictures or in large formal rooms where a certain severity adds to staidness. But there are many cases where the use of special finishes is not only in excellent taste but preferable. To help meet this demand among the discriminating, this book is largely devoted.

On the following pages are illustrated and described several of the latest and smartest blended, mottled and figured wall effects obtainable with paint. Suggestions are made as to where and how each may be used. The method of producing each is illustrated and described. If you have no immediate use for the information this book contains, we suggest that you file it. We believe you will find it to be a most valuable reference book.

The Satin Finish

The satin wall finish, as it is sometimes called, the silk finish, is the latest and most popular of the method of application with the oil base. It is produced by a wall covered with well ground satin, or what is known as a fine grade of satin, and then a thin coat of the same material is applied over it. The result is a wall which has the appearance of silk, but which is much more durable than silk.

The satin finish is a wall which is made of a fine grade of satin, and then a thin coat of the same material is applied over it. The result is a wall which has the appearance of silk, but which is much more durable than silk. The satin finish is a wall which is made of a fine grade of satin, and then a thin coat of the same material is applied over it. The result is a wall which has the appearance of silk, but which is much more durable than silk.

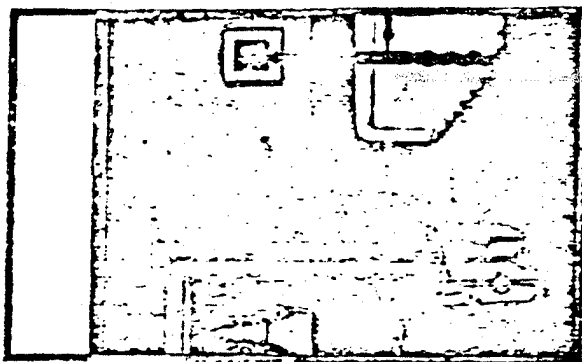


This is a sample of the satin finish. It is made of a fine grade of satin, and then a thin coat of the same material is applied over it. The result is a wall which has the appearance of silk, but which is much more durable than silk.

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Striping

Striping is a simple and inexpensive method of emphasizing the simplicity and beauty of a room interior. It consists of painting more than a narrow, well-defined line of color around the room. The color should be chosen to harmonize with the color of the walls, floor, and other interior trim. The stripe should range from three quarters inch to one and one quarter inch in width, depending upon the size of the room. In some cases, as in the case of a small room, a double line of color may be used, and the color chosen.

All banding lines parallel the wood trim and ceiling line, the distance apart depending upon the width of the stripe. The distance between the lines should be equal to the width of the stripe. A wide stripe would be placed a proportionately greater distance from the trim.

The effect achieved depends upon the choice of color for the stripe or banding line. A color line that is the same as the wall color will have no effect. A color line that is a contrasting color will add color and brightness. Such a contrasting color would be a light yellow wall with dark green banding. Colors for the striping should be chosen, therefore, with the color in mind.

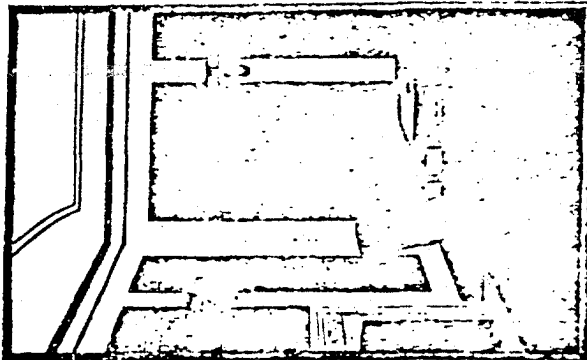
Striping, of course, is suitable for practically any room.



The effect achieved depends upon the choice of color for the stripe or banding line. A color line that is the same as the wall color will have no effect. A color line that is a contrasting color will add color and brightness. Such a contrasting color would be a light yellow wall with dark green banding. Colors for the striping should be chosen, therefore, with the color in mind.

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Crumpled Roll

The crumpled roll finish possesses many advantages. The rough, faceted design is distinctive and an all-over treatment which gives the surface a rugged, weathered appearance. It is particularly effective in areas of color contrast, as shown in the illustration opposite, it is more satisfactory than the reverse.

The kind of paper used and the method of crumpling have a decided influence on the finished effect. Ordinary newspaper, crumpled loosely, will produce widely spaced spurs, while the same paper crumpled more tightly will result in a smaller number of closer spurs. The use of heavy paper, or the use of paper and crumpled several times will produce a still better effect.

Simply changing the color combination, the size and outline of the pattern, or the method of employment adapts this finish to rooms of widely differing requirements. Practically the only limitation to its use is the fact that it must be applied over a smooth finish wall.



By using a heavy paper and crumpling it several times, a very rugged and weathered effect can be obtained. This is particularly effective in areas of color contrast.

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Sponge-Mottled

The sponge-mottled is an interesting wall finish of wide adaptability. Not only can it be used in a wide range of interior, but also with as many different colors as desired. Usually, however, one or two in addition to the undercoat color will be found sufficient. This finish is suitable for use in all different treatments, or in points such as that shown in the illustration. When used in the latter case, there is greater freedom in the use of strongly contrasting colors.

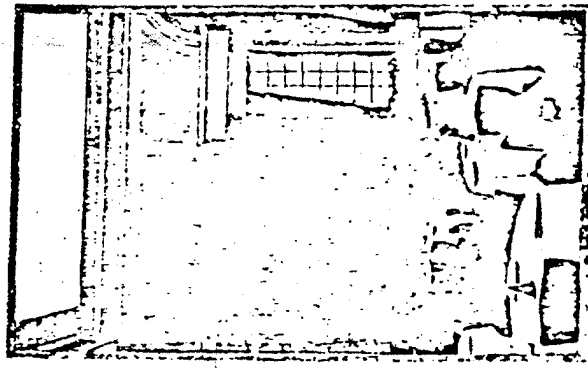
Either the undercoat or the mottling could more predominately be the sponge-mottled finish. This is determined by the color of the undercoat and upon the type of room being decorated. The amount of sponging on a suit of surface depends upon to a large extent how much of the undercoat color will show.

The sponge is usually applied in a haphazard manner with no attempt to secure a regular pattern, albeit a regular pattern can be obtained by using a sponge with a regular pattern. However, the haphazard method is the most satisfactory for the reason that a great deal of the charm of the sponge-mottled finish lies in its irregular pattern.

Almost any room can be decorated successfully in the sponge-mottled finish, either as an all-over treatment or as points.



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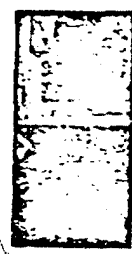
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The Lace Stencil

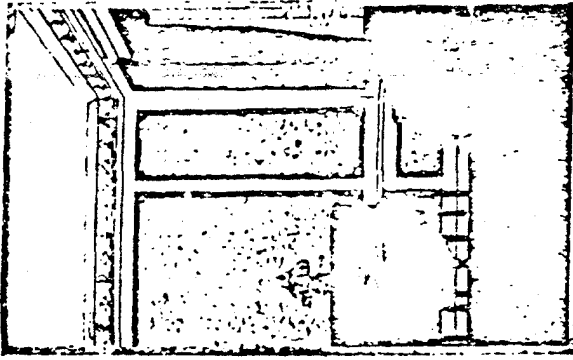
This type of wall finish is a most ingenious and useful adaptation of the stencil idea. If extensively employed this finish will give a room a most pleasing and lively appearance. It can be used in such a manner that it gives a room a decorative look far more of the more intimate rooms in the hotel, the office, or the home.

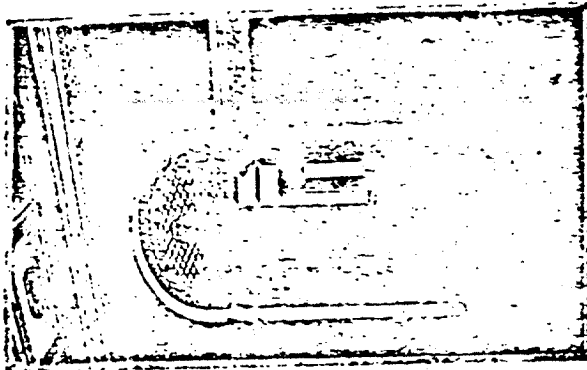
For mechanical reasons, the lace effect should be confined to normal sized panels and the lace selected should be designed to suit the panel. Otherwise, difficulty will be experienced in matching up the separate patterns which, of course, is a part of this finish.

The lace stencil may be rendered with a dark color with a light and solid, as in the illustration opposite, or vice versa, being a lively treatment of the wall. However, it is obtained by using a lace stencil of a slightly lighter or darker tone than the wall.



The lace stencil is a most useful and decorative finish for the wall of a room. It can be used in many different ways and is a most effective means of decorating a wall.





The Applied Stencil

The seminar is one of the most useful methods of adding members of interest to a decorating album.

[illegible]

The selection of a color for the stencil is influenced by factors such as the type of material to be stenciled, the environment in which it will be used, and the desired appearance. The stencil color may be chosen to match the background color, to provide a high-contrast effect, or to provide a specific color effect. The stencil color may also be chosen to match the color of the material being stenciled, or to provide a specific color effect. The stencil color may also be chosen to match the color of the material being stenciled, or to provide a specific color effect.

The applied format, of course, is not equally suited to every type of wall built. Those with a considerable amount of figure detail, such as the eagle-mounted, did not lend themselves so well to the employment of a series of no. 6 connectors as those of the plain.

The stencil pattern should be selected with care, keeping in mind both the purpose of the stencil and the uses where it is to be used. As a rule, intricate designs should be avoided.

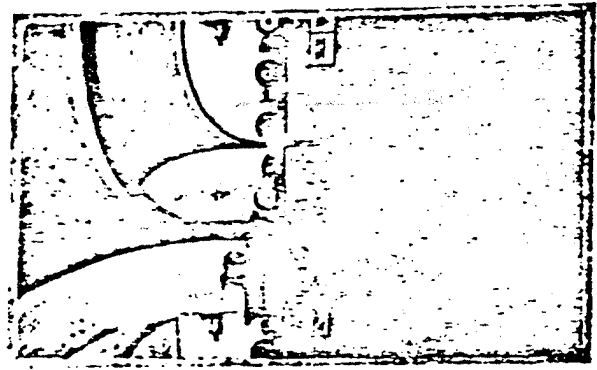


The morning when two other men
were coming with the heading was
a storm.

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The Shaded Tiffany

The shaded tiffany may be employed, either in pairs or as a single wall treatment, to furnish the apparent height of the room and to add to the very muted lighting. However, the shaded tiffany is one of the most pleasing and satisfactory wall finishes.

Starting at the head or foot of the bed, with carefully blended tones, the shaded tiffany extends around the entire line, gradually shading out until at the top there is scarcely more than the unobscured color showing. In a this careful blending and shading, shading that creates the illusion of a room of ordinary height.

The shade may be of many textures, and soft and yellow, or in any tone the favor of country interiors, or of great and fine. An ivory treatment is usually employed.



With a number of shades of color, the shaded tiffany may be used to create a room of great height and depth. The shaded tiffany may be used to create a room of great height and depth. The shaded tiffany may be used to create a room of great height and depth.

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the humblest homes can afford painted walls, because the labor cost of rubbing each coat is eliminated.

The selection of a flat paint is wise, moreover, because it presents a satisfactory surface to the eye of the observer. There is no unpleasant glare, and Dutch Boy flat paint will create a more cheerful and restful atmosphere.

No matter what "household" or "business" building is being painted, the use of Dutch Boy flat paint will result in a more restful and cheerful atmosphere.

Why a Flat or Egg-Shell Gloss Finish?

It was not until recent years that it became generally known that the shiny, "painty" look of painted walls could be eliminated while still retaining all the washability and sanitary advantages of the gloss finish.

The more desirable and careful flat or dull finish has always been possible by the use of turpentine instead of linseed oil with which to mix the white-lead, but the advent of Dutch Boy flatting oil has made the flat wall finish easier to attain, more economical and more washable. The rich texture and appearance of the finish obtainable with white-lead and flatting oil has made the use of paint for walls increase by leaps and bounds.

Paint made of Dutch Boy white-lead and Dutch Boy flatting oil gives a surface that can be kept clean and new looking for several years by occasionally washing it with soap and water. No need for frequent repainting, the cost of upkeep is therefore low. This is true of a white-lead paint because it is not subject to chemical change. It is permanently washable. This cannot be said of all interior paints. And with the advent of flatting oil the first cost has been reduced to the point where even