

Textural Finishes of a New Character

...with White-Lead and Oil Plastic Paint

Low-relief effects . . . restrained and dignified yet distinctive . . . easily produced with plastic paint made with Dutch Boy white-lead and flattening oil. Another example of white-lead's adaptability

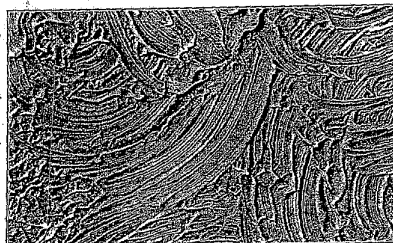
UNUSUAL new beauty in textured design . . . plastic finishes combining the distinction of hand-worked plaster with the restraint of the painted wall . . . relief effects in thorough keeping with the demands imposed by the highest decorative standards . . . this is what the architect is assured of in employing white-lead and oil plastic paint.

This new type of plastic paint produces low-relief or modified textures such as are universally suitable for side wall decoration. It can be readily manipulated with paint brush, whisk broom, graining comb or any other means, making possible an unlimited number of textural treatments.

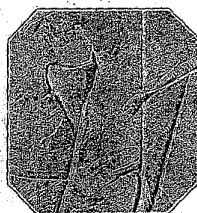
The formula is 100 pounds Dutch Boy white-lead, 22 pounds dry whiting, 1½ gallons Dutch Boy flattening oil and 1 gill drier.

Other Advantages

Plastic paint, prepared according to the foregoing formula, is relatively low in cost. It is easy to mix on the job, the ingredients being ma-



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



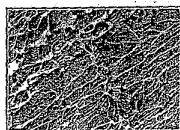
Left—A straight-edge trowel, moved with a simple twisting motion of the wrist—and this handsome design results . . .

terials found in all paint shops. It is easy to apply . . . is brushed on. It sets up rapidly . . . overnight. It may be

tinged with regular colors-in-oil just like any other white-lead paint. The finish is thoroughly washable, being fairly smooth and made from an oil paint.

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

The illustrations show but a few of the almost endless variety of designs that the architect may secure. If you are interested in this new use for Dutch Boy white-lead, write us. We shall be glad to send further information. Please address your inquiry to the Department of Color Research and Decoration, care of our nearest branch.



An ordinary sponge put over the plastic paint and this distinctive pattern is obtained . . .



NATIONAL LEAD COMPANY
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DUTCH BOY WHITE-LEAD

This advertisement appears in the following publications:

THE ARCHITECTURAL FORUM, June, 1928; AMERICAN ARCHITECT, July 5, 1928

N 27810

0000-NLI-000013950