

(ADVERTISEMENTS
FOR
1929)

N17379

NL I 001486

This Plastic Paint offers wide scope in textural finishes

WHITE LEAD and oil plastic paint is a decorative medium that allows the architect full expression of his individuality in creating the native low relief textural effects.

With it he can obtain the precise tints desired, no matter how delicate—single color as well as multi-color finishes—beautiful glazed effects—no end of interesting textures

ranging from simple stippling to elaborate figuration.

Of importance too is the fact that this plastic paint possesses the high degree of durability which is characteristic of white lead finishes.

Just asking whitening, flattening and more to the well known Dutch Boy white lead gives white lead and oil plastic paint.

Brochure giving full details on request.



NATIONAL LEAD COMPANY

New York: 111 Broadway • Buffalo: 114 Oak Street • Chicago: 604 West 18th Street • Cleveland: 610 Franklin Avenue • Cincinnati: 911 West Superior Avenue • St. Louis: 22 Cleveland Street • San Francisco: 225 Market Street • Seattle: 1000 Alaskan Way • Portland: 1000 Commercial Street • Philadelphia: 1000 Arch Street • Boston: 1000 State Street

DUTCH BOY WHITE LEAD

Advertisement prepared by
BUTTS, BROS. & CO., INC., Inc.,
1000 Arch Street, Philadelphia
American Architect-July 2

NLI 001487

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.

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, whiting 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

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

The advantages.—White lead and oil plastic paint is easy to mix, thin, apply and texture. It is mixed for materials the painter carries regular in his shop—Dutch Boy white-lead, oil, whiting, Dutch Boy flaring oil, and drier. It is mixed 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, wire brush, grain ing 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.

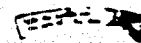
For further information about white-lead and oil plastic paint and illustrations of various textures, write to our Department of Color Research and Development for the booklet, "White-Lead and Oil Plastic Finishes." Address your inquiry to our nearest branch.

FORMULA

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

Dutch Boy Red-Lead

Dutch Boy red-lead makes paint that imparts 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.



NATIONAL LEAD COMPANY
New York City, 100 Broadway, 12th Floor, New York 1, N.Y.
Chicago, 111 W. Madison St., 11th Floor, Chicago 4, Ill.
Boston, 100 State St., 11th Floor, Boston 2, Mass.
Philadelphia, 100 N. 5th St., 11th Floor, Philadelphia 5, Pa.
San Francisco, 100 Market St., 11th Floor, San Francisco 4, Calif.
Seattle, 100 4th Ave., 11th Floor, Seattle 1, Wash.
St. Louis, 100 N. 3rd St., 11th Floor, St. Louis 8, Mo.
Wash. D.C., 100 14th St., 11th Floor, Wash. D.C. 4

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

NLI 001488

GIVES PURE LEAD PAINT ...QUICK!

*Dutch Boy Soft Paste
greatly speeds break-
ing up... saves labor*

CUSTOMERS will like to know about this easy-to-thin lead-in-oil that can be brought to brushing consistency in a few minutes. A "hundred" of soft paste can actually be made ready for the brush at the rate of a gallon of paint a minute.

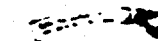
Dutch Boy *soft paste* is pure white-lead and pure linseed oil, differing from regular or heavy paste lead only in that it contains a higher percentage of oil. It is this extra oil, ground in at the factory, that gives *soft paste* its easy-breaking qualities.

The use of *soft paste* saves time and labor in mixing pure lead paint. This more convenient form of lead-in-oil also tints easily. And it produces a smooth paint that spreads in a superior manner... a pure white-lead paint, the standard for generations.

Dutch Boy *soft paste* white-lead is sold by the pound in 100 lb. steel kegs and in 50, 25, and 12½ lb. steel pails.

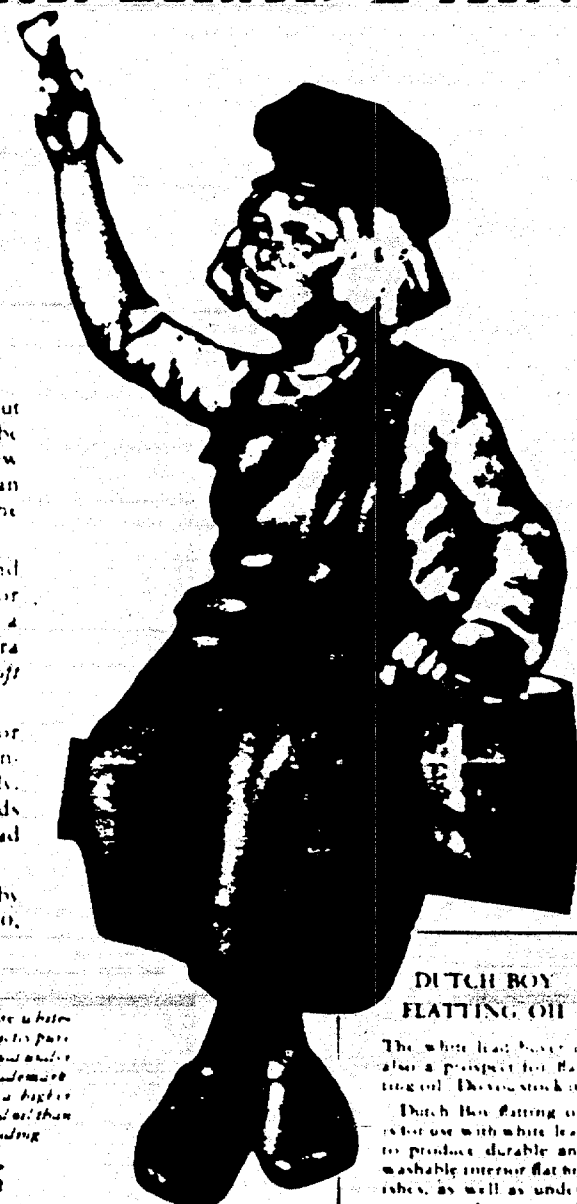


Dutch Boy soft paste white-lead is the same strength pure lead-in-oil, always and under the Dutch Boy trademark. It simply contains a higher percentage of linseed oil than the regular grinding.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 107 Albany St.
Buffalo, 116 Oak St.; Chicago, 301 W. Lake St.
Cincinnati, 449 Freeman Ave.; Cleveland, 420 W. Superior Ave.
St. Louis, 1221 Locust St.; San Francisco, 235 Montgomery St.
Pittsburgh, National Lead & Oil Co. of Pa., 416 Truitt Ave.
Philadelphia, John F. Lewis & Bros. Co., 329 North 2d St.



DUTCH BOY FLATTING OIL

The white lead base is also a prospect for flattening oil. The stock is.

Dutch Boy flattening oil is for use with white lead to produce durable and washable interior flat finishes, as well as undercoatings for enamel. Other uses are in glazing, blending and bronzing. Sold in quart, gallon and 5 gallon cans.

DUTCH BOY *Soft Paste* WHITE-LEAD

N L I 001489

NATIONAL LEAD COMPANY

Paint Materials for the Protection and Decoration of Wood, Plaster, Masonry and Metal

NEW YORK, N. Y. 111 Broadway
 BOSTON, MASS. 300 Washington St.
 BUFFALO, N. Y. 100 Oak Street
 CHICAGO, ILL. 46 West 15th Street
 PHILADELPHIA, PA. 1001 Locust Street

CINCINNATI, OH. 100 Freeman Avenue
 CLEVELAND, OH. 1000 Superior Avenue
 ST. LOUIS, MO. 122 Chestnut Street
 SAN FRANCISCO, CAL. 205 Market Street
 PORTLAND, ME. 100 Commercial Street

Products

WHITE LEAD—Dry and in Oil; **RED LEAD**—(Dry, in Oil, Liquid); **LINSEED OIL**—(Raw and Boiled); **FLATTING OIL**.

White Lead for General Painting

Gloss paint made of pure white lead and pure linseed oil has long been the standard protective and decorative coating for exterior wood, brick, stone, concrete and stucco. It forms a tough, tenacious film that does not crack and scale but wears down smooth and even, leaving the surface ready for repainting without expensive preparation. Being mixed to order, lead and oil paint can be adapted to meet all exposure, surface and weather conditions. It can also be varied in color from white to any desired shade or tint by the addition of the proper colors in oil.

Our Dutch White Lead is guaranteed to be pure white lead ground in pure linseed oil. It is obtained in the regular or heavy paste form and also in soft paste form. The soft paste, known as Dutch Boy, contains white lead, contains almost a gallon more oil to the 100 lbs. of paste than does the heavy paste. This makes it softer or easier to thin, saving the user time and labor in mixing.

Both the heavy paste and soft paste are sold in 50, 100, 250 and 500 lb. steel kegs and 50, 25 and 12½ lb. steel pails.

Dutch Boy linseed oil is pure, clear, carefully filtered and well settled. Sold in 1 and 5 gal. cans, it is bearing the Dutch Boy trade mark. Pure linseed oil is also obtainable in half barrels and barrels.

Flat Finishes for Interiors

Most inside painting nowadays is done in either flat or eggshell gloss finishes, such as are obtained by combining paste white lead with brushing consistency with Dutch Boy flattening oil.

When white lead is thinned with flattening oil an interior paint results which possesses many points of

excellence. It has good working and hiding qualities. It is easy to apply. It levels itself, thereby leaving no brush marks. It sets slowly, so that large areas can be worked without risk of laps or joints.

Some of the finest interior decorating jobs in the country have been done with white lead and flattening oil paint. The beauty and charm of the finish it gives, the all-around economy of this paint and its thorough washability recommend it for all types of interior work—plain wall finishes, sponge mottle and crumpled wall effects, the Tiffany, etc.

The washed flat or a white lead and flattening oil finish is a paint that should not be over-looked. This paint can be washed without injury, and only a few moments after it is applied but through its long life. Its pigment, white lead, is insoluble in water and remains so, not changing chemically under normal exposure to air. Thus there is no possibility of staining or discoloring of the surface of the paint.

It is a paint that is so easy to apply, so good and so durable, so well suited to the spirit

White Lead and Oil Plastic Paint

This material is a very fine, coarsely ground mixture of white lead and oil, combined in such a manner as to produce a plastic type of material which can be applied to walls with a white lead and oil plastic paint. Such a paint is made with materials that the painter always has and is simple, relatively low in cost and gives a finish that is durable and can be kept clean by washing.

The formula for white lead and oil plastic paint is 10 lbs. Dutch Boy white lead, heavy paste, 22 lbs. Dutch Boy linseed oil, 1½ gals. Dutch Boy flattening oil and 1 gall. Dutch Boy brush, making about 51½ gals. of paint, will cover about 275 sq. ft. of wall surface when spread to a thickness of about one-eighth of an inch.

The resulting paint, though heavy, will brush on with a comparatively easy stroke, over which it may be rubbed



TRADE MARK



Three of the Textures Obtainable with White Lead and Oil Plastic Paint

SWISS CATALOGUE

Swiss Architectural Catalogue
 1929

NLI 001490

The plastic paint prepared as described may be tinted prior to application, or may have colors in oil worked into it while it is still wet. The finish sets up overnight and can easily be glazed to lend additional color interest. No size coat is necessary to permit glazing.

A booklet giving full information about white lead and oil plastic paint, and showing various textures in color, will be sent to any architect upon request.

Red Lead for Metal
Pure white lead, properly thinned to suit the special conditions under which the paint is to be used, gives the best protection for wood and other building materials except metal. When it comes to the painting of metal, white lead (though good for the purpose) must yield first place to pure red lead.

Paint made of pure red lead meets these requirements. It is insoluble in water, unaffected by ordinary atmospheric gases, adheres closely to metal, and is a true rust preventive.

The same highly oxidized red lead can also be had in liquid form. The liquid product is called Dutch Boy liquid red lead and is ready for use. It comes in natural red lead color, light and dark brown, light and dark green, and black. Sold in 1 gal. cans and 2 1/2 gal. kegs.

General Painting Specifications

Following are general specifications for the painting of interior and exterior surfaces:

Preparation of Surface—(1) Woodwork—New woodwork shall be smoothed off with sandpaper when required and dusted clean before priming. If new woodwork which has been painted before, all loose paint, scale, dirt and dust shall be removed. Wash off with kerosene or turpentine all parts where liquid paint remover has been used.

2. Plaster—The plaster is made by mixing a new batch of plaster of Paris with water and with plaster of Paris made from the old batch. Plaster is made by heating gypsum to drive off the water. The plaster is then mixed with water and plaster of Paris made from the old batch.

(4) **Stucco and Concrete.** Stucco or concrete should be allowed to stand and dry a year before paint is applied. If painted within a year, it shall be aged artificially by washing with a solution made by dissolving two lbs. of zinc sulphate in one gal. of water, or with sulphuric acid.

The Paint and Its Application—(6) Designation of Paint to Be Used

(7) **Tinting Materials.** In producing tints and shades, 1 lb. of Taw & Linn's coloring material, regardless of quality, high grade shall be used. The tints must be used in quantity large enough to affect the colorancy. In the case of the quantity of thinners named in the formulas shall be increased in amount equal to one half the weight of the tinting material.

Formulas—The following white lead formulas take no account of tinting materials. See Paragraph No. 7 when adding colors to the formulas.

(9) **New Woodwork Outside**—Three coats of paint on all exterior woodwork, shellacked to new unpainted woodwork.

	Domestic	Foreign	Stock
Barrel	100.00	100.00	100.00
Pure raw white lead	100.00	100.00	100.00
Pure raw linseed oil	100.00	100.00	100.00
Pure turpentine	100.00	100.00	100.00
Pure tallow	100.00	100.00	100.00

(10) Old Woodwork Outside

(10) Old Woodwork Outside

Two studies have been conducted to evaluate the effect of the use of a single dose of a vaccine on the response to a second dose. In the first study, 100 children were vaccinated with a single dose of a vaccine and 100 children were vaccinated with two doses. The results showed that the children who received a single dose had a lower response rate than the children who received two doses. In the second study, 100 children were vaccinated with a single dose of a vaccine and 100 children were vaccinated with two doses. The results showed that the children who received a single dose had a lower response rate than the children who received two doses.

the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion, and the number of people aged 65 and over is expected to increase from 0.2 billion to 0.5 billion (United Nations, 1994).

(11) **New Woodwork Inside**—Three coats of paint, mixed as follows, shall be applied to new unpainted woodwork inside:

	(a) Priming Coat	(b) Second coat
Dutch Boy white lead (heavy paste)	100 lb.	100 lb.
Dutch Boy flinting oil	3 gal.	2 to 3 gal.
Pure raw linseed oil	3 gal.	None
Pure drier	1 pt.	None

	(c) Third coat (Flat finish)	(d) Third coat (Eggshell gloss finish)
Dutch Boy white lead (heavy paste)	100 lb.	100 lb.
Dutch Boy flinting oil	2 to 3 gal.	1 1/2 to 2 gal.
Pale varnish (suitable for enamel)	None	1/2 gal.

Note: As on outside wood, the painter may exercise his discretion in the use of the thinner prescribed than on white pine, poplar and basswood, which more readily absorb oil, increase the quantity of linseed oil for the priming coat. On yellow pine, cypress, spruce and hemlock, use less linseed oil and more flinting oil.

(12) **Old Woodwork Inside**—Two coats of paint shall be used in repainting woodwork inside. For a flat finish, mix the paint for the first and second coats according to formula B in paragraph 11. For an eggshell gloss finish, mix the paint for the first coat according to formula B in paragraph 11 and according to formula D for the finishing coat.

(13) **Plaster Walls**—Three coats of paint shall be applied to plaster which has never before been painted. The priming coat shall be mixed as follows:

	Priming coat
Dutch Boy white lead (heavy paste)	100 lb.
Pure kettled-boiled linseed oil	7 gal.
Pure turpentine	1 gal.

Note: If boiled linseed oil can now be obtained, 7 gal. raw linseed oil with 1 pt. drier may be used instead, and still in most cases give satisfactory results. If used, it is much superior to kettled-boiled oil and obviates trouble when conditions are difficult. It seals pores in the plaster and prevents suction.

Mix the paint for the second coat according to formula B in paragraph 11 and according to formula C for the finishing coat if a flat finish is desired. If an eggshell finish is wanted, mix the paint for the finishing coat according to formula D.

In repainting plaster walls, follow the practice recommended for new plaster, except that the priming coat may be omitted.

(14) **Brick and Stucco**—Three coats of paint, mixed as follows, shall be applied to brick or stucco which has never before been painted:

	(a) Priming coat	(b) Second coat
Dutch Boy white lead (heavy paste)	100 lb.	100 lb.
Pure linseed oil	7 gal. boiled or 7 gal. raw and 1 1/2 pt. drier	4 gal. 1/4 or 1/2 (1/2 raw) or 4 gal. raw and 1 pt. drier
Pure turpentine	1 gal.	1 gal.

	(c) Third coat (gloss finish)
Dutch Boy white lead (heavy paste)	100 lb.
Pure linseed oil	3 1/2 gal. (1/2 boiled, 3/2 raw) or 3 1/2 gal. raw and 1 pt. drier
Pure turpentine	1 pt.

	(d) Third coat (flat finish)
Dutch Boy white lead (heavy paste)	100 lb.
Dutch Boy flinting oil	2 gal.

Two coats of paint shall be applied in repainting brick and stucco. For the first coat, mix the paint according to formula B in paragraph 14 and for the finishing coat according to formula C or D.

(15) **Concrete and Stone**—Three coats of paint, mixed as follows, shall be applied to concrete and stone which have never before been painted:

	(a) Priming coat	(b) Second coat
Dutch Boy white lead (heavy paste)	100 lb.	100 lb.
Pure linseed oil	7 gal. boiled or 7 gal. raw and 1 1/2 pt. drier	4 gal. 1/4 or 1/2 (1/2 raw) or 4 gal. raw and 1 pt. drier
Pure turpentine	1 gal.	1 gal.

	(c) Third coat (gloss finish)
Dutch Boy white lead (heavy paste)	100 lb.
Pure linseed oil	3 1/2 gal. (1/2 boiled, 3/2 raw) or 3 1/2 gal. raw and 1 pt. drier
Pure turpentine	1 pt.

	(d) Third coat (flat finish)
Dutch Boy white lead (heavy paste)	100 lb.
Dutch Boy flinting oil	2 gal.

In repainting concrete and stone, apply two coats. Mix the paint for the first coat according to formula B in paragraph 15 and according to formula C or D for the second coat.

Excellent semi-flat finishes on brick, stone, concrete and stucco can be secured by applying over the second coat one or two coats of paint made with 100 lb. white lead, 1 1/2 to 2 gal. flinting oil and 3/4 gal. spar varnish. For brick red finish on outside brick, thin the color with Dutch Boy flinting oil.

(16) **Metal Work, Exterior and Interior**—Three coats of paint, mixed as follows, shall be applied to exterior and interior metal work:

	(a) First coat	(b) Second coat
Dutch Boy red lead-in-oil	100 lb.	Light brown 100 lb.
Pure linseed oil	2 1/2 gal.	2 1/2 gal.
Lampblack-in-oil	None	12 oz.

	or
Pure dry red lead	100 lb.
Pure linseed oil	3 1/2 gal.
Lampblack-in-oil	13 oz.

	(c) Third coat (dark brown)
Dutch Boy red lead-in-oil	100 lb.
Pure linseed oil	3 1/2 gal.
Lampblack-in-oil	6 lb.

	or
Pure dry red lead	100 lb.
Pure linseed oil	4 1/2 gal.
Lampblack-in-oil	6 1/2 lb.

Note: If good quality linseed oil is available, use one third boiled linseed oil to two parts raw linseed oil. If not, use pure linseed oil. In every case, the quantity of turpentine may be added to each coat of paint whenever it is deemed advisable to make the paint produce the desired effect.

If boiled red lead is to be used, specify Dutch Boy boiled red lead No. 1 (natural red lead color) for first coat, Dutch Boy boiled red lead No. 6 (light brown) for second coat and Dutch Boy boiled red lead No. 7 (dark brown) for third coat.

Wherever dark color, other than brown is desired for the finishing coat, use the following formulas shall be used according to the color desired:

	Light green	Dark green
Dutch Boy red lead-in-oil	100 lb.	100 lb.
Pure linseed oil	7 gal.	7 1/2 gal.
Medium chrome yellow	31 lb.	15 lb.
Chinese or prussian blue	24 lb.	52 lb.

	Black
Dutch Boy red lead-in-oil	100 lb.
Pure linseed oil	13 gal.
Pure turpentine	1 gal.
Chinese or prussian blue	16 lb.
Lampblack	52 lb.

If boiled red lead is to be used, specify Dutch Boy boiled red lead according to the finishing color desired, that is No. 8—light green, No. 9—dark green or No. 10—black.

Printed Specifications Furnished

To any architect or builder, we will supply printed specifications containing full and complete instructions for the proper use of all the lead in the foregoing formulas. These specifications are available in English and French.

B2783

NATIONAL LEAD COMPANY

Manufacturers of Old Style Lead Cames

ATLANTIC BRANCH
NEW YORK, N. Y.

NORTHWESTERN WORKS
ST. PAUL, MINN.

For the Lead Sheets, Cames, etc., see pages A-27, 28

Old Style Lead Cames

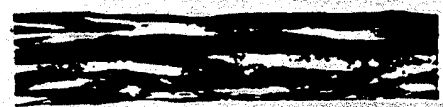
Old Style Lead Cames for hand-finished work are available in three finishes: Rustic, Rough Cast, and Frosted. These cames are the same size as the lead sheets. The Rustic finish is a rough, irregular surface. The Rough Cast finish is a smooth, irregular surface. The Frosted finish is a smooth, irregular surface with a fine, granular texture.



Rustic



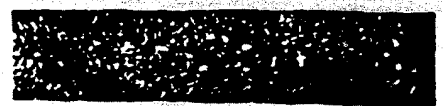
Rough Cast



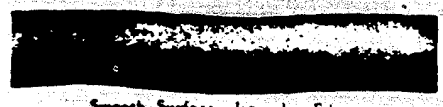
Antique



Hammered



Frosted



Smooth Surface—Irregular Edges

Dimensions—A.

Templeads

Repeating Cames



Steelheart Old Style Lead Cames

Steelheart Old Style Lead Cames are made of steel and are available in three finishes: Rustic, Rough Cast, and Frosted. These cames are the same size as the lead sheets. The Rustic finish is a rough, irregular surface. The Rough Cast finish is a smooth, irregular surface. The Frosted finish is a smooth, irregular surface with a fine, granular texture.



When Specifying

Suggested Specifications

N L I 001493

Catalogue and Samples