

STRIPES

How you can enhance the beauty and attractiveness of plain wall finishes for prospective buyers and renters

STRIPING gives an individual touch of beauty to the one-tone wall. It supplies a decorative note which makes a finish distinctly different from the usual, plain wall finish, while preserving the dignity of the one-tone effect. Because wall treatments of this type are homelike and attractive, they are often of unusual importance in selling and renting property where women are concerned. Women like the unusual, the distinctive.

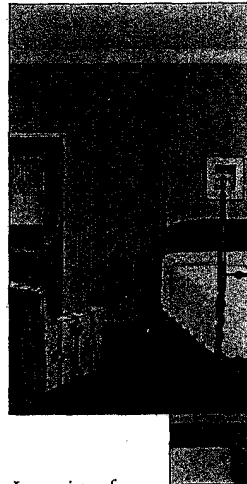
Striping is an effect easy to secure. It consists of paralleling the woodwork with a narrow banding line of harmonizing color—greater in strength and deeper in tone than the side-wall color. The line is applied directly to the wall, a few inches from the trim.

Striping makes an excellent effect when simplicity and distinction are the theme of decoration. Bedrooms, living-rooms, dining-rooms, particularly lend themselves to this form of treatment.

The colors and the paint

STRIPING is most effective when the right tints and shades of the right colors are used. This question of the proper colors is one often hard to answer. To aid you we have a Department of Decoration, composed of a staff of color specialists. This Department will be glad to assist you in choosing colors for carrying out the striping effect or in planning decorative wall-treatments for any type of interior.

What paint to use in producing the desired finish? Dutch Boy white-lead, the all-lead paint,



At the left is shown a typical example of a room in which the striping effect may be used to advantage. The plain wall of this bedroom has been made interesting by means of the striping lines.

After the lines have been indicated by snapping a taut chalked string, the border stripe is struck off with a lining brush.

because of its wide color range, is ideal for any color job. Mixed with flattening oil and tinted to any color desired, this paint is easy and economical to use, either for two or three-tone effects, or for plain one-tone walls. It cuts the cost of repainting since it retains its rich velvety finish over a period of years. Washing the surface does not harm the paint film.

Besides striping, there are other distinctive finishes which will be described in succeeding articles. If you wish, we will send you full information about them—how and where they may be used. Write to our nearest branch.



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