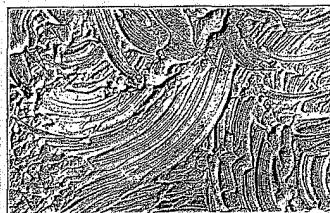
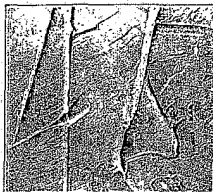
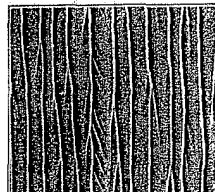


A straight-edge trowel, moved with a simple twisting motion of the wrist—and this handsome design results . . .



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

An ordinary paperhanger's roller drawn over the plastic paint and this distinctive pattern is obtained . . .



The RESTRAINT of a Painted Wall The DISTINCTION of Hand-worked Plaster ... with this white-lead and oil plastic paint!

Another example of the adaptability of Dutch Boy white-lead and Dutch Boy flattening oil—now in plastic paint finishes of modified texture . . .

THE architect knows about paint finishes made with Dutch Boy white-lead . . . how adaptable white-lead is . . . the many effects in color . . . design . . . finish that may be obtained.

But here is a new use. For now you may specify white-lead and oil for plastic paints also. The same reliable white-lead and oil architects have always specified—mixed to a new formula that will result in a heavier body suitable for producing textured walls.

The new trend

Today there is a noticeable trend away from the extremely rough-textured treatment to the modified forms. And with this plastic paint the architect may now answer popular demand.

For this new medium meets the needs of fashion in decoration.

Furthermore, it allows him the fullest expression of his individuality in the subdued yet beautiful modern effects . . . having the restraint of the painted wall with the distinction of hand-worked plaster.

This new type of plastic paint produces, when manipulated, a modified type of texture that makes it universally applicable for use in side wall decoration. It is in keeping with the desire for a type of effect midway between the smooth plaster and very rough textured finishes.

The formula for mixing white-lead and oil plastic paint is: 100 lbs. Dutch Boy white-lead; 22 lbs. dry whitening; 1½ gals. Dutch Boy flattening oil; 1 gill drier. Break up the paste white-lead and dry whitening separately by mixing each with ¼ gal. flattening oil. Pour both into same container, add drier. The plastic paint is then ready for application.

Advantages

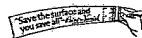
Plastic paint made with Dutch Boy white-lead and oil is inexpensive.



It is easy to prepare, on the job, from materials the painter now has in his shop. It is easy to apply, brushing out smoothly. It sets rapidly—overnight. It may be tinted with regular colors-in-oil. The finish is thoroughly washable, being fairly smooth and made from an oil paint. When textured the paint is complete as a finish, without an additional glaze coat. It is a beautiful and unique treatment.

Write for information

The illustrations give 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 and oil, write us. We will be glad to send further information. Address your inquiry to the Department of Color Research and Decoration, care of our nearest branch.



NATIONAL LEAD COMPANY
New York, 111 Broadway . Boston, 880 Albany Street . Buffalo, 116 Oak Street . Chicago, 909 West 18th Street . Cincinnati, 659 Freeman Avenue . Cleveland, 520 West Superior Avenue . St. Louis, 723 Chestnut Street . San Francisco, 235 Montgomery Street . Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue . Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street

DUTCH BOY WHITE-LEAD

This advertisement appears in the following publications: THE ARCHITECTURAL FORUM, May, 1923;
AMERICAN ARCHITECT, May 5th, 1923

N 27809

0000-NLI-000013949