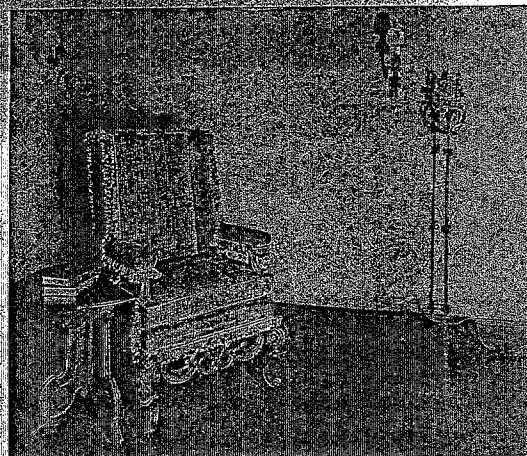


SUGGESTING THE ITALIAN INFLUENCE in Low-Relief Textures

with
white-lead
and oil
plastic paint

Plastic paint finishes of modified texture are readily obtainable with Dutch Boy white-lead... the same white-lead that for years has been the standard for decorating interiors and exteriors.



The texture shown here, produced with a paint brush, is excellently suited to rooms designed in the Italian mode.

ARCHITECTS planning side wall decoration in the latest mode are increasingly turning to Dutch Boy white-lead and oil plastic paint.

Entirely suitable—whether for reproducing the Italian, Old English, Spanish, or Georgian spirit—is this plastic paint, or “plastic lead” as it is sometimes called, that gives the modified or low-relief type of texture. It lends itself readily and easily to many types of treatment... and gives a finish that is washable and durable.

White-lead and oil plastic paint is easy to mix, tint, apply and texture. It is mixed of materials the painter carries

regularly in his shop—Dutch Boy white-lead, dry whitening, Dutch Boy flattening oil, and drier. It is tinted 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, whiskbroom, graining 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.

Write us for further information. For further information about white-lead and oil plastic paint and

illustrations of various textures, write to our Department of Color Research and Decoration 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 whitening, 1½ gals. Dutch Boy flattening oil, ¼ pint drier. Break up the white-lead with half the flattening oil. Do the same with the whitening. Stir the two mixtures together and add the drier. The “plastic lead” is now ready for application.



NATIONAL LEAD COMPANY

New York, 111 Broadway • Boston, 200 Albany Street
Buffalo, 116 Oak Street • Chicago, 300 West 18th Street
Cincinnati, 659 Freeman Avenue • Cleveland, 320 West
Superior Avenue • St. Louis, 722 Chestnut Street
San Francisco, 218 Montgomery Street • Pittsburgh,
National Lead & Oil Co. of Pa., 316 Fourth Avenue
Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

TRADEMARKED LEAD PIPE

Lead pipe of our manufacture now carries the Dutch Boy trademark as well as National Lead Company's name. The marking appears every ten inches on the pipe makes identification easy, and is a guarantee of high quality, proper wall thickness and correct weight per foot.



DUTCH BOY WHITE-LEAD

This advertisement appears in the following publications:

Architectural Record
The Architectural Record
The Architectural Record

N 27697