

New Beauty for Walls

with white-lead and oil plastic paint

Modified or low-relief textures... side-wall decoration of astonishing variety and beauty... durable, washable textured finishes... obtainable with Dutch Boy white-lead

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

This new type of plastic paint produces textural finishes which are universally suitable for side-wall decoration.

It is easy to apply, being spread on with a brush, like other paint. Then it can be readily manipulated with a paint brush, whisk broom, graining comb or any other means, making possible a practically unlimited number of textural treatments.

Write for information
White-lead and oil plastic paint (prepared according to the for-

mula in the panel) is relatively low in cost. It is easy to mix on the job, the ingredients being materials your painter carries in his shop—Dutch Boy white-lead, whiting, Dutch Boy flattening oil and drier. It sets up overnight. It may be tinted 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 three of the almost endless variety of designs that may be secured. If you are interested in this use for Dutch Boy white-lead, write for booklet "White-Lead and Oil Plastic Finishes." It covers the subject fully and shows in color some of the textures obtainable. Please address your inquiry to the Department of Color Research and Decoration, care of our nearest branch.

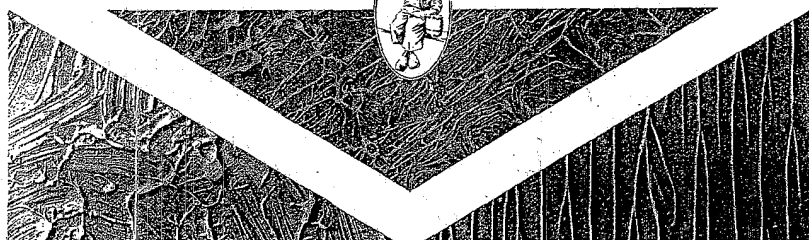
MIXING DIRECTIONS

The formula for white-lead and oil plastic paint is 100 lbs. Dutch Boy white-lead (heavy paste), 22 lbs. dry whiting, 1½ gals. Dutch Boy flattening oil, 1 gall drier. Break up the white-lead with half the flattening oil (¾ gallon). Do the same with the whiting. Stir the whiting mixture into the white-lead mixture. Add the drier. The plastic paint is now ready for application.



NATIONAL LEAD COMPANY

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DUTCH BOY WHITE-LEAD

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