

CRUMPLED ROLL

*A colorful and easily obtained
interior wall treatment
that helps you sell or rent*

BEAUTY combined with an unusual design is a feature of the Crumpled Roll finish. The very absence of a planned and carefully thought-out pattern adds to its charm and distinction. Then there is the soft, feathery design—the blending of colors—the uniqueness of the figures, all creating a beauty effect that is pleasing and inviting to buyers or renters. The Crumpled Roll finish is unusual—but it is only one of the many distinctive wall finishes to be obtained with Dutch Boy white-lead and flating oil.

The Crumpled Roll finish resembles the work of a master craftsman. Any painter can produce it with the aid of a crumpled paper. First apply the undercoat of paint. When this is dry, apply a second coat, either lighter or darker than the first. Then, while the finishing coat is still wet, roll the crumpled paper over the surface, thereby partly exposing the undercoat. The constantly changing shape of the paper during this process accounts for the variations in the wall design.

The colors and the paint

Of course you realize the importance of choosing the right tints and shades of the right colors in order to produce the best color effect. But often the selection of the proper colors proves a difficult problem. 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 the correct colors and the right tints or shades of those colors for carrying out the Crumpled Roll finish or in planning decorative wall-treatments for any type of interior. It has already done such work for hospitals, hotels, apartment houses and many other types of buildings all over the country.

How to obtain the Crumpled-Roll and other finishes?

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An interesting example of the Crumpled Roll finish. Note the bright, yet unobtrusive, touch given by the exposed undercoating.



A close-up showing the soft, feathery design of the Crumpled Roll finish.

That's easy. Dutch Boy white-lead, mixed with flating oil and tinted to any color desired, is especially suited for reproducing colorful and unusual designs. You'll find, as have other builders, that one of the greatest qualities of this paint is its durability. Dutch Boy white-lead paint cuts the cost of repainting. This paint retains its rich, velvety finish over a period of years. Washing the surface does not harm the paint film.

Besides the Crumpled Roll finish there are other distinctive effects which are dealt with in this series of articles. If you wish, we will send you full information about them—how and where they may be used. Write for them to our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 520 W. Superior Ave.
San Francisco, 485 California St.