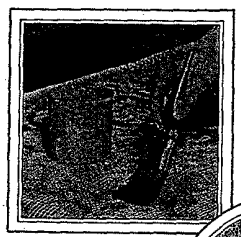
W. H. COCHRANE,
ADVERTISING DEPT.,
BUILDING.

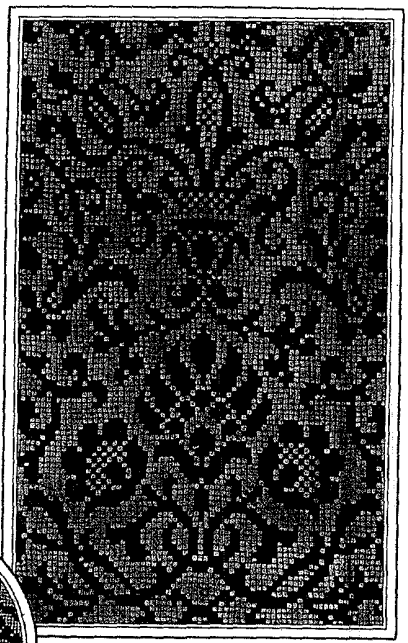
Painting for Prestige and Profit

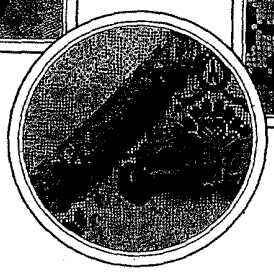
No. 5

of a series of articles on Distinctive Wall Effects obtainable with Dutch Boy white-lead and Dutch Boy flatting oil.



An ordinary lace curtain of fairly large mesh is made stiff and non-absorbent by a thin coat of shellac on both sides.





The lace is then used as a stencil through which a finishing coat is tamped with the stencil brush, over a ground coat that has been allowed to dry.

The Lace Stencil Finish

THE Lace Stencil Finish is a most ingenious and useful adaptation of the stencil idea. It is produced by tamping a color either lighter or darker than the ground selected, through a lace curtain that has been shellaced on both sides to make it non-absorbent.

For mechanical reasons, the Lace Stencil Finish should be confined to normal sized panels and the lace selected should be as large in area as the panel. Otherwise, difficulty will be experienced in matching up the intricate pattern, which of course, is a part of this finish.

The Lace Stencil Finish may also be used to advantage as a frieze. Or, applied just inside the mouldings of a panel, it makes an interesting border. Moreover, it is especially attractive in some rooms when it is applied over a Tiffany ground.

Below are listed some suggested color effects for interiors that appear to good advantage with the Lace Stencil Finish:

—*Living room in the home*—deep ivory stile; panel ground, buff; finishing coat, ivory. *Boudoir in the home*—light blue stile; panel ground, deep blue; finishing coat, gray. *Private dining room* in the hotel—buff stile; panel ground, colonial green; finishing coat, cream. *Ladies parlor at the club*—gray-green stile; panel ground, gray-green; finishing coat lavender.

Actual painted samples of the Lace Stencil Finish, together with detailed instructions for producing it, will be sent any painter upon request. Write to our Department of Decoration, in care of our nearest branch. This department will also be glad to assist you in solving any decorative problem.

Master painters everywhere are adding to their prestige and increasing their bank accounts by producing beautiful and distinctive interiors with Dutch Boy white-lead and Dutch Boy flatting oil.



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Painters' Magazine—Sept.

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