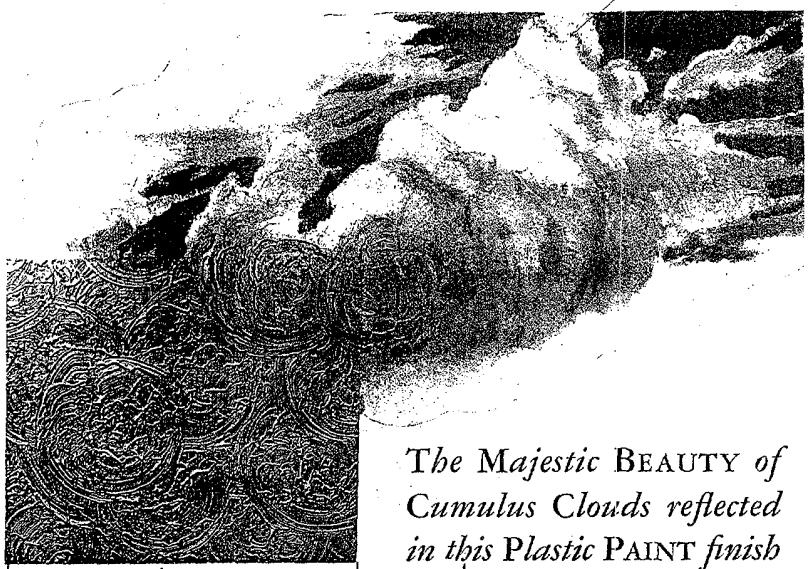


The Majestic BEAUTY *of Cumulus Clouds reflected in this Plastic* PAINT *finish*

Achieved with a Sponge and DUTCH BOY

HERE are beautiful low-relief textures that will carry out the architect's most imaginative decorative conceptions.

Textures that suggest trees and *hills... clouds and rushing surf...* all are easily obtainable through the simple use of Dutch Boy White Lead and oil plastic paint.

Yet striking as is this artistic treatment, it is not expensive. The painter produces the textures with materials *he already has in his shop.* All he uses is Dutch Boy White Lead, whiting, Dutch Boy flatting oil and drier.

The result is a paint that is easy to apply... that sets up over night... and that may be tinted with regular colors-in-oil just like any other white-lead paint.

The well-known brand of Carter White Lead is also made by the National Lead Company. In purchasing either Carter or Dutch Boy White Lead, the buyer is assured of obtaining white lead of the highest quality.

When textured, with sponge, paint brush, whiskbroom, graining comb, or in many other ways, *the paint is complete as a finish,* though it may be glazed if desired.

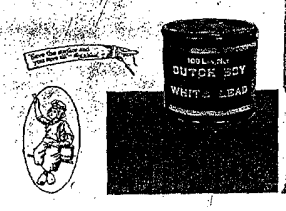
The illustration furnishes a splendid example of the beauty and originality which this new treatment makes possible.

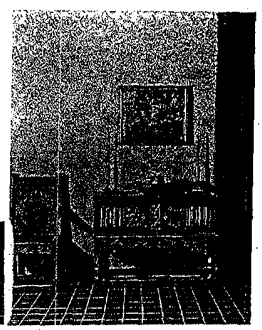
For further information about Dutch Boy White Lead and oil plastic paint, and illustrations of various textures, write to our Department of Color Research and Decoration for booklet—"White Lead and Oil Plastic Finishes." Address your inquiry to our nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 West Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 235 Montgomery St.; Boston, National-Boston Lead Co., 800 Albany St.; Pittsburgh, National Lead & Oil Co. of Pennsylvania, 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., Widener Building.

DUTCH BOY WHITE LEAD





KD-34A—Architectural Forum, June 1930
Architectural Record, June

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