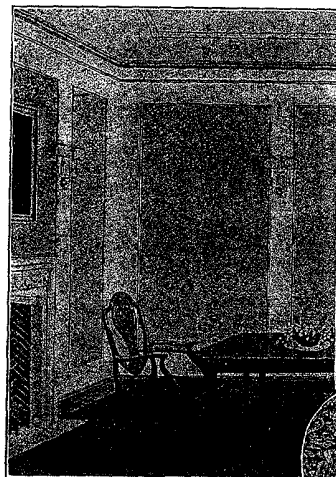




An interesting example of the Crumpled Roll finish in a semi-formal setting. Notice the soft, feathery effect—the uniqueness of the figure—the absence of a planned design. This unusual finish has the appearance of free-hand craftsmanship.



(At left) The Crumpled Roll finish is produced simply by rolling a crumpled paper over a wet finishing coat. This lifts some of the top coat, allowing the ground coat of another color to show thru in places.

Hotel Walls that are Distinctive

Third of a series of advertisements discussing practical wall finishes obtainable with Dutch Boy white-lead and Dutch Boy flatting oil.

The Crumpled Roll Finish

A charming figured effect that brings design to painted walls... a finish that is appropriate in almost any hotel room

THE Crumpled Roll finish—how well it serves the special needs of the hotel! In panels it is in keeping with the dignity of formal rooms. Yet its unique figuration, reminiscent of flying leaves, makes these rooms more livable. And it brings small rooms a home-like distinction, large rooms an inviting color interest.

In the small bedroom, for instance, a cream ground coat and pea green finishing coat treated with this finish give a quiet, restful charm. In the sitting room of a suite, a corn yellow ground coat and soft gray finishing coat produce a sunny effect of luxury and comfort. In the lobby or other public rooms a light tan ground coat with a finishing coat of burnt orange emphasizes light and spaciousness.

These few treatments readily suggest others just as appealing. Variations in design and color combinations are almost unlimited. Tissue paper, newspaper, wrapping paper—all produce different effects—and the designs can be varied in size by crumpling the paper more loosely or more tightly.

Color specialists in our Department of Decoration will be pleased to assist you in planning any decorative wall treatments you may have in mind. They will submit color schemes for your approval and write paint specifications for your contractor. This service

is without charge. Simply address the Department of Decoration in care of our nearest branch.

The Crumpled Roll finish and many other distinctive wall treatments are easy to obtain with paint made of Dutch Boy white-lead and Dutch Boy flatting oil. This paint produces a rich, velvety finish which repeated soap-and-water washings will not mar. And because it can be tinted to any desired shade, its color range is unlimited.

Free Booklet on Decorative Painting

Our booklet, "Decorative Possibilities of Paint," describes in detail the distinctive wall effects obtainable with white-lead paint. All the finishes are illustrated in full color. You should see this booklet before you plan any of your decorating. Mail the coupon to our nearest branch office.



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., 315 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 820 West Superior Ave.
San Francisco, 485 California St.

NATIONAL LEAD COMPANY H. M. 3



Gentlemen: Please send me, without charge or obligation, your booklet on decoration, "Decorative Possibilities of Paint."

Name _____
Hotel _____
City _____ State _____

This advertisement appears in HOTEL MANAGEMENT, March, 1927