

This advertisement appears in BUILDINGS AND BUILDING MANAGEMENT, June 20, 1927

## DISTINCTIVE DUTCH BOY INTERIORS

[[ Sixth of a series of advertisements describing interiors decorated with Dutch Boy white-lead and Dutch Boy flatting oil ]]

# The Grand Ballroom of the Buffalo Consistory

*Magnificently decorated with paint! . . . Showing how distinctive interiors can be created with Dutch Boy white-lead and flatting oil*

"A MAGNIFICENT room in a magnificent building!" That is what visitors say of the ballroom in the new Buffalo Consistory.

The remarkable decoration in this room was achieved almost wholly through the use of paint.

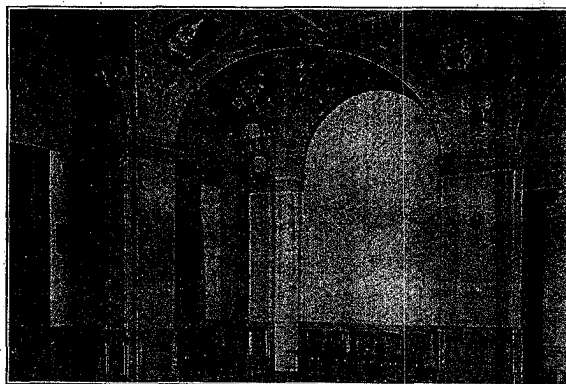
The ceiling is intricate in design—yet little of its beauty is dependent upon relief work. Mural paintings form the dominant note, combined with elaborate borders and a wealth of decorative detail. The basic tone is a warm lavender, though more than ten different colors have been employed.

The walls are light gray-green. The columns are pale salmon pink. In decorating the walls, the decorator did an unusual thing. He used no ornamentation at all—relied solely upon the beauty of plain painted finishes to support and set off the lavish colors and delicate detail of the ceiling. This treatment demonstrates the adaptability of paint as a decorative medium—and the beautiful finish obtainable with Dutch Boy white-lead paint.

### *Wonderful results with Dutch Boy*

Dutch Boy white-lead and Dutch Boy flatting oil were used exclusively in decorating the Buffalo Consistory. Mr. T. H. McElvein, Jr., of T. H. McElvein & Son, Inc., writes as follows:

"We have just completed the painting and interior decorations of the new Buffalo Scottish Rite Cathedral, and



have had such wonderful results from Dutch Boy white-lead and Dutch Boy flatting oil that we recommend it most highly to any concern that contemplates doing any flat wall work. This flatting oil product has many other applications, and we feel that it would be very difficult to get along without it."

Paint made of Dutch Boy white-lead and Dutch Boy flatting oil is ideal for interior painting. This paint produces a beautiful flat finish which repeated soap-and-water washings will not mar. Since it can be tinted to any desirable color, this paint is extremely adaptable to interior decoration work of any kind.



"Save the effort and  
you save the expense!"

### NATIONAL LEAD COMPANY

New York, 111 Broadway  
Buffalo, 116 Oak St.  
Cincinnati, 639 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, 820 West Superior Ave.  
San Francisco, 485 California St.



A corner of the Grand Ballroom, showing the elaborately painted ceiling. Murals set in gold mosaics are the dominant note.

An unusual stencil treatment applied to the dado in the auditorium of the Buffalo Consistory. The serpent motif appears in two shades of tan over a background of light cerulean blue.

### Free decorating service

Color specialists in our Department of Decoration will be glad to help you on any decorating problems you may have. They will prepare complete color schemes, suggest wall treatments, and supply paint specifications and mixing formulas—complete in every detail. Simply address our nearest branch.

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