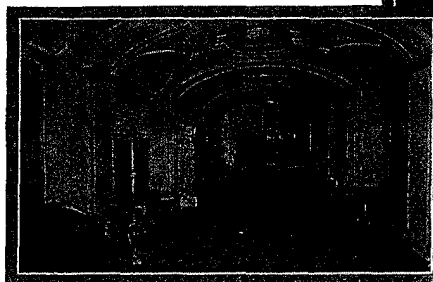


DISTINCTIVE DUTCH BOY INTERIORS

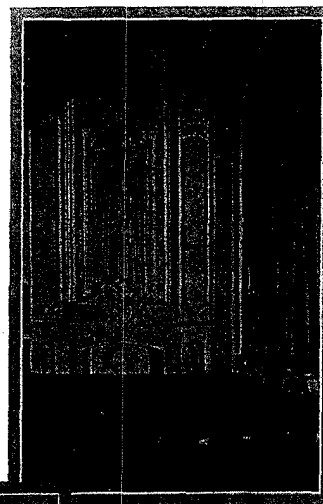


Creams and Gold of the French Renaissance



G. W. and Geo. L. Rapp, Architects

Thompson Garrett Co., Contractor



The Auditorium, seating 4000 people, rises to a height of ten stories. It terminates in a dome around which the public may promenade. Seen from this promenade the immensity of the hall is emphasized.

The Peacock Promenade on the second balcony level. The walls are hung with paintings. This is one of the many halls and passages which were designed with the object of relieving congestion.

... achieved in the Paramount Theatre
with Dutch Boy white-lead paint

THE interior of the new Paramount Theatre, New York, is of the Louis XVI period of the French Renaissance. This interior was designed to reproduce as faithfully as possible the architecture and decoration of that period.

The decoration of the auditorium incorporates the typical ornate cream-and-gold color effects of the period. All architectural details are picked out sharply in gold.

The basic color is a delicate cream verging slightly upon gray. Not only does it serve the spirit of the decoration, but it forms a background well adapted to the colorful theatrical effects produced with artificial lighting.

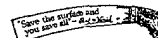
This delicate cream was also used as the basic color throughout many of the other rooms in the theatre.

In the Peacock Promenade, for instance, this color is used as a background for other colors. A light blue gray is used in the sunken ceiling coffer, and a light grayish green in the lunettes. The fine striping on the pilasters is done in gold and greenish blue. The panels on these pilasters are treated with a Crumpled

Roll finish in a grayish blue that is slightly warmer in tone. These delicate tints were readily obtained with Dutch Boy white-lead and flattening oil. This paint can be tinted to any color desired. For that reason it is especially adapted to interior decorating work of any kind. And it produces a handsome flat finish which repeated soap-and-water washings will not mar.

Write our Department of Decoration

The services of our Department of Decoration are at your disposal. The color specialists in this department will be pleased to work with you on any decorating problem. Their services are free. Write them in care of our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway	Boston, 800 Albany St.
Buffalo, 116 Oak St.	Chicago, 900 West 18th St.
Cincinnati, 679 Freeman Ave.	Cleveland, 820 W. Superior Ave.
St. Louis, 725 Chestnut St.	San Francisco, 419 California St.
Pittsburgh, National Lead & Oil Co. of Pa., 116 Fourth Ave.	
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.	



This Advertisement Appears in THE ARCHITECTURAL FORUM, April, 1927; AMERICAN ARCHITECTURAL, April 5, 1927; JOURNAL OF AMERICAN INSTITUTE OF ARCHITECTS, June, 1927

0000-NLI-000017610