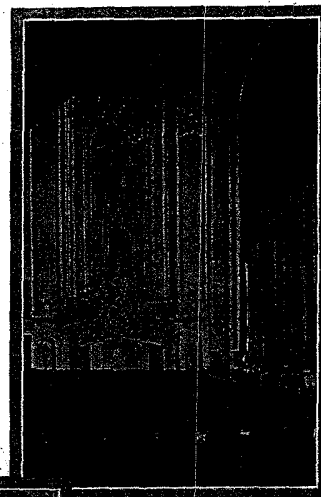


DISTINCTIVE DUTCH BOY INTERIORS



Creams and Gold of the French Renaissance



C. W. and Geo. L. Bopp, Architects

Thompson Stewart Co., Contractor

The Auditorium, seating 4000 people, is ten stories high. The basic color is a delicate cream, verging slightly upon gray. The architectural details are picked out sharply in gold. The paint used is made of Dutch Boy white-lead and Dutch Boy flattening oil. This paint is economical. It is especially suited to decorating work because it can be tinted to any color desired—because it produces a handsome flat finish which repeated soap-and-water washings will not mar.

The Peach Promenade on the second balcony level. This is one of the many halls and passages designed with the object of relieving congestion.

achieved in the Paramount Theatre with Dutch Boy white-lead paint! Let our Department of Decoration show you how such painted effects can improve your building

THE Paramount! One of America's most magnificent motion picture theatres! Visitors to New York marvel at its luxurious interiors.

To produce the Renaissance color effects of these interiors, paint composed of Dutch Boy white-lead and flattening oil was used. The results offer convincing proof of the decorative possibilities of this paint.

Many other distinctive treatments can be secured with this paint. Shaded Tiffany, Crumpled Roll, Sponge Mottle—these and other finishes are applicable to any building. Let our Department of Decoration tell you about them.

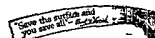
Make use of this free service

Let this department advise you on the decoration of your building. Our color specialists will study your building—its

location, the amount of natural lighting, all factors that affect the decoration—and submit color schemes, paint specifications, color samples and mixing formulas complete in every detail. Their services are, of course, free.

Discover for yourself the many ways in which our color specialists can help you. Until your building is carefully studied you cannot know its decorative possibilities.

Write to our Department of Decoration in care of our nearest branch. Discuss any decorating problem you may have.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
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St. Louis, 732 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 840 W. Superior Ave.
San Francisco, 481 California St.
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DUTCH BOY WHITE-LEAD

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