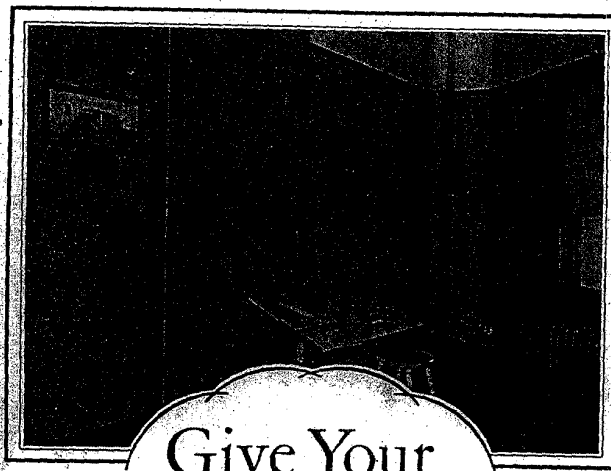


This advertisement appears in *BUILDINGS AND BUILDING MANAGEMENT*, May 23, 1927

DISTINCTIVE DUTCH BOY INTERIORS No. 5



DRAUGHTING room of the Watson Engineering Company, 140 Cedar Street, New York. The walls are treated with the Crumpled Roll finish, in a soft yellow-green. Over a light buff ground coat, a top coat of green was applied—and rolled with a crumpled paper while the paint was still wet, to produce the feathery design. This treatment gives the room a restful glow of color—desirable in any business office.

Write for our booklet, "Decorative Possibilities of Paint," which describes and illustrates the Crumpled Roll effect as well as other distinctive wall finishes obtainable with paint. This booklet contains many practical suggestions. Address our nearest branch.

The paint used in the room at the left was made of Dutch Boy white-lead and Dutch Boy flaking oil. This paint is durable, economical. And it produces a handsome flat finish which repeated soap-and-water washings will not mar. You will find that it pays to use this paint on all your interiors.

Give Your Office Walls New Interest! with figured paint finishes

... economical, easy to apply. These finishes make office walls more decorative—often more efficient, too.

OFFICE walls are gaining more and more in decorative interest. They are now being treated artistically, both in one-color effects and in two-tone finishes such as the Crumpled Roll (shown above) and the Sponge Mottle.

In any office, pleasing and distinctive treatments can be worked out by using these figured finishes. They make offices more cheerful—more pleasant places in which to work.

At the same time these finishes meet the requirements of economy and efficiency. They are easily and inexpensively produced—with paint. And they may be varied in endless ways—to suit the originality of tenant, owner or manager.

A typical endorsement

The idea of figured finishes on office walls is receiving strong endorsement. For example, the Watson Engineering Com-

pany, architects and engineers, have used the figured finishes with marked success—both in their own offices and in those of their clients.

Mr. S. H. Chadwick of the Watson Engineering Company, New York City, writes as follows:

"The figured paint finishes are not only pleasing in effect but very successful from the standpoint of efficient lighting, this being particularly true with the walls and ceiling of the draughting room, where the buff undertone gives excellent reflection and the figured green second coat gives a restful effect for the eyes.

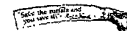
"In the office building of the Darling Valve and Manufacturing Co., of Williamsport, Pa., with the excellent assistance of your Department of Decoration, we have used similar decorative schemes with very wonderful results, not only from the standpoint of effectiveness but from an economical standpoint as well.

"Dutch Boy materials were used, and, in selecting them, we believe that results were obtained that otherwise would not have been the case."

Free decorative service

Our Department of Decoration stands ready to give you the same assistance it gave to Mr. Chadwick—free of charge. Our color specialists will be glad to help you with any decorative problem—in any type of building. They supply appropriate color schemes, color samples, painting specifications and mixing formulas—complete in every detail.

Write them in care of our nearest branch. Discuss any decorating problem you may have. Inquire about these new figured finishes. Your letter will receive prompt attention.



NATIONAL LEAD COMPANY
New York, 111 Broadway • Boston, 800 Albany St. •
Buffalo, 116 Oak Street • Chicago, 500 West 18th
Street • Cincinnati, 655 Freeman Avenue • Cleveland,
825 West Superior Avenue • St. Louis, 721 Chestnut
Street • San Francisco, 415 California Street •
Pittsburgh, National Lead & Oil Co. of Penna., 316
Fourth Avenue • Philadelphia, John T. Lewis & Bros.
Co., 437 Chestnut Street.

DUTCH BOY WHITE-LEAD

0000-NLI-000017620