

HOTEL WALL EFFECTS THAT ARE DISTINCTIVE

Let our Color Specialists plan your decoration

They prepare complete color schemes and specifications . . . free of charge. Read how Hotel Pennsylvania, Philadelphia, used this service * * * * *

RECENTLY the private rooms of the Hotel Pennsylvania, Philadelphia, were redecorated. Bedrooms, living rooms, kitchenettes, corridors—a variety of decorating problems had to be met.

Our Department of Decoration supplied the paint specifications—complete in every detail. Every color scheme was worked out—every formula and color sample was provided.

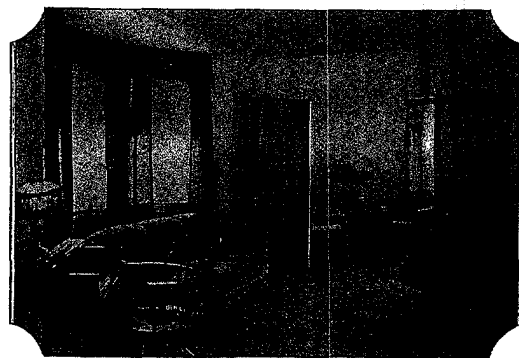
"Immensely pleased with the result"

When the job was finished, the manager of the Hotel Pennsylvania wrote us as follows: "I am immensely pleased with the result . . . The color effects are splendid, and we have found no changes to be made except in the darkest color, which we have lightened just a trifle. The results are beyond what I had hoped to obtain."

Our color specialists prepared the recommendations with painstaking care. All factors were considered.

The various exposures, the dimensions of the rooms and their uses, the amount of natural light received, the furnishings—all these elements affect the decorating scheme, and each one was taken into account.

And, just as important, the complete recommendations were easily put into effect. The specifications and color



All the bedroom suites in the Hotel Pennsylvania, Philadelphia, were decorated with Dutch Boy white-lead and Dutch Boy flatting oil—a paint that can be tinted to any desired color. This unlimited color range makes Dutch Boy lead paint extremely adaptable to interior decorating work of any kind. And it produces a handsome flat finish that repeated soap-and-water washings will not mar.

samples were simply handed to the painters and the work started.

You, too, can use this service

No matter what type of decorating job you may have in mind, this service is at your disposal. Color specialists in our Department of Decoration will be pleased to work with you in solving your decorating problems.

They will prepare complete color schemes suited to your particular needs. They will suggest wall treatments and drapery colors, and supply paint specifications and mixing formulas which you can turn over to your painter.

The coupon below brings you our booklet, "Decorative Possibilities of Paint," which contains many helpful suggestions. Mail the coupon to our nearest branch.



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., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 815 West Superior Ave.
San Francisco, 483 California St.

This advertisement appears in HOTEL MANAGEMENT for July, 1927

National Lead Company H M 6

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

Name _____
Hotel _____
City _____ State _____

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