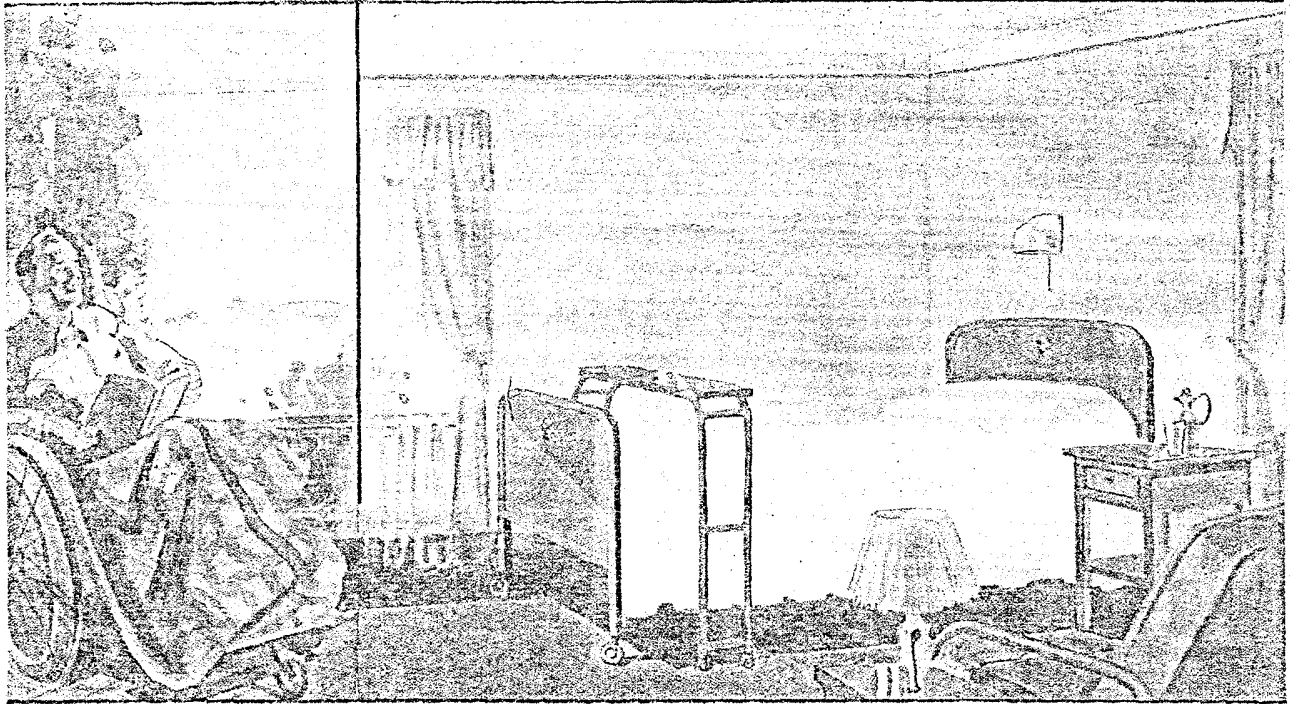


spital / Progress

National / Lead

1932

Sunshine stimulates...



GET SUNNY EFFECTS WITH COLOR

● Patients who show a tendency toward depression or morbidity during convalescence are frequently stimulated by the harmony and beauty found in the colors of nature.

The yellow sunlight...the cheering color combinations in flowers, in woodland scenes...when properly combined in hospital rooms, may play an important role in hastening recovery. Warm reds and yellows are recommended for patients of certain temperaments. Restful greens are frequently beneficial to nervous individuals.

Our Department of Color Research and Decoration has conducted exhaustive studies on the uses of color in hospitals and is equipped to apply this knowledge to the individual requirements of your hospital.

Superintendents and other hospital officials, as well as architects, are invited to consult this department regarding decorative problems. This service is offered without cost or obligation.

Address Department of Color Research and Decoration in care of our nearest branch.

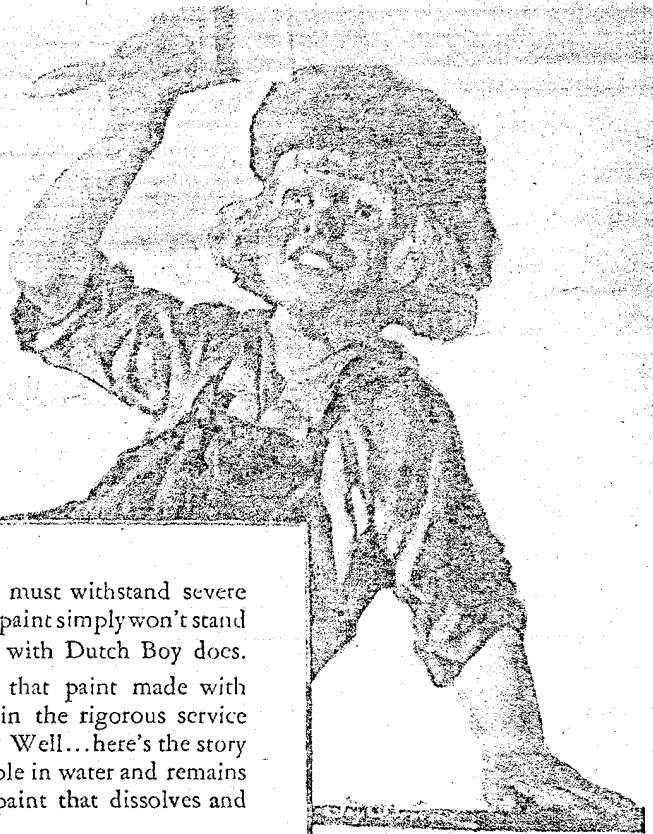
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New York, 111 Broadway — Buffalo, 116 Oak Street — Chicago, 900 West 18th Street — Cincinnati, 659 Freeman Avenue — Cleveland, 820 West Superior Avenue — St. Louis, 722 Chestnut Street — San Francisco, 2240 24th Street — Boston, National Boston Lead Co., 800 Albany Street — Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue — Philadelphia, John T. Lewis & Bros. Co., Widener Building.



Keep maintenance costs down with Dutch Boy...

USE IT EVERYWHERE!



If there's one place where paint must withstand severe service, it's in the hospital. Some paint simply won't stand repeated washing. But paint made with Dutch Boy does.

What's the answer? Why is it that paint made with Dutch Boy stands up so well even in the rigorous service to which it is exposed in hospitals? Well...here's the story in a nut-shell. White-lead is insoluble in water and remains so. There's nothing in white-lead paint that dissolves and washes off.

But that's not the whole story of Dutch Boy's superiority in hospital service. Wherever used...as a paint for wood, plaster, wall board, masonry or metal...in flat or eggshell finishes for interiors...gloss paint for outside uses...undercoatings for enamels...plastic paint...Dutch Boy effects worthwhile economies. It helps keep maintenance costs down because it lasts longer.

Furthermore, the beauty of the finishes Dutch Boy produces is an extra...a bonus. It helps you give your hospital that well-groomed, spick and span look of comfort and efficiency. With Dutch Boy White-Lead, flattening oil and a few tinting materials, it's a simple matter to obtain the exact color and finish for any room you want to paint.

For helpful information on economical hospital painting, address Department of Color Research and Decoration at our nearest branch. For addresses, see reverse side.

Save the surface and you save all.

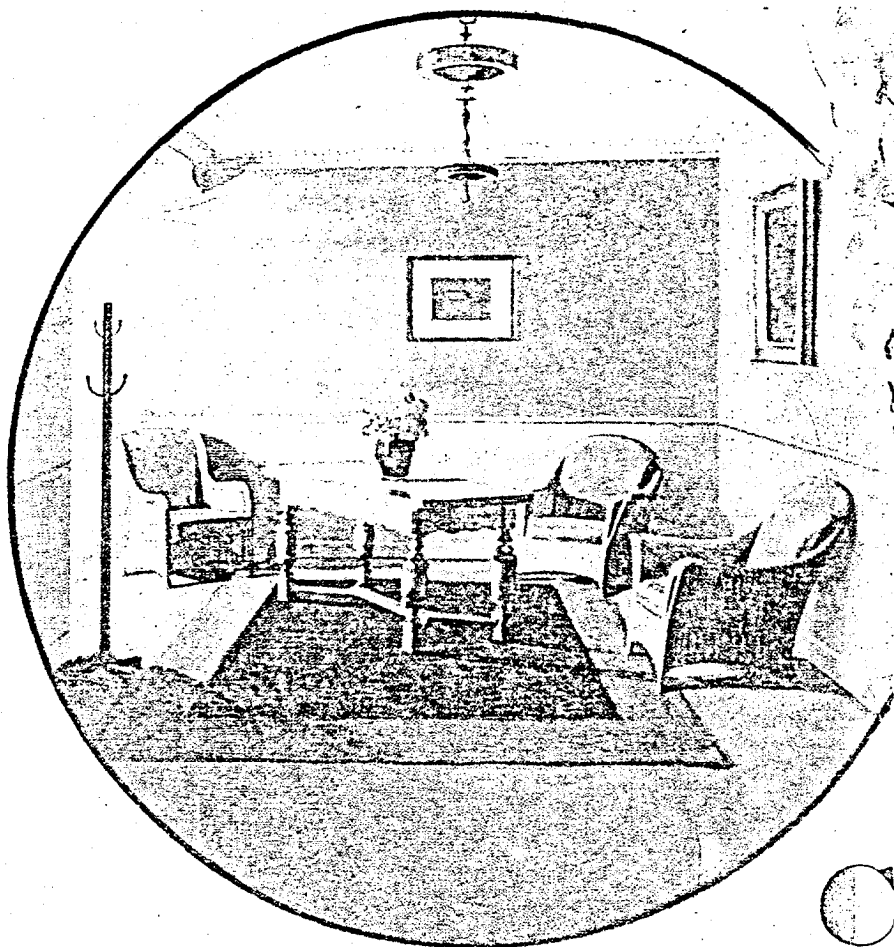


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Special Decorative Service for Hospitals

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COLOR can
make reception rooms bright and fresh as a
June morning...

© This hospital reception room has been made cheerful and inviting through the effective use of colors that are reminiscent of a spring morning. With the help of these pleasing tints, this room is sure to make a favorable impression on visitors.

However, reception rooms represent only one of a hospital's decorative problems. It must be remembered that every room or department in a hospital requires individual color treatment. Combinations of certain greens have been found effective in producing a beneficial effect on convalescents. Reds and yellows may sometimes be used in the rooms for other types of patients.

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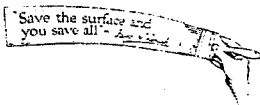
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"CHEAP" PAINT is never kind to the hospital budget...



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On the other hand, Dutch Boy helps keep costs down because it lasts longer. Paint made with Dutch Boy wears... and wears... and wears. You can wash this paint over and over again and it will still retain its serviceability.

You can use Dutch Boy everywhere... for paint for wood, plaster, wall board, masonry or metal... for flat or eggshell finishes on interiors... for outside gloss paint... for enamel under-

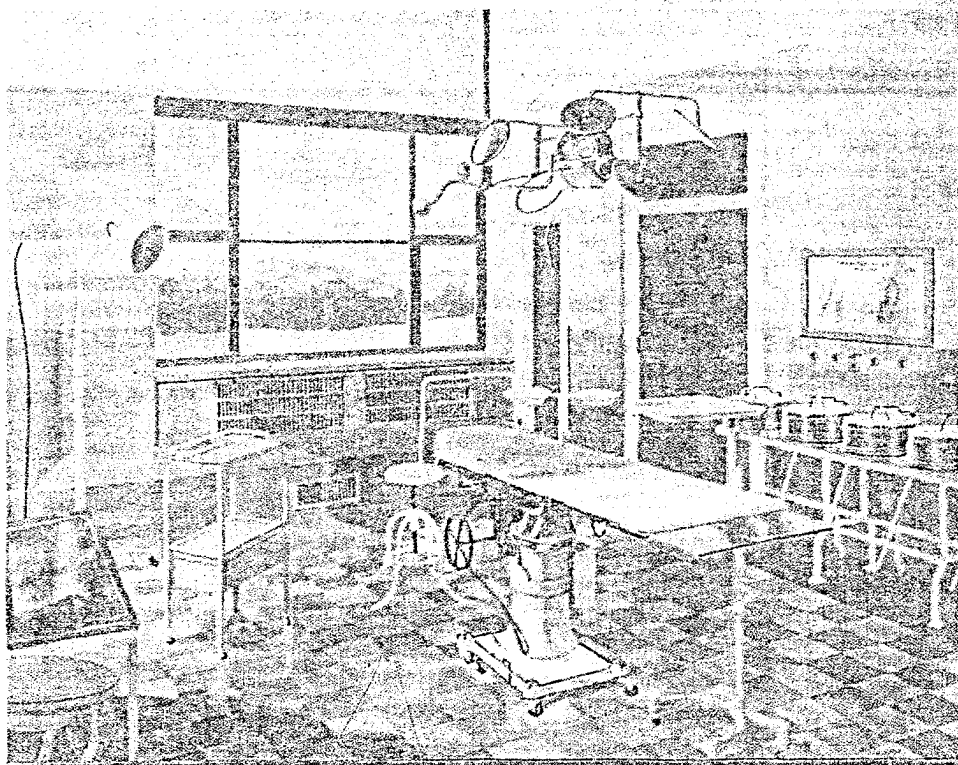
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See the surface and you see all

*For any kind of surface
...in any part
of the hospital*



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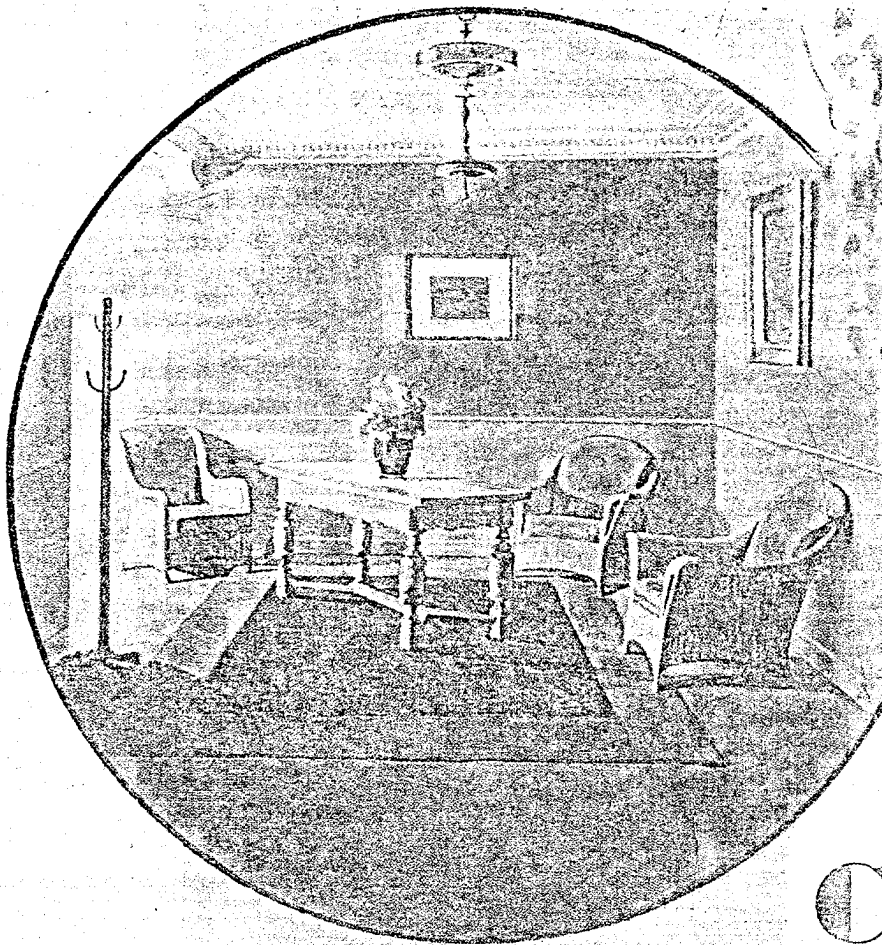


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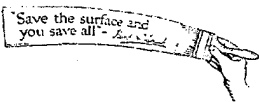
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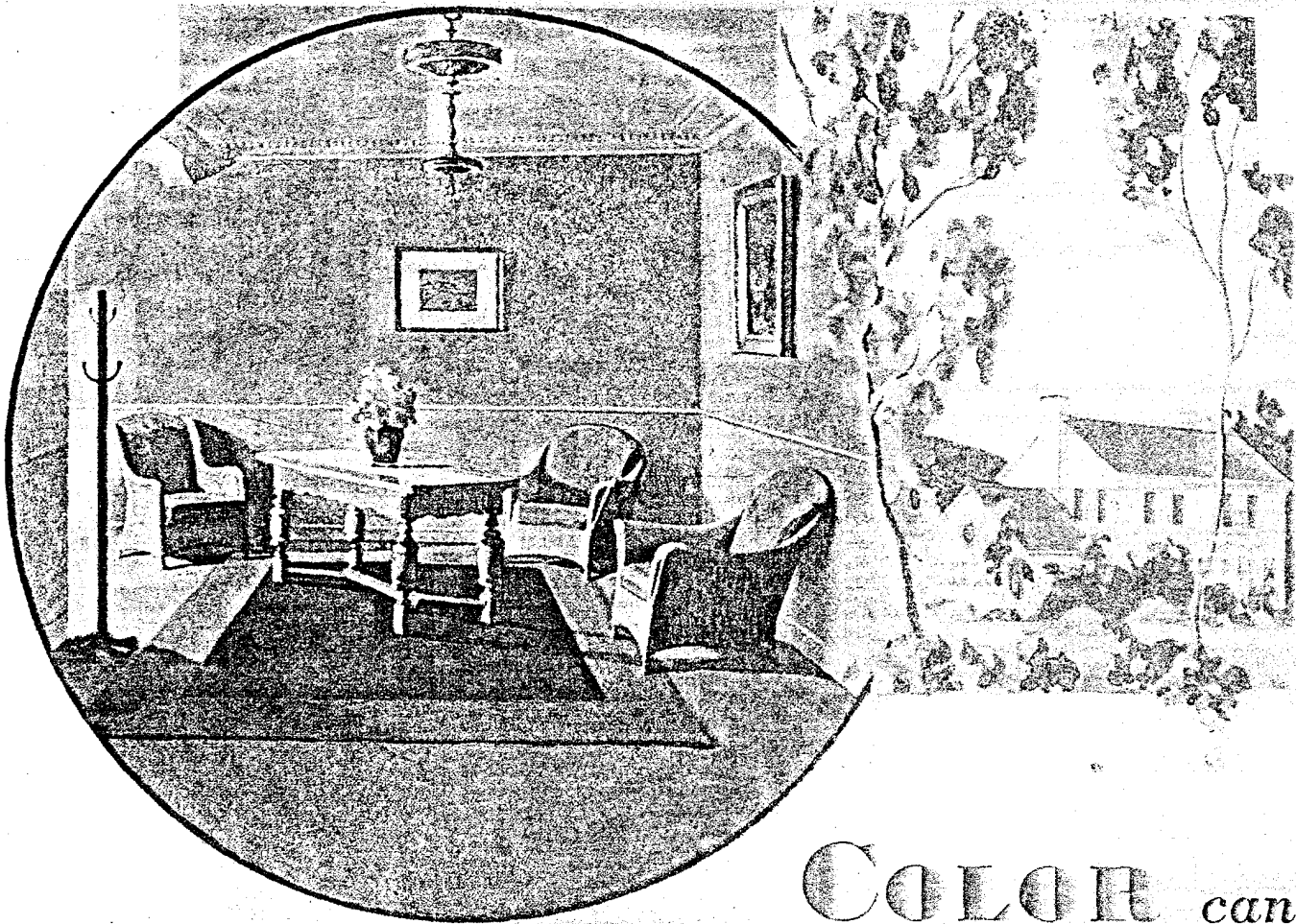
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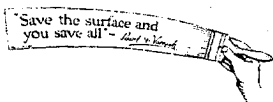
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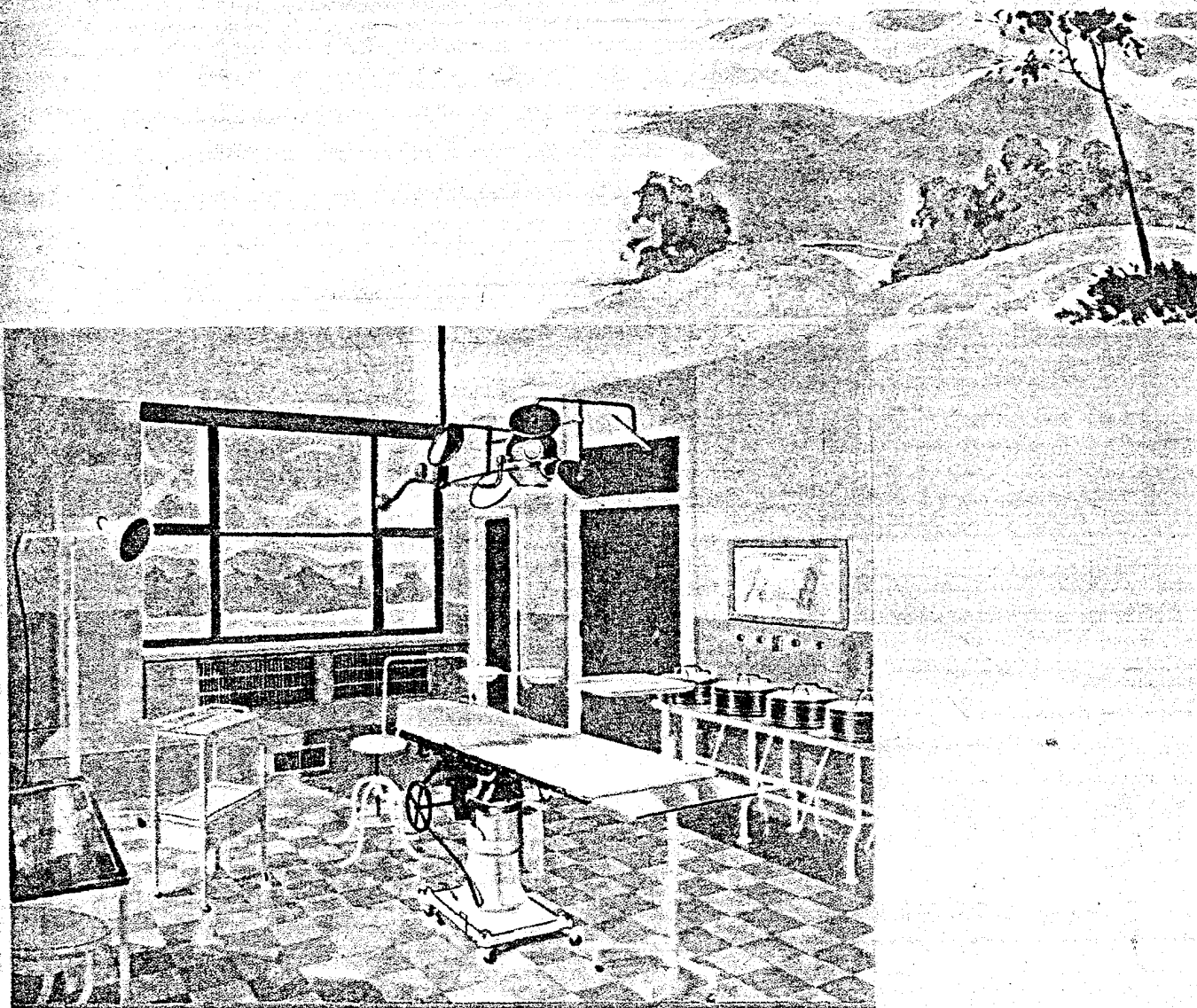
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you will save the wall.

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