

Hospital Progress

National Lead

1931

DUTCH BOY FAVORS THE BUDGET



INTERIOR PAINT made with Dutch Boy White Lead and flattening oil is universally recognized for its beauty and long life. And, because of its durability and washability, it effects worthwhile economies . . . favors the budget.

The pigment in this paint—white lead—is insoluble in water and remains so. Therefore a Dutch Boy White Lead and flattening oil finish stands up under the frequent washings to which hospital walls are subjected. The natural result is lower maintenance cost.

Dutch Boy White Lead is extremely adaptable . . . a paint material of many uses. Flat or eggshell finishes for interiors . . . gloss paint

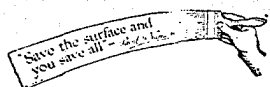
for exteriors . . . undercoatings for enamel . . . any one of a thousand different tints . . . paint for wood, plaster, wall board, masonry or metal . . . blended or mottled effects . . . plastic paint that gives the new low-relief textures—any of these you can get with Dutch Boy White Lead. It is the all-purpose, all-round paint material.

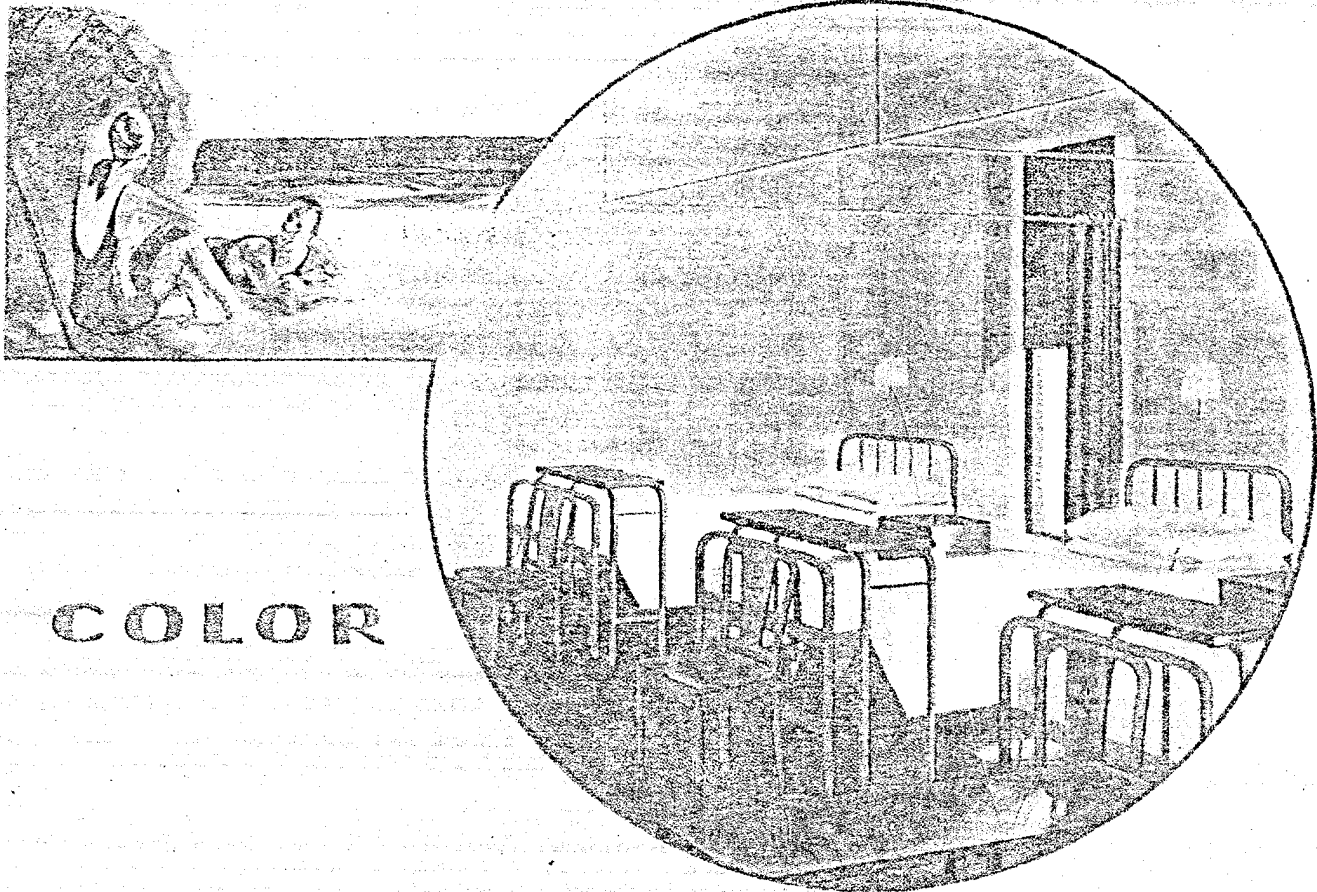
You'll find it good business economy to keep an adequate supply of Dutch Boy White Lead always on hand. It will permit you to have a mixed-to-order paint for every purpose.

For additional information, and color advice, write to our Department of Color Research and Decoration in care of our nearest branch.

NATIONAL LEAD COMPANY

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COLOR

STIMULATING AS A SUMMER SCENE

BRIGHT, colorful rooms for patients whose spirits are low. Or walls that breathe rest and quiet when nerves are frayed. Thus color is playing a helpful part in the hospitals of today.

Investigations show that properly colored surroundings have a beneficial mental effect on the sick. The proper yellows are found to stimulate the depressed. While certain grays and greens are often best for highly nervous patients.

There are many colors—and combinations of them—suitable for modern hospital decoration. But it should be remembered that every hospital room is a color problem by itself. Color treatment should be based upon the par-

ticular conditions existing in the individual case—the size of the room, illumination, exposure, and the use to which the room is put.

Our Department of Color Research and Decoration has made an exhaustive study of the color schemes required to meet hospital decorative problems. The specialists in this Department will gladly cooperate with hospital boards, superintendents and architects in selecting desirable color treatments for any hospital room, or for the entire building. This service is given without cost or obligation. Simply write this Department in care of our nearest branch.

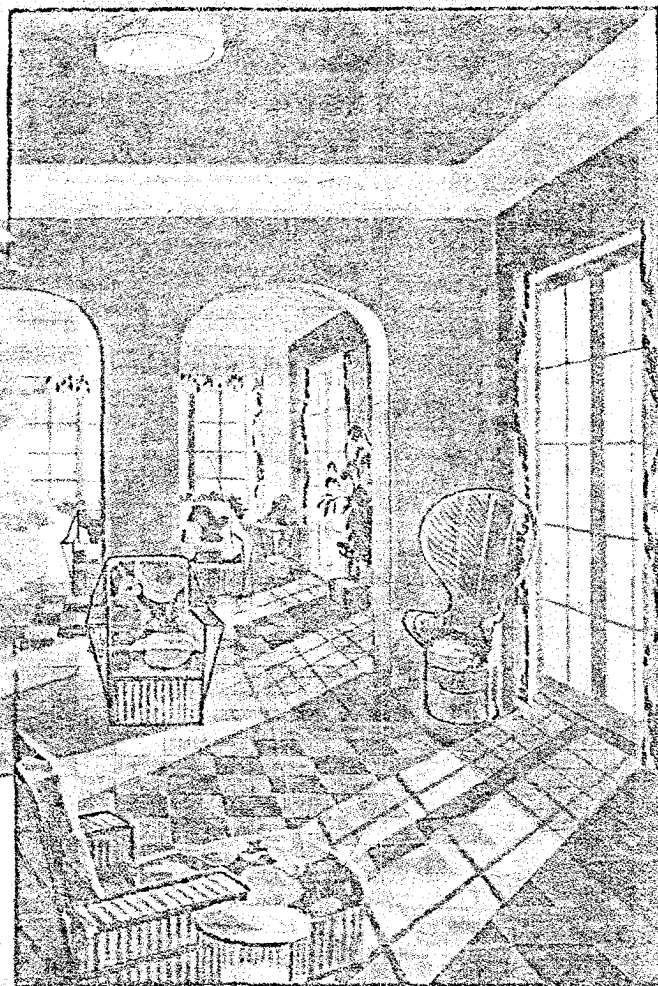


color counsel

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Green

... restful as a wooded glen ...

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INTO the sick room like a breath of the great outdoors... so comes color into the hospitals of today.

Hospital authorities appreciate the beneficial effects of color on the mind and emotions of the sick.

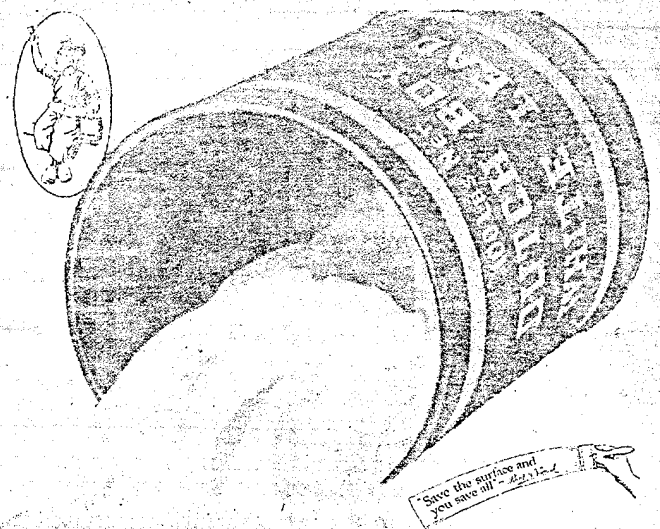
Color influences everyone. Some colors soothe, some depress, some inspire. And especially do they influence sick folks when morale is low.

That is why, in modern hospitals, color is replacing the cheerless white walls of the past.

Certain greens, for example, are restful and ideal for use in special rooms for highly nervous patients. So, too, with other colors... red for warmth, gray for quiet, etc.

Every hospital room, however, is a color problem by itself. Size, illumination, exposure and purpose must be considered. Our Department of Color Research and Decoration has made a thorough study of hospital decoration and will gladly help you select the appropriate color scheme for any room in your hospital, or for the entire building. This service is given without cost to hospital executives and architects.

With
DUTCH BOY
 White Lead and
 Flatting Oil



your painter can obtain every tint that hospital decoration requires

HERE is a paint that gives you color scope sufficient to completely redecorate your hospital in the modern, colorful way.

It gives a beautiful flat finish free from joints and brush marks...It gives a finish that is perfectly washable throughout its long life of service...It can easily be tinted to the exact color you wish.

Paint made of Dutch Boy white lead and flatting oil is particularly adaptable because it is mixed to order for every job. White lead can be used for painting every type of surface—wood, plaster, wall board, fabric, masonry or metal. It can be used to obtain flat or egg-shell finishes...un-

der coatings for enamels... various mottled and figured effects...and to produce the plastic paint that gives the popular new low-relief textures.

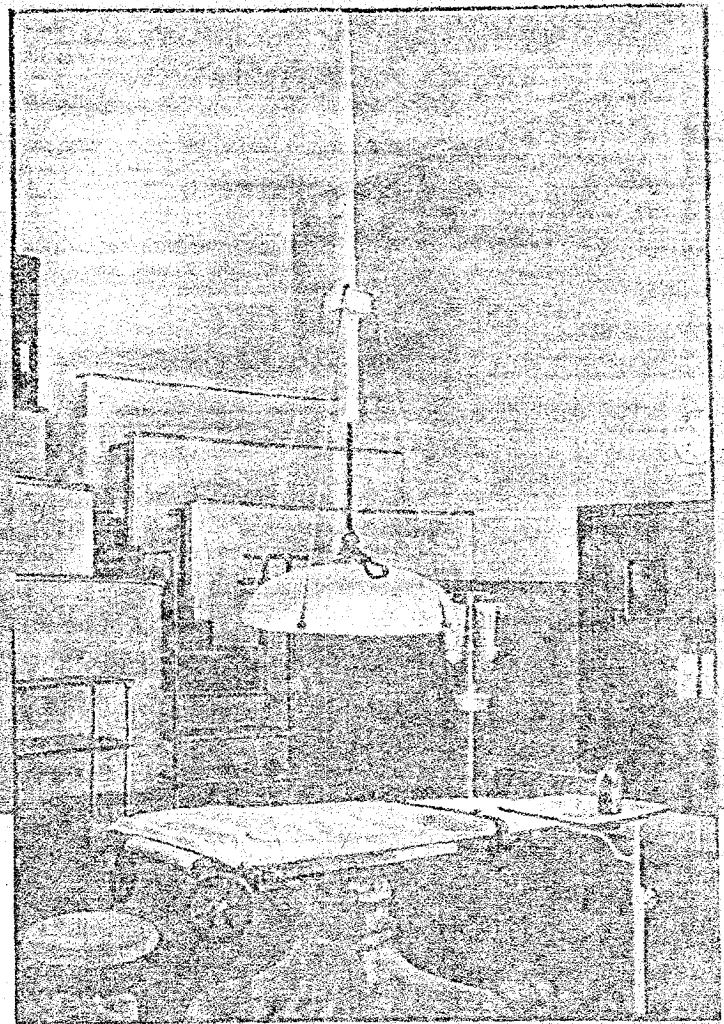
The pigment in this paint—white lead—remains insoluble in water . . . undergoes no chemical change under ordinary conditions indoors. Therefore it does not wash off, nor leave streaks on walls and woodwork. Repaintings are necessary only at unusually long intervals. Thus maintenance costs are low.

Why not let our Department of Color Research and Decoration assist you with your painting problems and also help you select the colors suitable for your hospital. There is no charge for this service. Just write this Department, in care of our nearest branch.



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NATIONAL LEAD COMPANY



Quieting

color can be peaceful as a hillside at dawn

WHERE the surgeon's hands must move with unerring accuracy—when life or death may hinge upon his ability to concentrate—there must be no distraction . . . even the color in the room must be quiet and peaceful.

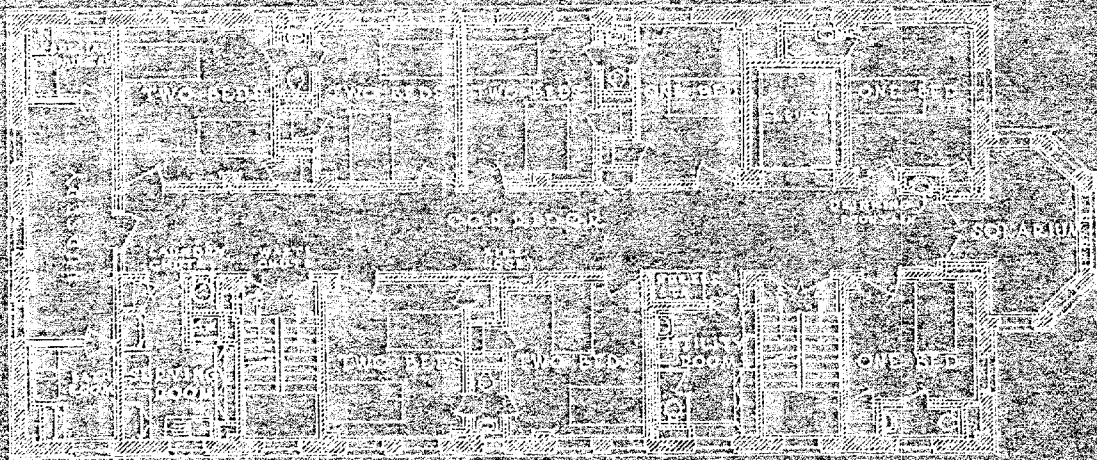
Operating rooms represent one type of hospital color problem. Anesthesia rooms, another. Convalescent rooms, still another. And so on throughout the hospital. Each room . . . each department is a color problem by itself, requiring the best advice and counsel that study and experience can provide.

Since the question of the proper color for different rooms is such an important consideration in modern hospital operation, the National Lead Company maintains a Department of Color Research and Decoration to assist hospital executives and architects in the selection of appropriate color schemes.

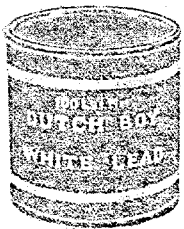
Our Department of Color Research and Decoration has made a thorough study of hospital color treatments and will gladly help you select the appropriate color scheme for any room in your hospital, or for the entire building. In every case, its advice is based upon careful consideration of the size, illumination, exposure and purposes of the individual room. Therefore, you will find it worth your while to get in touch with the Department of Color Research and Decoration. If your inquiries to this Department in line of our nearest branch.



Our Department of Color Research and Decoration makes it easy for you to handle your hospital color problem with a minimum of inconvenience and delay. Its services are available to any hospital executive without cost or obligation.



...deserves a Dutch Boy quality painting job



PAINT made with Dutch Boy answers every hospital decorating need. Its established high quality recommends its use whenever beauty and permanence must be combined in hospital decoration.

Moreover, the use of Dutch Boy makes for standardization and its resulting economies. With Dutch Boy White Lead, flatting oil and a few tinting materials, it becomes a simple matter to obtain the exact color and finish for a room to be decorated or repainted.

You may also have discovered that Dutch Boy is extremely adaptable . . . that it can be used for painting every type of surface—wood, plaster, wall-board, fabric, masonry, or metal. It can likewise be used to obtain many different finishes . . . flat and eggshell . . . undercoatings for enamels . . . mottled or figured effects . . . and many others.

Equally important as any of the above advantages is the washability of paint made with Dutch Boy. It can be washed repeatedly without injury to the surface.

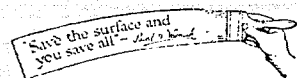
In view of all these points of superiority, it is only natural that Dutch Boy should have an enviable reputation for high quality among leading hospitals.

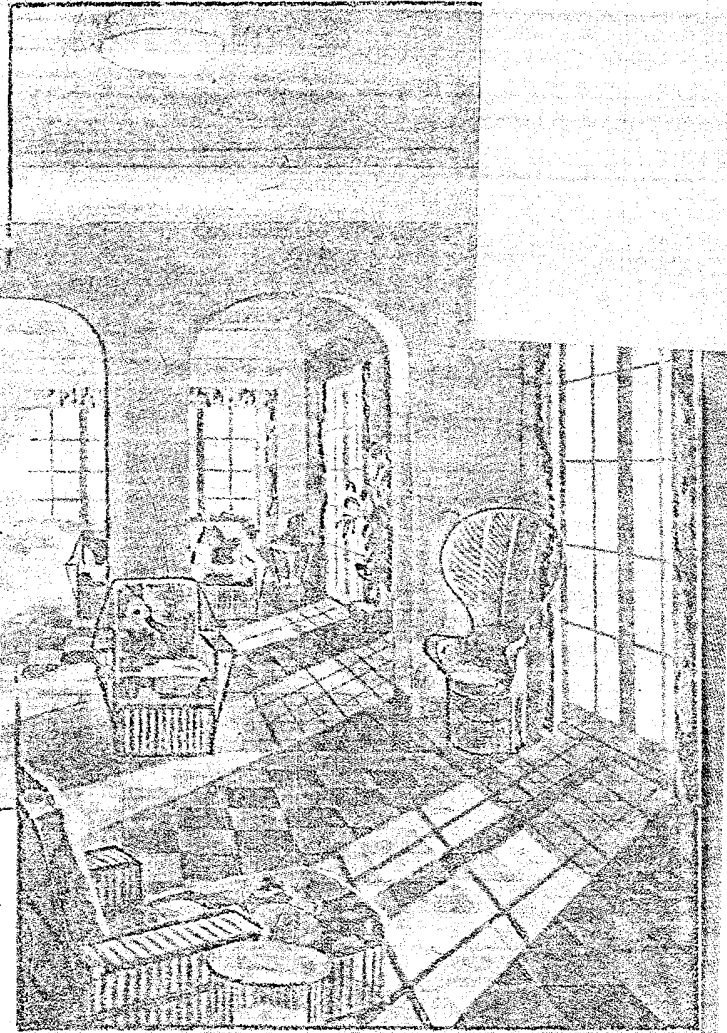


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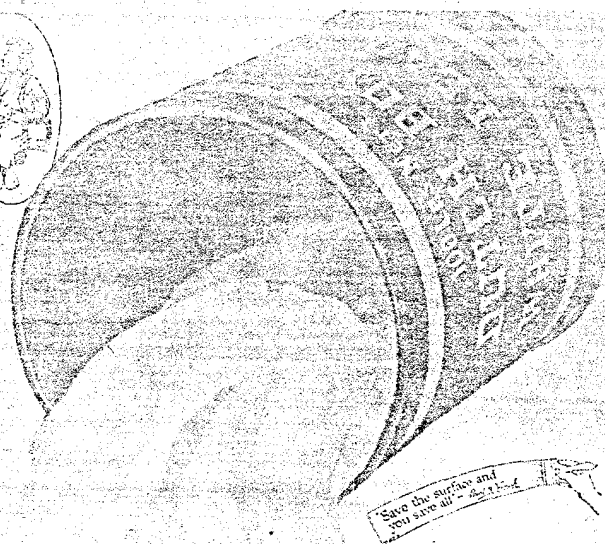
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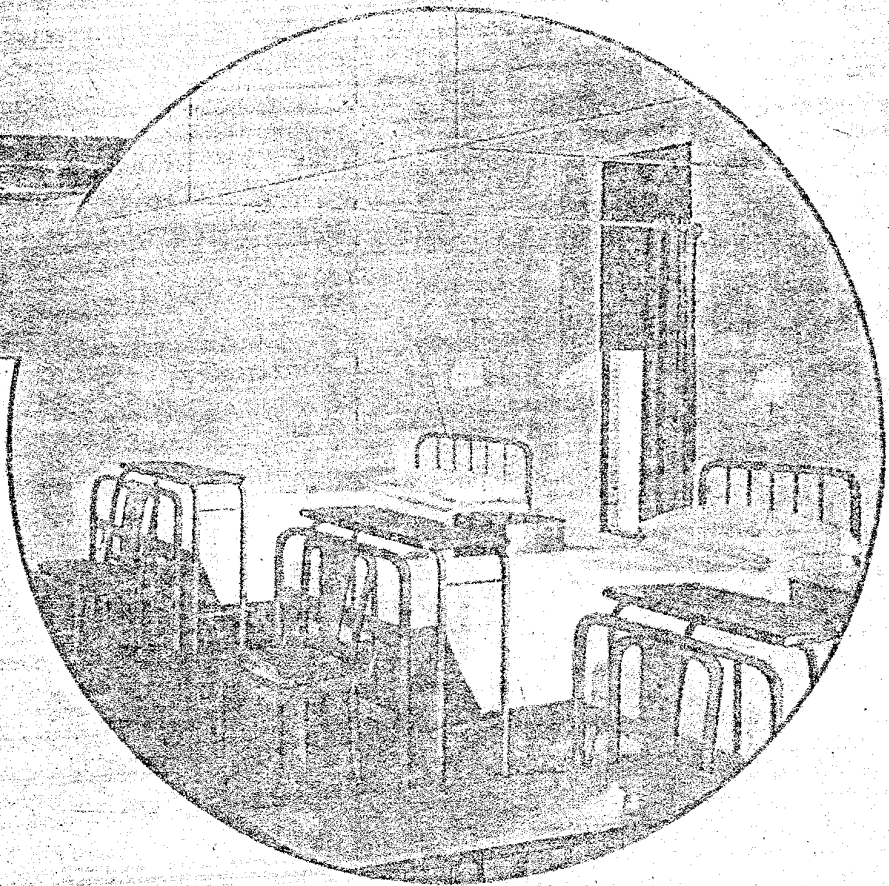
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