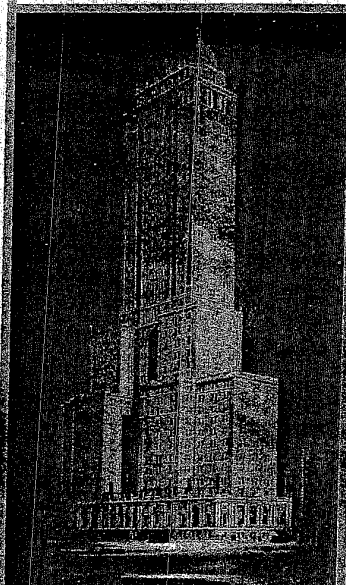


Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

HOTEL PIERRE NEW YORK



THE Main Ballroom is a typical example of the good taste used in decorating the Hotel Pierre. It is characterized by columns and pilasters of Breche Violet and a painted ceiling in the manner of Angelica Kaufman and Zuchi. The walls are treated in cream and gold, mirrors around the room being an integral part of the decorative scheme. The architects were Schultze and Weaver of New York; the painting contractors, Browning Painting Co.



Dutch Boy White Lead is sold in 12 1/2, 25, 50 lb. pails, 100 lb. kegs and comes in heavy paste as well as soft paste form.



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and **DUTCH BOY** produce
the utmost in decorative
BEAUTY

CENTRAL point for the social activities of New York's smartest set, the Hotel Pierre is distinguished by simple, home-like surroundings created by decoration and furnishings in keeping with the finest American traditions.

As in all buildings of a semi-public character, maintenance costs were a consideration in the decoration of the Hotel Pierre. Dutch Boy White Lead, with its decorative and expense-saving possibilities, was therefore selected.

Paint made with Dutch Boy White Lead gives the interior of the Hotel Pierre the rich, artistic finish its designers desired. Furthermore, this paint provides maximum durability and washability.... assurance that future upkeep costs will be held down to the minimum.

Architects, hotel and building operators specify Dutch Boy because it offers adaptability in addition to its other desirable properties. White-lead is used for making every type of paint.... paint for wood, plaster, wall-board or metal.... undercoatings for enamel.... flat and eggshell interior finishes.... gloss paint for exterior use.

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Building & Building Management—April 20—Oct. 19
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