

W. H. COCHRANE.

ADVERTISING DEPT.,

The following advertisement appears in the January 3, 1927, issue of

BUILDINGS AND BUILDING MANAGEMENT

BUILDING.

DISTINCTIVE DUTCH BOY INTERIORS

First of a series of advertisements featuring interiors decorated with Dutch Boy white-lead and Dutch Boy flaking oil.

"I Consider
Your Service
Very Helpful"

writes Manager Hyland of the
Hotel Wellington, New York

RECENTLY the owners of the Hotel Wellington decided to redecorate their hotel. They were anxious to create a modern, distinctive appearance in their public rooms. In their bedroom suites they wanted the quiet, homelike air so necessary to a successful apartment hotel.

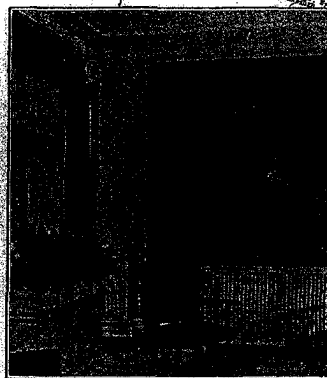
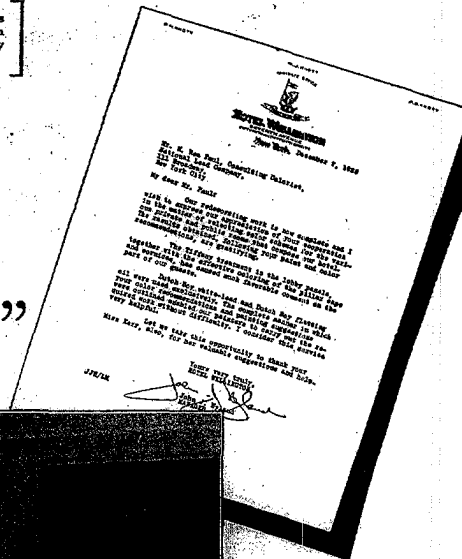
Color specialists from National Lead Company's Department of Decoration were assigned to this decorating problem. They studied the rooms, the lighting, the furniture. Every detail was taken into consideration. Then they prepared their recommendations. They specified distinctive wall effects, color combinations, draperies.

The suggestions of these specialists were carried out to the letter. The result is a beautifully decorated hotel, modern, distinctive, luxurious. And all at an extremely moderate cost.

This decorating service Free

The services of this Department of Decoration are yours for the asking. The same care, the same expert attention given the Hotel Wellington, is free to every hotel manager, building manager, contractor, architect. Your description, blue prints, specifications will be carefully studied, and detailed recommendations for wall finishes and color treatments will be forwarded to you.

NATIONAL LEAD COMPANY
New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 609 Freeman Ave.
St. Louis, 722 Chestnut St.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 131 State St.
Chicago, 900 West 18th St.
Cleveland, 820 West Superior Ave.
San Francisco, 485 California St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
DUTCH BOY WHITE-LEAD



A corner of the lobby. The wall is finished in a rich reddish brown. Tinted effect relieved with blue. The pilaster is antique ivory. The cornices are bright colored to further lighten this room. The deep blue draperies harmonize perfectly with the mahogany furniture and with the walls.

Unusual wall effects

Distinctive wall finishes and color effects can be secured easily, inexpensively

with Dutch Boy white-lead and flaking oil. New beauty can be brought to old walls, new life to old interiors with plain or any one of several distinctive figured finishes. Dutch Boy paint has an unlimited color range. It gives a beautiful, durable, easy-to-wash surface.

Our booklet, "Decorative Possibilities of Paint," describes numerous interesting wall treatments. It shows these treatments in full color, and gives detailed instructions for producing them. A copy of this booklet will be sent on request. Scores of building managers have decorated new buildings

and redecorated old ones with the help of our Department of Decoration. This same service is yours for the asking. Write in care of our nearest branch

