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DISTINCTIVE DUTCH BOY INTERIORS

Let our Color Specialists plan your decoration

[Second of a series of advertisements
describing interiors decorated with
Dutch Boy white-lead and Dutch
Boy flatting oil.]

*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.

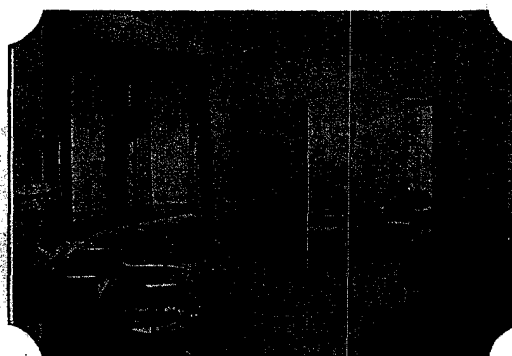
"Immensely pleased with the result"

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.

Their assistance is yours for the asking. Simply address the Department of Decoration in care of our nearest branch. Submit any decorating problem you may have in mind.



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, 300 West 18th St.
Cleveland, 820 West Superior Ave.
San Francisco, 485 California St.
St. Paul, 316 Fourth Ave.