

Pital Progress

National Lead

1931

Spring greens

...refreshing
as a June morning

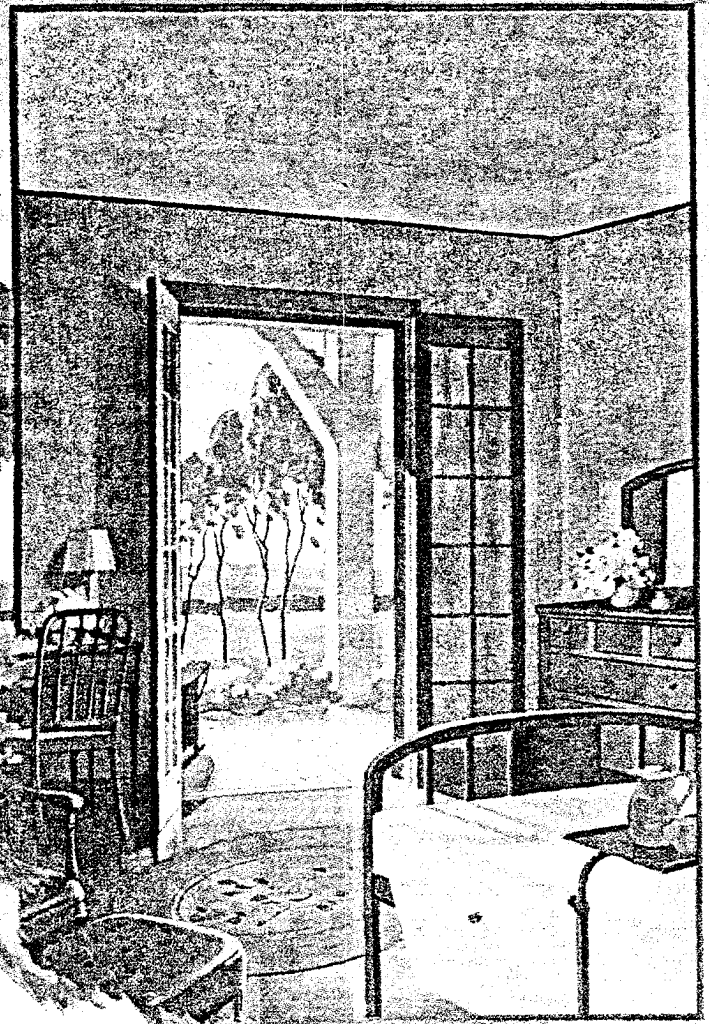
The tonic effect of nature's beauty has caused hospital executives to give careful study to the effects of color on various types of patients.

Stimulating, refreshing tones of green have one function . . . certain shades of yellow or red, another. There is a place for even dull green-grays and taupes in the well-equipped hospital.

Where should a certain green be used? Where is orange appropriate? How should a hospital use a warm brown? These are natural questions . . . questions that can be best answered by color authorities who have studied the place of color in the modern hospital.

Some years ago, the National Lead Company created the Department of Color Research and Decoration to make an extensive study of color, including its use in hospitals and its effects on different types of patients. The information gathered by this Department—tested by actual experience—is available to those interested in the color problems of medical institutions.

The services of this Department are given without charge. You are invited to write the Department of Color Research and Decoration for help in connection with your painting problems.



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HERE'S
THE WAY...



hospitals get washable walls with paint

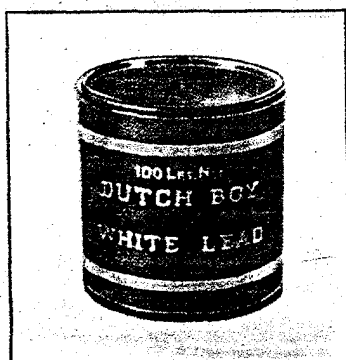
THIS matter of washable walls is not merely a case of applying any paint. Paint that will stand up under repeated washings must be made of a pigment that remains insoluble in water.

Modern hospitals get washable walls by specifying paint made with Dutch Boy White-Lead and flatting oil. This pigment—white-lead—is *not* soluble in water and does not become so. It makes paint that will stand up under repeated cleaning with soap and water. And Dutch Boy has many other advantages that "budget-minded" hospital executives appreciate.

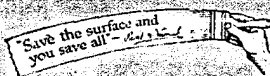
In the first place, paint made with Dutch Boy White-Lead and flatting oil can be readily tinted to any desired color, making it easy for hospitals to secure the exact color treatment wanted.

Moreover, Dutch Boy is extremely adaptable. It can be used for painting every type of surface—wood, plaster, wall-board, fabric, masonry, or metal. Likewise, it can be used to obtain many different finishes . . . flat and eggshell . . . undercoatings for enamels . . . mottled or figured effects . . . low-relief textures and many others.

With all these points to recommend Dutch Boy, it's no wonder that modern hospitals, with their eye on the economies of standardization, keep an adequate supply of Dutch Boy White-Lead always available.

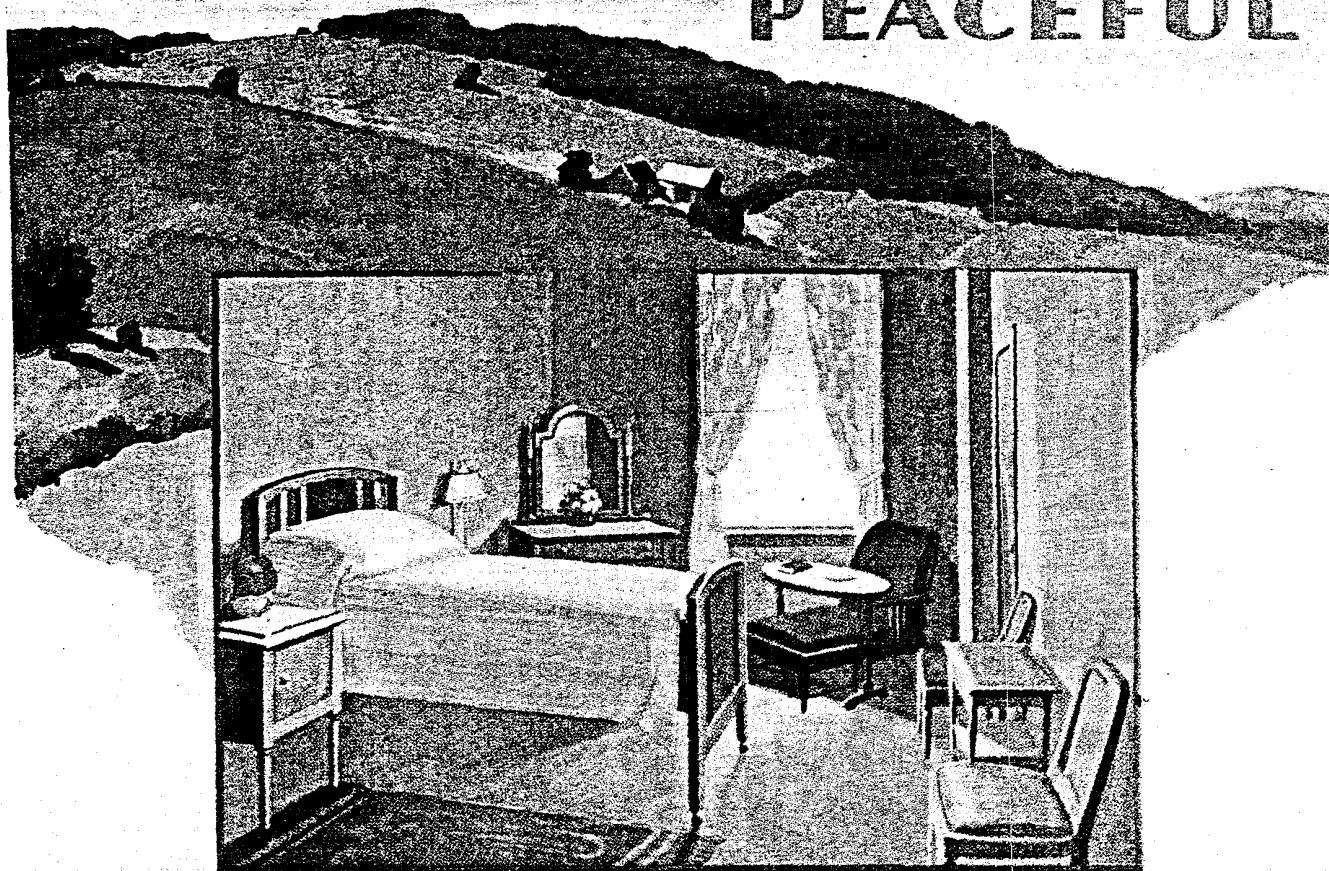


The well-known brand of Carter White-Lead is also made by the National Lead Company. In purchasing either Carter or Dutch Boy White-Lead, the buyer is assured of obtaining white-lead of the highest quality.



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PEACEFUL



Color can be tranquil as a summer horizon

Grass, so green... *Outside!* The same soothing green... *inside!* Hospitals have found that it pays to duplicate outside colors, inside, and thus speed patients' recovery.

Green—restful and quieting—may be the proper color for some rooms in a hospital. A different and brighter green may be required to meet other needs. Tans, yellows and even shades of red and orange, may be recommended for special purposes.

It is the business of our Department of Color Research and Decoration to study the painting problems of hospitals and recommend color treatments designed to meet particular requirements.



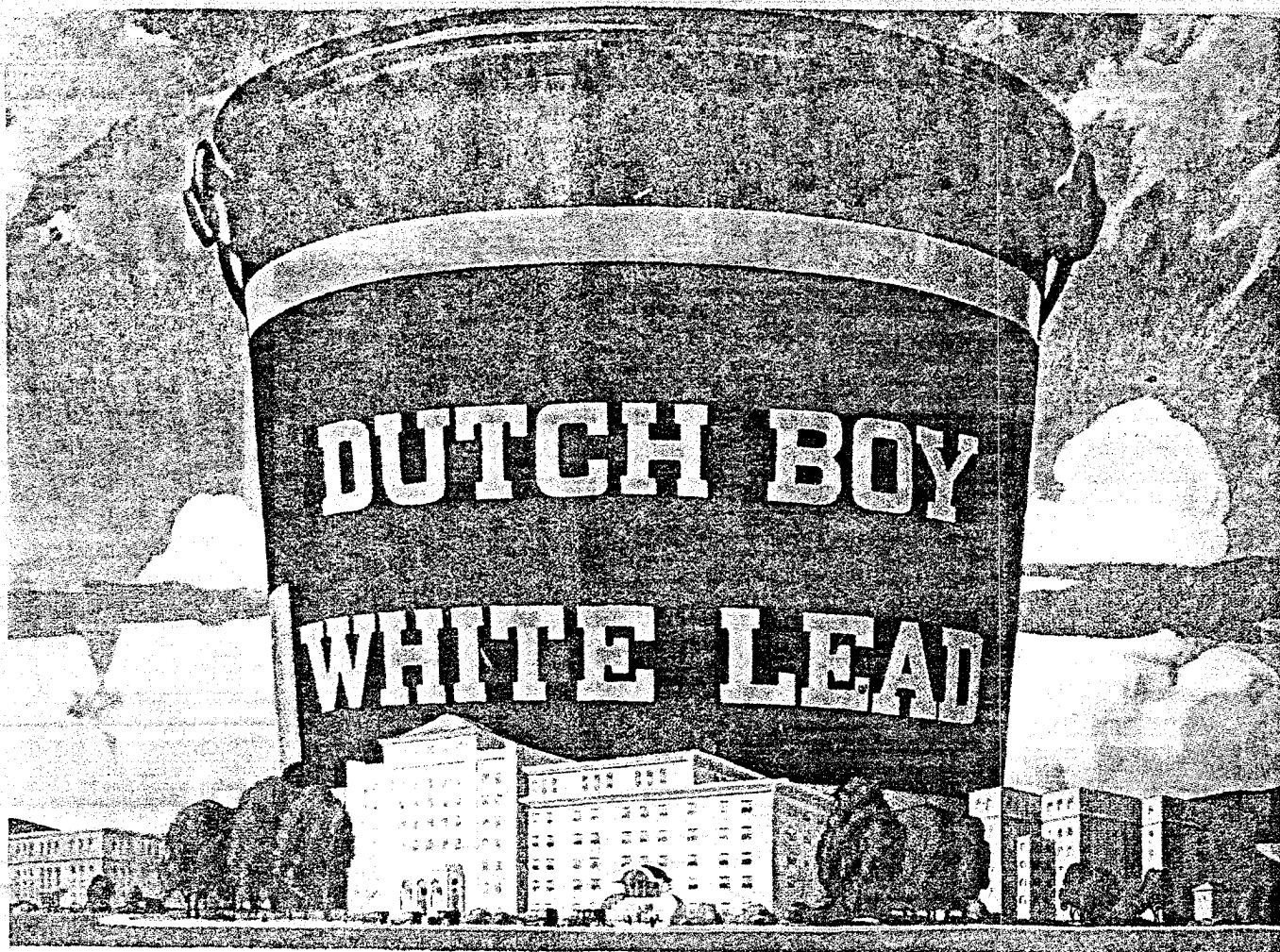
Our Department of Color Research and Decoration supplies, without cost, suggestions and help to hospital executives. Personal consultations can also be arranged.

The choice of color depends upon many different factors—size of room, exposure, furnishings, purpose, and type of lighting. Our Department of Color Research and Decoration will gladly study the conditions which must be met in *your* hospital... and then make recommendations based on its study and its experience with color problems in hundreds of different hospitals.

Why not drop a line to the Department today? Simply outline your problem and a prompt response will follow. Address the Department of Color Research and Decoration in care of our nearest branch office.

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MEETS HOSPITAL REQUIREMENTS FOR WASHABLE PAINT

Painted walls have proved so satisfactory from the standpoint of hospital sanitation and cleanliness that their adoption has become universal. But hospitals have also found that not all paints will meet hospital requirements. Walls must be washed repeatedly . . . they must have exactly the right color and give the proper degree of light-diffusion.

Hospital superintendents have standardized on Dutch Boy White-Lead because it meets every one of their requirements. Paint made with Dutch Boy can be washed time and time again, for the pigment, white-lead, is insoluble in water.

Paint made with Dutch Boy and flattening oil

gives walls a velvety, light-diffusing surface . . . a finish of highly desirable richness and depth of tone. It helps eliminate excessive high-lights and shadows.

Furthermore, Dutch Boy White-Lead is extremely adaptable. It can be used to obtain flat or eggshell finishes for interiors . . . gloss paint for exteriors . . . undercoatings for enamel . . . any one of a thousand different tints . . . paint for wood, plaster, wallboard, masonry or metal. Truly, Dutch Boy White-Lead is the all-purpose, all-around hospital paint material.

Standardize on Dutch Boy for paint that combines durability, washability and adaptability in the same product.



The Carter brand of pure white-lead is also sold by National Lead Company. In purchasing Carter or Dutch Boy White-Lead, the buyer is assured of obtaining white-lead of the highest quality.

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DUTCH BOY WHITE-LEAD



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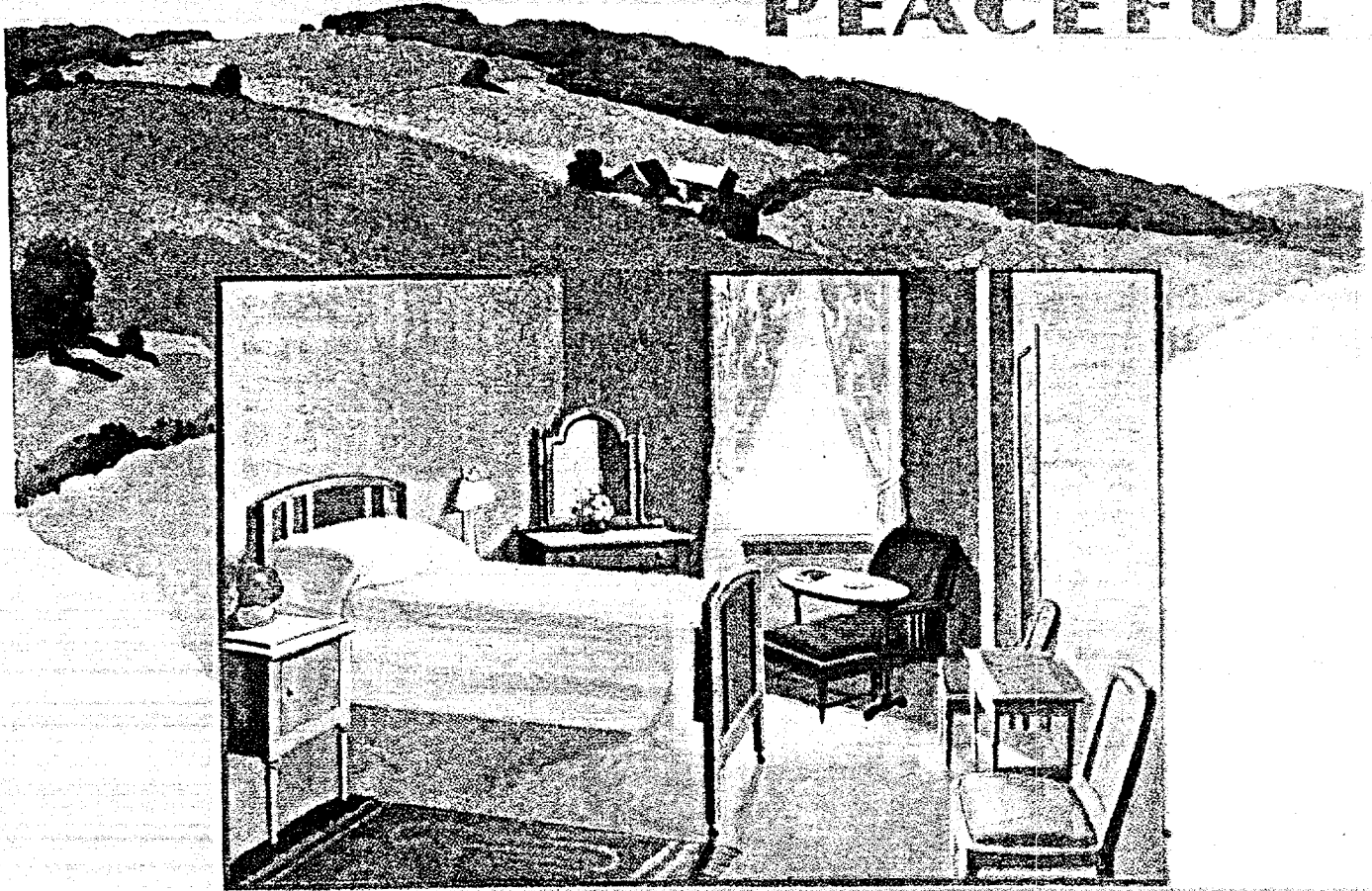
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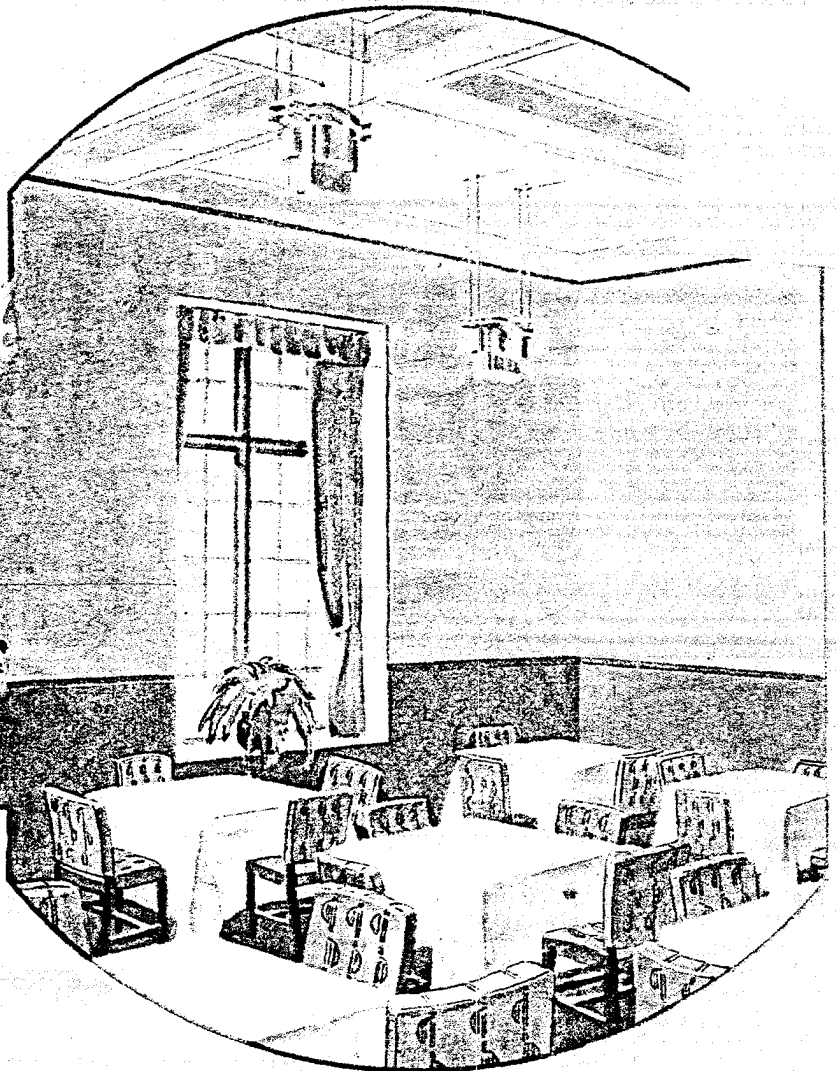
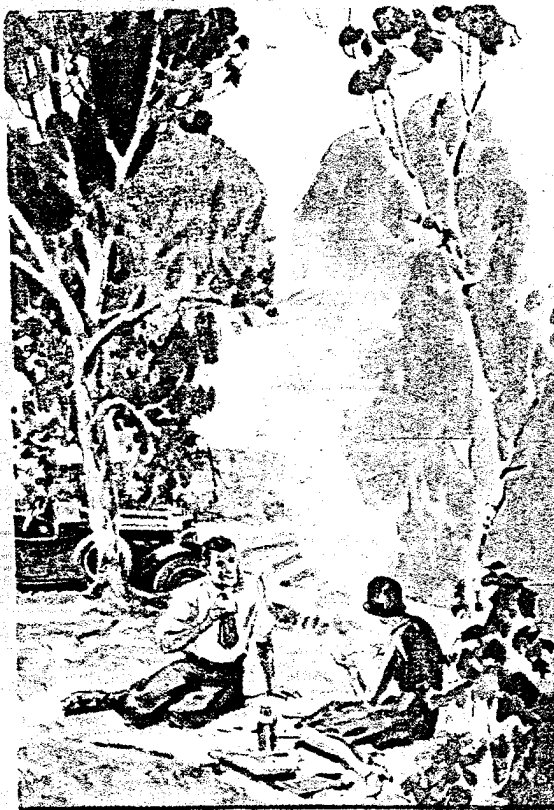
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AUTUMN TONES...

reflecting Nature's warmth and cheer

PATIENTS deserve to have every detail of their surroundings designed to meet their special needs. The color of walls, for instance, affects most hospital patients. Therefore, architects and hospital superintendents are giving ever-increasing attention to hospital decorative treatments.

Our Department of Color Research and Decoration has helped many hospitals in the solution of their decorating problems. Depending upon illumination, exposure, size, and purpose of the rooms to be painted, this Department has recommended appropriate color schemes.

The warm reds and yellows are sometimes recom-

mended for convalescent cases. Certain restful greens are helpful to nervous patients . . . other colors have their proper use . . . there is a tint or shade to meet every hospital need.

The Department of Color Research and Decoration will be glad to cooperate with you or your architect in determining correct color schemes for the rooms in your hospital. This consulting service is offered without cost or obligation on your part. It will pay you to investigate this helpful service before undertaking your next decorating job.

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DURABILITY



WASHABILITY

ADAPTABILITY

... Some of the Reasons modern hospitals standardize on Dutch Boy



IT has long been customary for hospitals to standardize on staple items of many kinds . . . linens, kitchen equipment, medical supplies, etc. Modern hospitals are now also standardizing on paint materials of known quality.

While the requirements of each hospital may vary in many respects, they all demand paint that provides durability, washability and adaptability. These are the qualities most essential to economical maintenance . . . these are qualities offered by paint made with Dutch Boy White-Lead.

Paint made with Dutch Boy gives you a custom-made job . . . in color, in finish, in wearing qualities. It can be tinted to the exact color you require. With

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linseed oil for exterior use and flattening oil for interior use, it can be employed for painting every type of surface—wood, plaster, wall-board, fabric, masonry or metal. Dutch Boy can be used to obtain many different finishes and effects—flat, eggshell, and various mottled and figured patterns.

Because of the sanitary requirements of hospital service, it is particularly important that the paint used be washable. Paint made with Dutch Boy can be cleaned with soap and water over and over again.

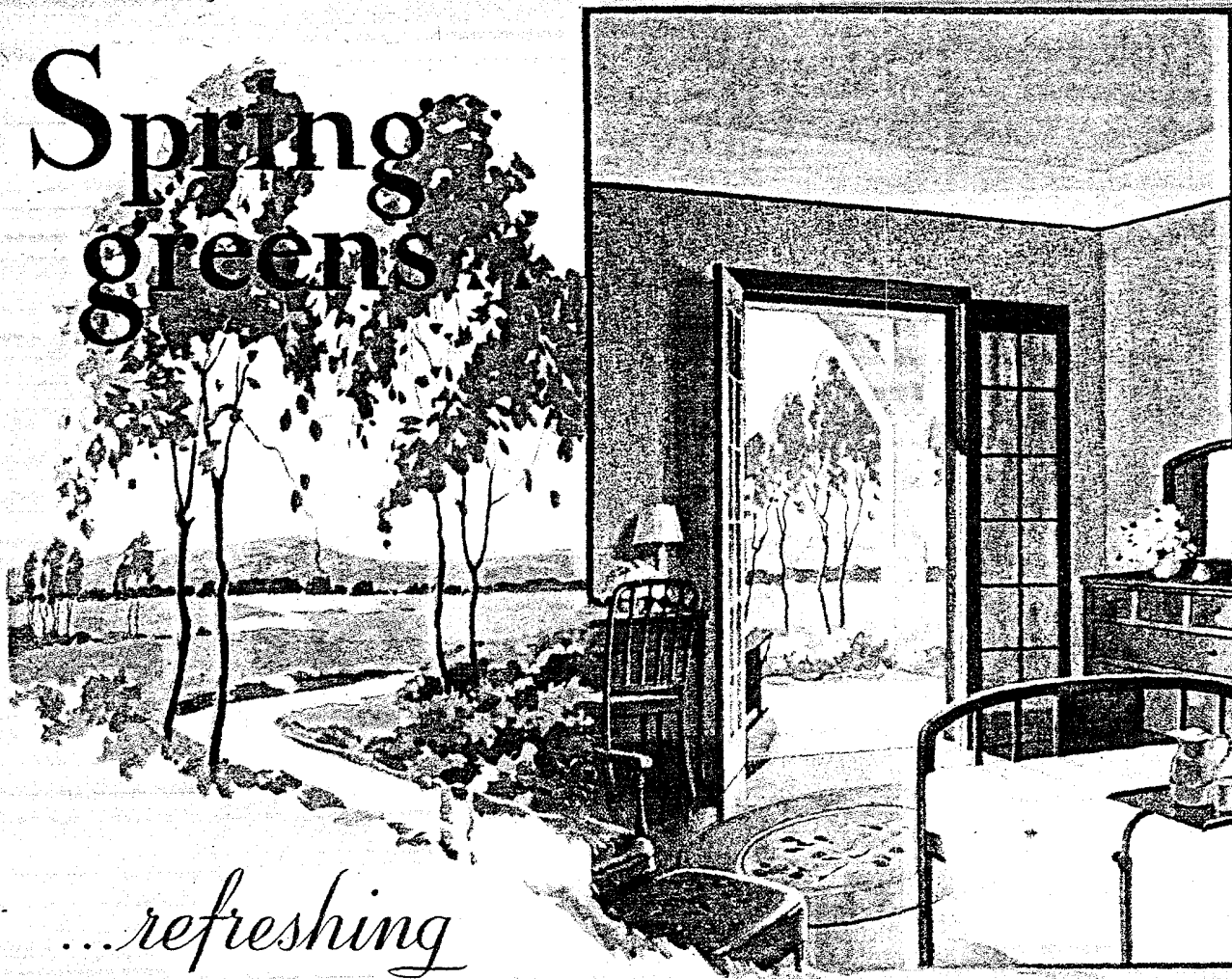
Dutch Boy answers every requirement of modern hospitals. For greater convenience and lower maintenance costs, standardize on it. Write our Department of Color Research and Decoration in care of our nearest branch for additional information regarding hospital decorating problems.



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Save the surface and you save all — *Dutch Boy*

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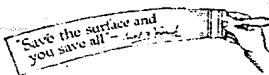
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