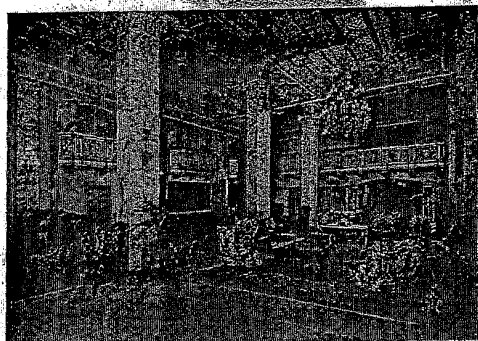


Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

Main Lobby, Beverly-Wilshire Hotel, Los Angeles, Cal. Recently painted with Dutch Boy White-Lead and flattening oil by O. V. Lyon and F. C. Jacobson.



Originally... PAINTED WITH DUTCH BOY now Repainted...



Typical bedroom in Beverly-Wilshire Hotel painted with Dutch Boy White-Lead and flattening oil.



NATIONAL LEAD COMPANY

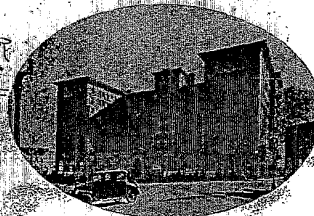
New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago, 900 West 18th St.—Cincinnati, 639 Freeman Avenue—Cleveland, 826 West Superior Avenue—St. Louis, 722 Chestnut St.—San Francisco, 2240 24th Street—Boston, National-Boston Lead Co., 800 Albany St.—Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Building.



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.



Exterior view of Beverly-Wilshire Hotel, Los Angeles, Cal. Walter & Elson, Architects.



with the same
unexcelled, high-
quality paint.

Every houseman—every hotel manager—knows that repeat orders depend on performance. Quality products sell themselves by giving good service.

Here's a typical case: The Beverly-Wilshire Hotel, one of the finest on the Pacific Coast, was painted originally in 1928 with Dutch Boy White-Lead and flattening oil. Now it's time for another painting job...and Dutch Boy gets the order.

In just this way has Dutch Boy built its enviable reputation. By giving protection, beauty and low-cost main-

tenance, Dutch Boy jobs earn repeat orders.

Hotel men, particularly, appreciate the many good points of paint made with Dutch Boy White-Lead and flattening oil. Dutch Boy painted walls can be washed over and over again—effecting maintenance economies and making possible continued attractive appearance.

Important, too, is the fact that paint made with Dutch Boy is so adaptable. It can be used for wood, plaster, wall board or metal...undercoatings for enamel...for any purpose you use a good paint.

Many helpful hints on the use of Dutch Boy White-Lead are contained in the booklet—"Decorative Possibilities of Paint." Ask nearest branch for your copy.