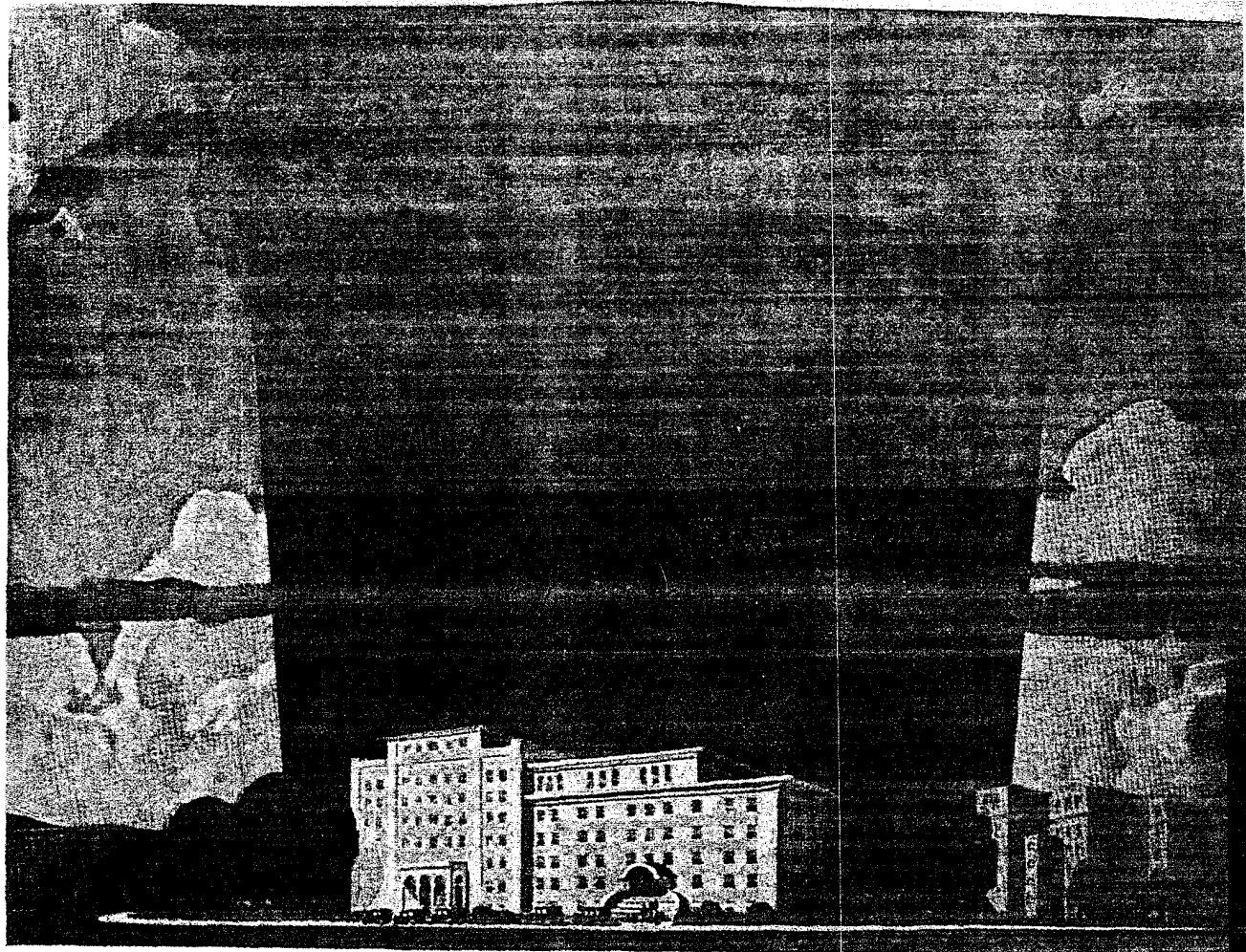


Modern Hospital

National Lead

1930-3



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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New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 900 West 18th Street—Cincinnati, 659 Freeman Avenue—Cleveland, 820 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 2240 24th Street—Boston, National-Boston Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Building.

DUTCH BOY WHITE-LEAD

PEACEFUL



Color can be tranquil as a summer horizon

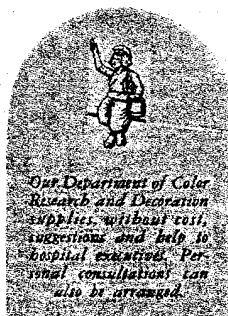
Grass, so green...*outside!* The same soothing green...*inside!* Hospitals have found that it pays to duplicate outside colors, inside, and thus speed patients' recovery.

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.

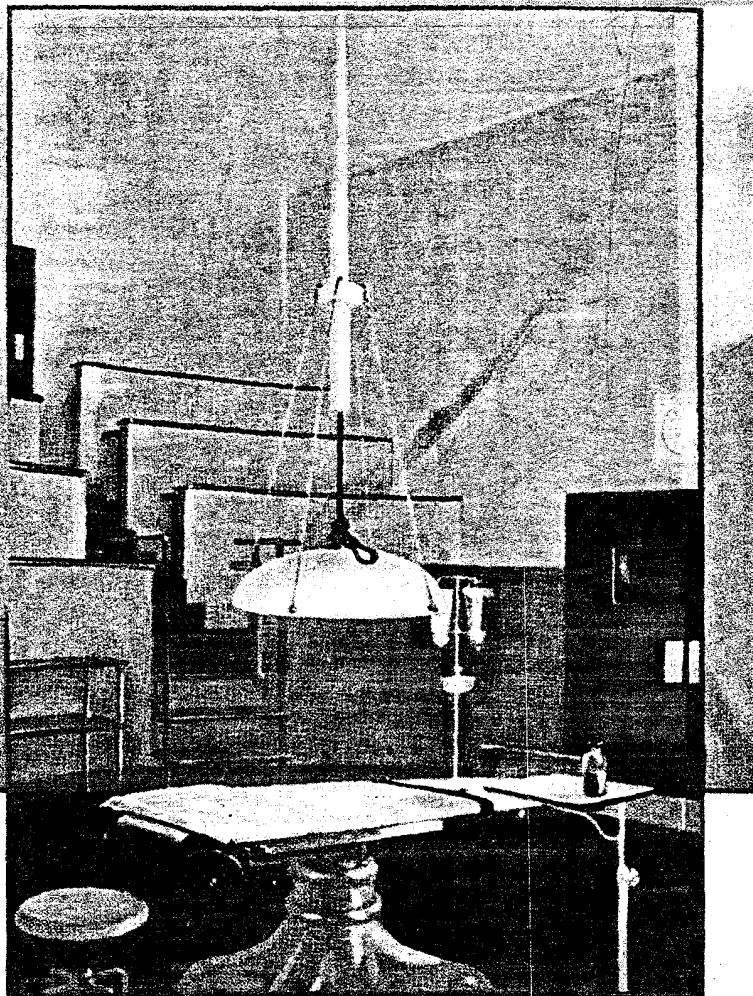
The choice of color depends upon many different factors—size of room, exposure, furnishings, purpose, and type of lighting. Our Department of Color Research and Decoration will gladly study the conditions which must be met in *your* hospital... and then make recommendations based on its study and its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



NATIONAL LEAD COMPANY

New York, 111 Broadway — Buffalo, 116 Oak Street — Chicago, 900 West 18th Street — Cincinnati, 659 Freeman Avenue — Cleveland, 820 West Superior Avenue — St. Louis, 722 Chestnut Street — San Francisco, 2240 24th Street — Boston, National-Boston Lead Co., 800 Albany Street — Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue — Philadelphia, John T. Lewis & Bros. Co. Widener Building.



Quieting

color can be peaceful as a hillside at dawn

WHERE the surgeon's hands must move with unerring accuracy—when life or death may hinge upon his ability to concentrate—there must be no distraction . . . even the color in the room must be quiet and peaceful.

Operating rooms represent one type of hospital color problem. Anesthesia rooms, another. Convalescent rooms, still another. And so on throughout the hospital. Each room . . . each department is a color problem by itself, requiring the best advice and counsel that study and experience can provide.

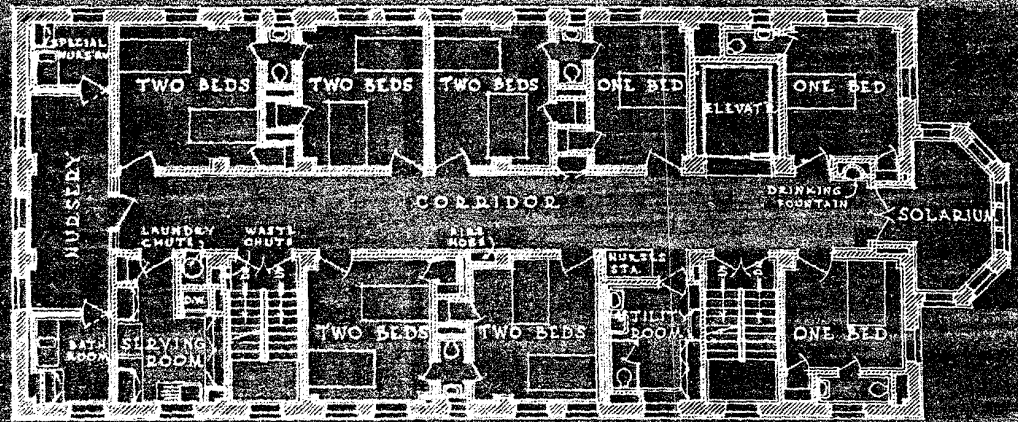
Since the question of the proper color for different rooms is such an important consideration in modern hospital operation, the National Lead Company maintains a Department of Color Research and Decoration to assist hospital executives and architects in the selection of appropriate color schemes.

Our Department of Color Research and Decoration has made a thorough study of hospital color treatments and will gladly help you select the appropriate color scheme for any room in your hospital, or for the entire building. In every case, its advice is based upon careful consideration of the size, illumination, exposure and purposes of the individual room. Therefore, you will find it worth your while to get in touch with the Department of Color Research and Decoration. Address your inquiries to this Department in care of our nearest branch.



Our Department of Color Research and Decoration makes it easy for you to handle your hospital color problems with a minimum of inconvenience and delay. Its services are available to any hospital executive without cost or obligation.

EVERY ROOM IN A MODERN HOSPITAL



...deserves a Dutch Boy
quality painting job



PAINT made with Dutch Boy answers every hospital decorating need. Its established high quality recommends its use whenever beauty and permanence must be combined in hospital decoration.

Moreover, the use of Dutch Boy makes for standardization and its resulting economies. With Dutch Boy White Lead, flattening oil and a few tinting materials, it becomes a simple matter to obtain the exact color and finish for a room to be decorated or repainted.

You may also have discovered that Dutch Boy is extremely adaptable . . . that it can be used for painting every type of surface—wood, plaster, wall-board, fabric, masonry, or metal. It can likewise be used to obtain many different finishes . . . flat and eggshell . . . undercoatings for enamels . . . mottled or figured effects . . . and many others.

Equally important as any of the above advantages is the washability of paint made with Dutch Boy. It can be washed repeatedly without injury to the surface.

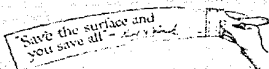
In view of all these points of superiority, it is only natural that Dutch Boy should have an enviable reputation for high quality among leading hospitals.



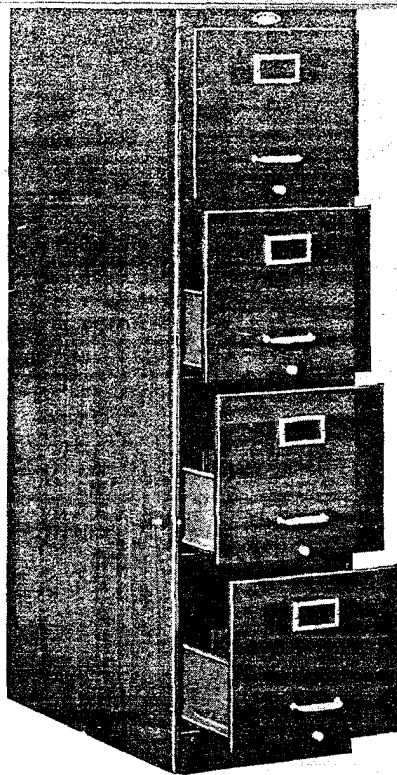
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SAFETY . . .**

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Draftless ventilation assured, too. Deflects air to the top of the room. Illustrated catalog on request.

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of Reversible Window Equipment.

**WILLIAMS REVERSIBLE
WINDOW EQUIPMENT**
Clean Your Windows from the Inside

now **NEW** low prices on the famous **ROACH DOOM**

**Save
\$11.25
per order
Send no
money!**

**LARGE
SIZE
BLOWER
FREE**

**Use this
Money Saving
COUPON
NOW!**

Rid your premises of roaches, and save money doing it! New low prices on Murray's famous Roach DOOM enable you to save 45c PER POUND—only 80c a pound during this SPECIAL OFFER period. You save \$11.25 on a 25-pound order. And you pay us NOTHING if DOOM fails to get the roach pests within 30 days!

Remember—Murray's Roach DOOM is the only insecticide sold under this unconditional guarantee. It is a clean powder—odorless—SURE DEATH to roaches. For 35 years DOOM has been the standby of leading restaurants, hotels, apartments, hospitals, bakeries, and public institutions the country over. It is simple and easy to use—never fails—gets 'em all—old ones and young ones.

You can't lose with DOOM. Use the coupon today, and get a Large-Size Blower absolutely FREE, in addition to this money-saving offer. Fill it out, and mail it NOW!

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ROACH

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Without obligation, send me a 25-lb. can of Murray's Roach DOOM. If it kills our roaches within 30 days, we will pay for this DOOM at the rate of 80c per pound (Regular Price \$1.25). If it fails, we owe you nothing. Also send large size Blower FREE.

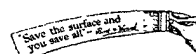
Name
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State Kind of Business

PURE WHITE LEAD for Every Type of Surface.. Every Kind of Finish

WASHABLE interior wall paint . . . undercoatings for enamel . . . any one of a thousand different tints . . . flat, egg-shell and gloss finishes . . . durable, economical paint for wood, plaster, wall board or metal . . . blended or mottled effects . . . plastic paint

that gives the decorative low-relief textures — any of these you can get with Dutch Boy White Lead. It is the all-purpose, round paint material.

It makes for convenience and economy to standardize on Dutch Boy White Lead in your painting.



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Permanent!

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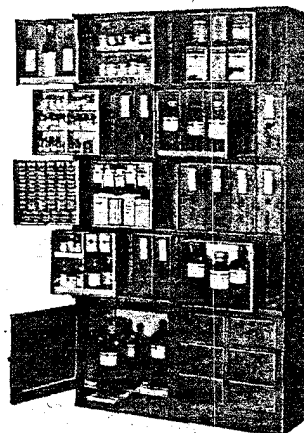
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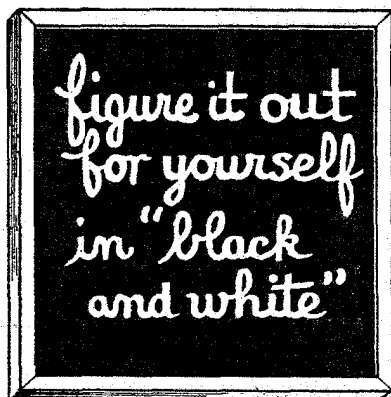
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DUTCH BOY PAINT MATERIALS



DUTCH BOY Heavy Paste WHITE-LEAD

Mixed with flattening oil, it
produces durable and
washable interior flat
paint. Mixed with linseed
oil, turpentine and drier,
it produces exterior gloss
paint. 12 1/2, 25 and 50 lb.
pails and 100 lb. kegs.

DUTCH BOY FLATTING OIL

When mixed with Dutch
Boy White-Lead, it makes
interior paint with beau-
tiful flat finish, silken in
texture and truly wash-
able. The paints can be
tinted to any desired
color. Sold in quart, and
1 and 5 gallon cans.



DUTCH BOY LINSEED OIL

Sold in 1 and 5 gallon
sealed cans, it gives the
buyer protection against
substitution and adulter-
ation. Since good oil is
essential to durable
paint, it's worth your
while to specify Dutch
Boy Linseed Oil.

DUTCH BOY Soft Paste WHITE-LEAD

Aside from an increased oil
content, which makes
it easier to mix, Dutch
Boy Soft Paste is the
same as Dutch Boy Heavy
Paste. It should be used
where a gloss finish is de-
sired, as on exterior work.



The National Lead Company maintains a Department of Color Research and Decoration
which has been very helpful to hospitals faced with painting and decorating problems.
Why not write this Department for more information? Address nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago, 900 West
18th St.—Cincinnati, 659 Freeman Avenue—Cleveland, 820 West
Superior Avenue—St. Louis, 722 Chestnut St.—San Francisco,
2240 24th St.—Boston, National-Boston Lead Co., 300 Albany
St.—Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth
Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

HERE'S THE WAY...



hospitals get washable walls with pain

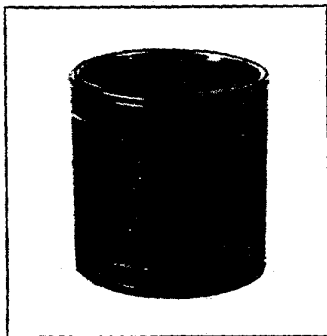
THIS matter of washable walls is not merely a case of applying any paint. Paint that will stand up under repeated washings must be made of a pigment that remains insoluble in water.

Modern hospitals get washable walls by specifying paint made with Dutch Boy White-Lead and flattening 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.

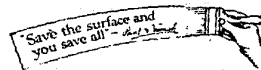
In the first place, paint made with Dutch Boy White-Lead and flattening oil can be readily tinted to any desired color, making it easy for hospitals to secure the exact color treatment wanted.

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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Spring



...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.

INDIVIDUALIZED SERVICE

The Department of Color Research and Decoration does not issue standard recommendations. It considers each room in each hospital as a separate problem and therefore studies layout of rooms, their exposure, location and type of lighting, and of course, their purpose, before making color recommendations.



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HERE'S THE WAY...



hospitals get washable walls with pain

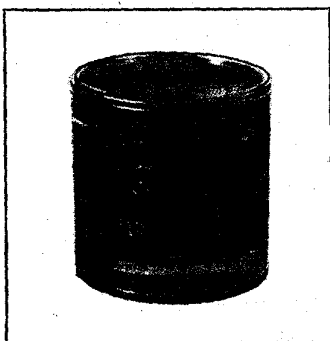
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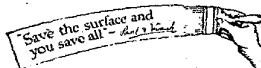
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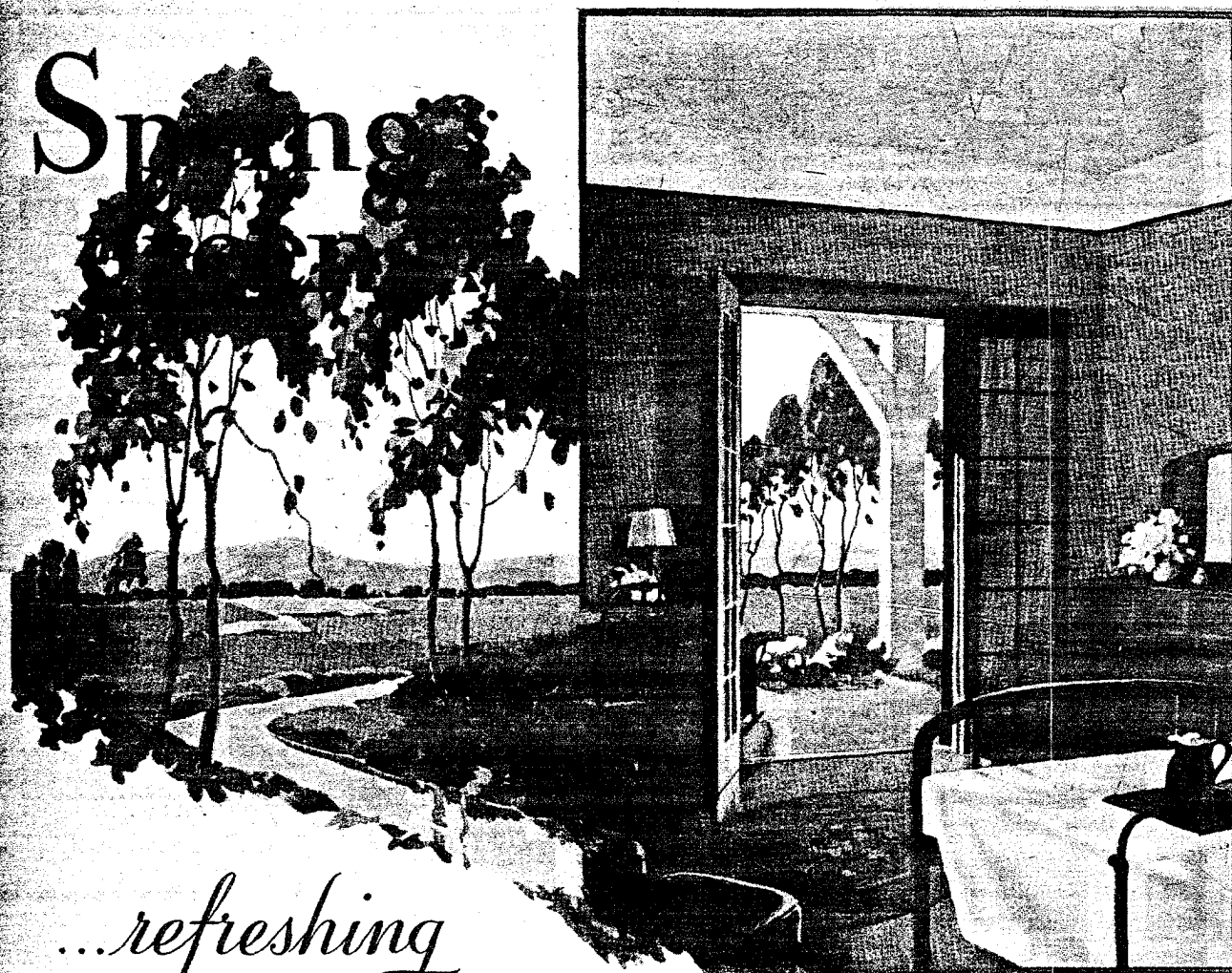


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...refreshing
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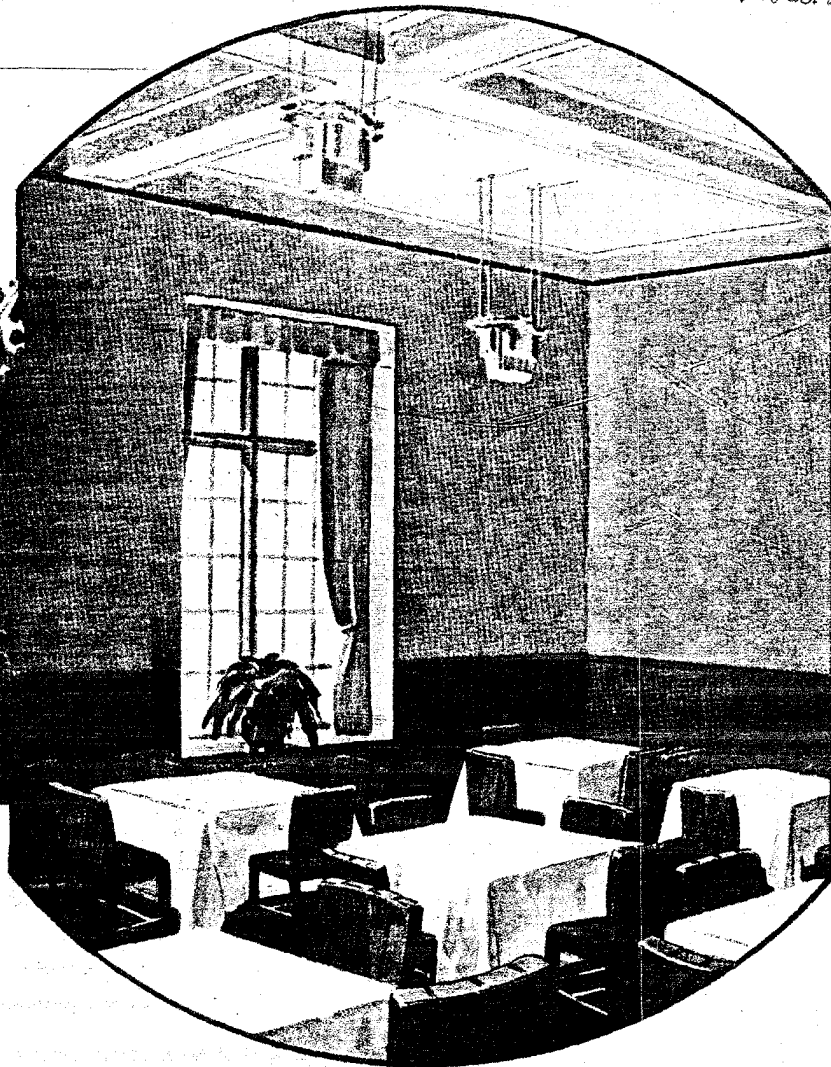
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Sept. 1931

Modern Hospital

National
Lead A
2 side



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.

Address Department of Color Research and Decoration in care of our nearest branch.

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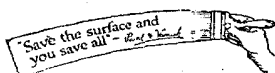
linseed oil for exterior use and flattening oil for interior use, it can be employed for painting every type of surface—wood, plaster, wall-board, fabric, masonry or metal. Dutch Boy can be used to obtain many different finishes and effects—flat, eggshell, and various mottled and figured patterns.

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.

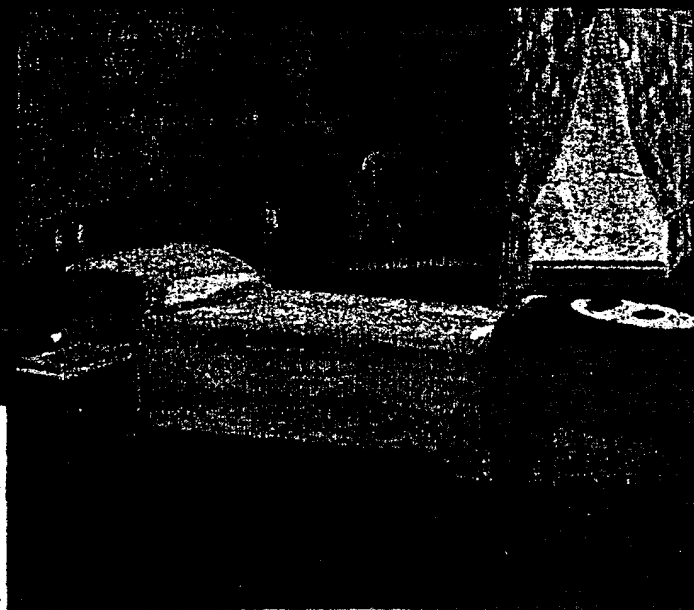
Dutch Boy answers every requirement of modern hospitals. For greater convenience and lower maintenance costs, standardize on it. Write our Department of Color Research and Decoration in care of our nearest branch for additional information regarding hospital decorating problems.



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PEACEFUL

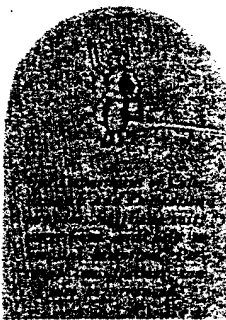


Color can be tranquil as a summer horizon

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.

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DUTCH BOY PAINT MATERIALS



DUTCH BOY Heavy Paste WHITE-LEAD

Mixed with flattening oil, it produces durable and washable interior flat paint. Mixed with linseed oil, turpentine and drier, it produces exterior gloss paint. 12½, 25 and 50 lb. pails and 100 lb. kegs.



DUTCH BOY LINSEED OIL

Sold in 1 and 5 gallon sealed cans, it gives the buyer protection against substitution and adulteration. Since good oil is essential to durable paint, it's worth your while to specify Dutch Boy Linseed Oil.

DUTCH BOY FLATTING OIL

When mixed with Dutch Boy White-Lead, it makes interior paint with beautiful flat finish, silken in texture and truly washable. The paints can be tinted to any desired color. Sold in quart, and 1 and 5 gallon cans.

DUTCH BOY Soft Paste WHITE-LEAD

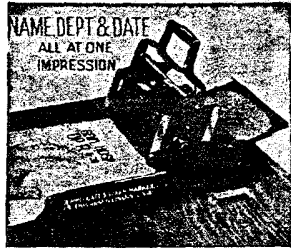
Aside from an increased oil content, which makes it easier to mix, Dutch Boy Soft Paste is the same as Dutch Boy Heavy Paste. It should be used where a gloss finish is desired, as on exterior work.

The National Lead Company maintains a Department of Color Research and Development which has been very helpful to hospitals faced with painting and decorating problems. Why not write this Department for more information? Address nearest branch.

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