

54

Why Hotel Roosevelt uses DUTCH BOY white-lead and flatting oil



*Edward C. Fogg, managing director of famous New York Hotel,
testifies to decorative qualities of this flat paint*

IT gives a beautiful, flat finish free from laps, joints and brush-marks . . . it gives a finish that is perfectly washable even after long service . . . it can be tinted to any desired color . . .

These are some of the advantages of paint made with Dutch Boy white-lead and flatting oil—advantages that account for its use on fine decorating jobs like the one shown here in the Hotel Roosevelt, New York City. And Mr. Fogg is only one of many well-known people in the hotel world who testify—not only to the beauty of finishes obtained with this paint, but also to its unusual adaptability for general hotel use . . . for public rooms and guest rooms, for working quarters, too.

Dutch Boy white-lead and flatting oil give beauty where you want especially beautiful and attractive interiors. They make a paint that is practical and economical no matter where it is applied in a hotel.

Not harmed by washing
Hotels soon discover one quality

Mr. Fogg Writes as Follows:

"At the Hotel Roosevelt our decorators have spared no effort in their and my earnest desire to keep for this house the title 'One of America's most beautiful hotels.' We have found Dutch Boy products entirely satisfactory and helpful in achieving this ideal.

"In the Hendrick Hudson dining room, the Colonial dining room, the ballroom, and other public rooms Dutch Boy white-lead and flatting oil were specified, and we have never regretted our selection.

"From the sub-basement to the roof, quality reigns supreme at the Roosevelt. We choose products for our guests on the basis of one standard—the best."

(signed) Edward C. Fogg,
Managing Director

which makes this Dutch Boy paint so desirable—that soiled walls can be washed repeatedly with soap and water without harming the paint film or affecting the color of the finish.

The pigment of this paint, white-lead, stays insofuble in water and undergoes no chemical change under ordinary conditions indoors. Therefore it does not wash off, nor does it

leave streaks on walls and woodwork.

Repaintings are necessary only at long intervals. The cost of maintenance is kept low.

Decorating Service—Free

If you have any decorating problems on which you would like the advice of paint and color specialists, our Department of Decoration will help you free of charge. This service includes supplying of color recommendations, specifications, samples of the colors, and paint formulas ready for your painter.

For further information about this special service write our Department of Decoration in care of the branch office nearest you. This places you under no obligation.



NATIONAL LEAD COMPANY
New York, 111 Broadway, Boston, 800 Albany Street, Buffalo, 116 Oak Street, Chicago, 900 West 18th Street, Cincinnati, 639 Freeman Avenue, Cleveland, 820 West Superior Avenue, St. Louis, 722 Chestnut Street, San Francisco, 235 Montgomery Street, Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue, Philadelphia, John T. Lewis & Bro. Co., 437 Chestnut Street.

Reprinted from *HOTEL MANAGEMENT* for May, 1928

N 27849

0000-NLI-000013997