

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



...Some of the Reasons hotels and office buildings use Dutch Boy



It has long been customary for hotels, office buildings and institutions to standardize on staple items of many kinds... soaps, lavatory supplies, disinfectants, etc. "Expense-minded" hotel and building managers are now also standardizing on paint materials of known quality.

While the requirements of each building may vary in some respects, all demand paint that provides durability, washability and adaptability. These are the qualities most essential to economical maintenance... these are the 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

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 14th Street—Boston, National Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Building.



linseed oil for exterior use and flinting 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 hotel and public building 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 up-to-date building operation. 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 your decorating problems.



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