

PROVING that SOUTH DAKOTA, too, knows good paint...



ABOUT five years old... this prominent South Dakota hotel, at the "gateway to the Black Hills". But the operators decided it needed redecorating. Furthermore, they decided that it would be a 100% Dutch Boy job.

Dutch Boy White-Lead and flating oil were used on the main lobby, the dining room, the mezzanine, and are now being used in the bed rooms. In some cases, Dutch Boy is being applied to canvas, and in others to plaster walls. Its use throughout the hotel once more proves Dutch Boy's adaptability.

It can be used for mixing every type of paint—to provide durable, washable, economical paint for wood, canvas, plaster, wall board or metal... undercoatings for enamel... blended or mottled decorative effects... and it can also be used to make plastic paint.

Another noteworthy reason for Dutch Boy's widespread use in hotels, apartments and office buildings, is the washability of paint made with this time-proved pigment. Walls painted with Dutch Boy can be washed repeatedly for this pigment is insoluble in water.

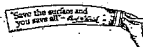
The booklet "The Decorative Possibilities of Paint"—tells how to decorate with Dutch Boy. Why not send for a copy now? Address nearest branch.

Above: Photographs show main lobby and typical bed rooms in Marvin Haglund Hotel, both painted with Dutch Boy White-Lead and flating oil.

At upper left: Artist's drawing—from photograph—Marvin Haglund Hotel, Huron, South Dakota. H. L. Stevens & Co., Chicago, Ill., Architects. C. O. Murphy, Manager.



NATIONAL LEAD COMPANY
New York, 111 Broadway—Buffalo, 116 Oak Street
—Chicago, 509 West 11th Street—Cincinnati, 659
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Oil Co. of Pa., 216 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.

DUTCH BOY WHITE-LEAD

KD-368—Architectural Forum, April, 1931
Architectural Record, April
Hotel Management, May & Nov.
Bldg. & Bldg. Management, Apr. 6 & Sept. 21

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