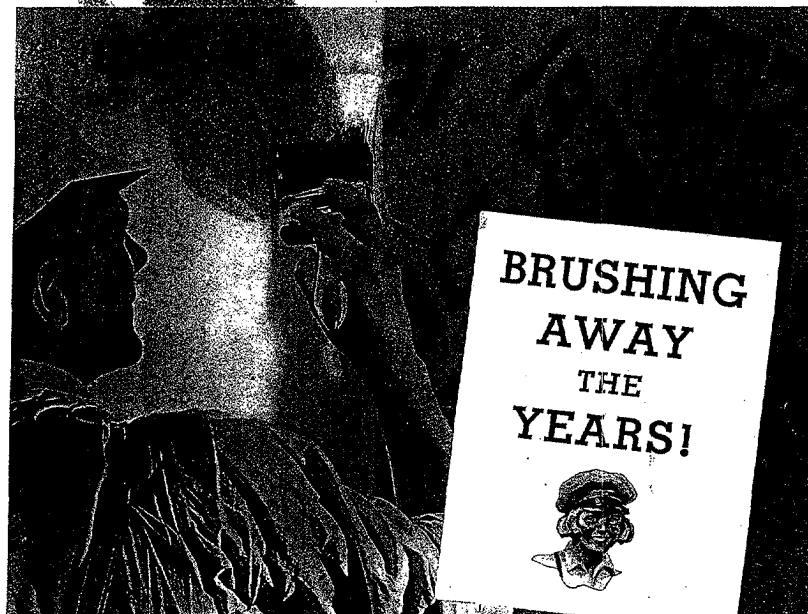


PAINT...the GREAT MODERNIZER

FOR EVERY TYPE OF SURFACE



THE big word today is MODERNIZE! But the big question is HOW? How to brighten dingy rooms... wipe the shabbiness from weatherworn exteriors... make the "out-of-date" building look like part of the present instead of part of the past?

In many cases, the answer is simply paint. Nothing puts a new face on an old structure with greater speed. Nothing brings interiors up-to-date with so little inconvenience. Nothing modernizes with so little cost.

Talk economy and you talk Dutch Boy. Figure your costs when the paint is fresh or figure them after it's been on for years—and each time you'll find Dutch Boy is low.

First cost is low because Dutch Boy is so easy to prepare, so easy to brush on and has such exceptionally high coverage.

Final cost is low because Dutch Boy lasts so long.

Exterior paint made with Dutch Boy White-Lead resists the weather. It does not crack and scale, but wears down stubbornly

by gradual chalking leaving a smooth surface for repainting.

Interior paint made with Dutch Boy is not only pleasing in appearance, as everybody knows, but also durable and stable. It stands up under repeated washing.

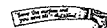
So when you modernize brush away the years with Dutch Boy... use it for convenience, for permanence, and for economy.



DUTCH BOY

*All Purpose
Soft Paste*

WHITE-LEAD



NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Chestnut Street, Phila.
also: 269 W. 18th Street, Chicago; 289 Fremont
Avenue, Cincinnati; 280 W. Madison Avenue,
Cleveland; 722 Chestnut Street, Boston; 2849
84th Street, San Francisco; National Lead
Co., 300 Albany Street, Boston; National Lead
& Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh;
John T. Lewis & Bros., Co., Widener Building,
Philadelphia.

KD-3334—Building Modernization, June, 1934 ★
National Real Estate Journal, April - Sept.
Hotel Management, May
Builder & Building Management
Modern Hospital, June

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