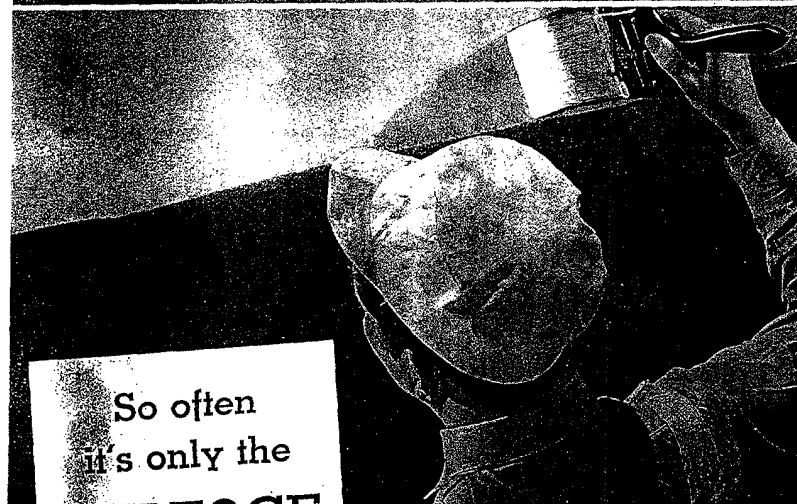


PAINT...*the* GREAT MODERNIZER

FOR EVERY TYPE OF SURFACE



So often
it's only the
SURFACE
needs
changing!

THERE's more than one way to recondition, renovate or modernize . . . more than one way to make property more attractive, both inside and out.

But the *easiest* and *quickest* way of all is to renew surfaces with paint.

Furthermore it's the most economical way . . . especially when you use Dutch Boy.

Figure your costs when the paint is fresh or figure them after it has 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, change your surfaces with Dutch Boy . . . for convenience, for permanence, and for economy.



DUTCH BOY

*All Purpose
Soft Paste*

WHITE-LEAD



NATIONAL LEAD COMPANY

111 Broadway, New York; 110 Oak St., Buffalo;
906 West 18th St., Chicago; 506 Freeman Ave.,
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Francisco; National-Boston Lead Co., 800
Albany St., Boston; National Lead & Oil Co. of
Pa., 316 4th Ave., Pittsburgh; John T. Lewis
& Bros. Co., Widener Building, Philadelphia.

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Buildings and Building Management, Feb. Oct. Modern Hospital, Feb.
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