

BEFORE and AFTER →



UGLY DUCKLING TO SNOWY SWAN

When you MODERNIZE,
says architect Cameron Clark,
give your surfaces CHARM that lasts

NEVER before has there been such widespread interest in modernization. Repeal starts thousands of renovations in hotels, restaurants, clubs, retail stores and other places. Slum clearance projects in our big cities convert eyesores and public health menaces into habitations that are sightly and sanitary. Mortgagees put foreclosed properties into rentable and salable condition.

Striking transformation at Southport, Conn.

Pictured above is a particularly interesting type of modernization project completed a short while ago at Southport, Conn. Pictured also is Cameron Clark, the architect who planned and supervised this excellent remodeling job.

The "Before" and "After" photographs quickly reveal that the architect was ably supported in this transformation by the immaculate, glistening surfaces of the paint job.

Maintain architectural beauty with durable paint says Mr. Clark

"In times like these," says Mr. Clark, "when properties must be



operated and maintained at the lowest possible cost, the question of paint must be carefully considered from the up-keep angle.

"The architect owes it to his client to specify long-lasting paint, and he should take care to see that the paint he specifies is actually used.

"In order to provide money-saving protection, I specified pure white-lead and linseed oil for all outside work. For inside work we used the same lead mixed with flatting oil, which gives a surface that stands up under frequent washing and scrubbing."

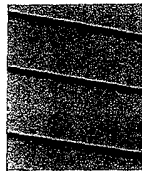
DUTCH BOY... the Standard for years

The panels at the left show why smart owners and managers prefer paint made with Dutch Boy White-Lead. Paint made with Dutch Boy doesn't crack and scale—therefore, does not require costly burning and scraping at repaint time. Instead it wears down stubbornly by gradual chalking, leaving a perfect foundation for new coats.

Dutch Boy White-Lead now comes as a quick-mixing paste that can be used for both outside gloss paint and inside flat work. For outside work you mix it with Dutch Boy Linseed Oil. For inside work, with Dutch Boy Flatting Oil.

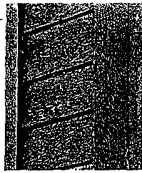
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DUTCH BOY

After more than 3 years. Still good for lots of wear.



"CHEAP" PAINT

After 1½ years. Similar house in same locality. Paint gone to pieces.



DUTCH BOY

*All-Purpose
Soft Paste*

WHITE-LEAD

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