

PAINT...*the* GREAT MODERNIZER

FOR EVERY TYPE OF SURFACE



The easiest way to
RENOVATE
is to
REDECORATE

RENOVATING sweeps the country. Property owners knock down, tear out and reconstruct . . . give old exteriors new faces and shabby interiors a new deal.

But the greatest modernizer of all is paint. No matter what the job, paint usually completes the picture. Often it's the easiest and quickest way to bring buildings and other properties thoroughly up-to-date.

And when you use

Dutch Boy, it's a way that's certain to be the most economical.

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, unbroken 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; 116 Oak Street, Buffalo;
500 W. 19th Street, Chicago; 649 Freeman Avenue,
Cincinnati; 825 W. Superior Avenue, Cleveland;
782 Chestnut Street, St. Louis; 2340 21st Street,
San Francisco; National-Boston Lead Co.,
800 Albany Street, Boston; National Lead
& Oil Co. of Pa., 318 Fourth Avenue, Pitts-
burgh; John T. Lewis & Bros., Co., Widener
Building, Philadelphia.

KD-3310—Building Modernization, May, 1934 ★
National Real Estate Journal, March-April
Hotel Management, April-May
Building & Building Management, March-April
Modern Hospital, March-April

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