



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 of the 18th Amendment starts thousands of renovations in hotels, restaurants, clubs and retail stores. Slum clearance projects in our big cities convert eyesores and public health menaces into habitations that are sightly and sanitary. Mortgages put foreclosed properties into rentable and salable condition.

And thanks to the architect, these activities steadily raise the Nation's architecture to a broader and higher plane of excellence.

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, white 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 flattening oil, which gives a surface that stands up under frequent washing and scrubbing."

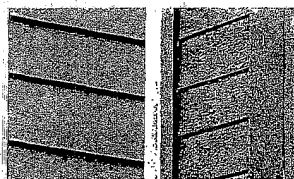
DUTCH BOY... the Architect's Standard for years

The panels at the left show why architects 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 an excellent 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 Flattening Oil.

This ALL-PURPOSE Soft Paste is Dutch Boy White-Lead of the same high quality you have always specified, changed only in form for greater convenience.

NATIONAL LEAD COMPANY



DUTCH BOY

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

"CHEAP" PAINT

After 1 1/2 years. Similar house in same vicinity. Paint gone to pieces.



DUTCH BOY

*All Purpose
Soft Paste*

WHITE-LEAD

LINSEED OIL — FLATTENING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

KD-3073—Architectural Forum, March, 1934* June
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