

# PAINT...*the* GREAT MODERNIZER

FOR EVERY TYPE OF SURFACE



**W**HAT are you doing to meet today's public viewpoint? The insistence on brightness, color and modern lines in every kind of exterior and interior?

Have you felt that you could not afford it? Much modernization can be done with paint alone. So often it is only the surface needs changing. Paint is the quick and easy way. Moreover, it is the most economical way. Especially when you use Dutch Boy.

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**  
113 Broadway, New York; 116 Oak Street, Buffalo; 200 W. 19th Street, Chicago; 459 Freeman Avenue, Cincinnati; 300 W. Superior Avenue, Cleveland; 752 Chestnut Street, St. Louis; 2349 24th Street, San Francisco; National-Boston Lead Co., 690 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros., Co., Widener Building, Philadelphia.

KD-3356—Building Modernization, Sept., 1934 ★  
National Real Estate Journal, May-Nov.  
Hotel Management, August  
Buildings & Building Management, June  
Modern Hospital, June

N 28342

0000-NLI-000014741