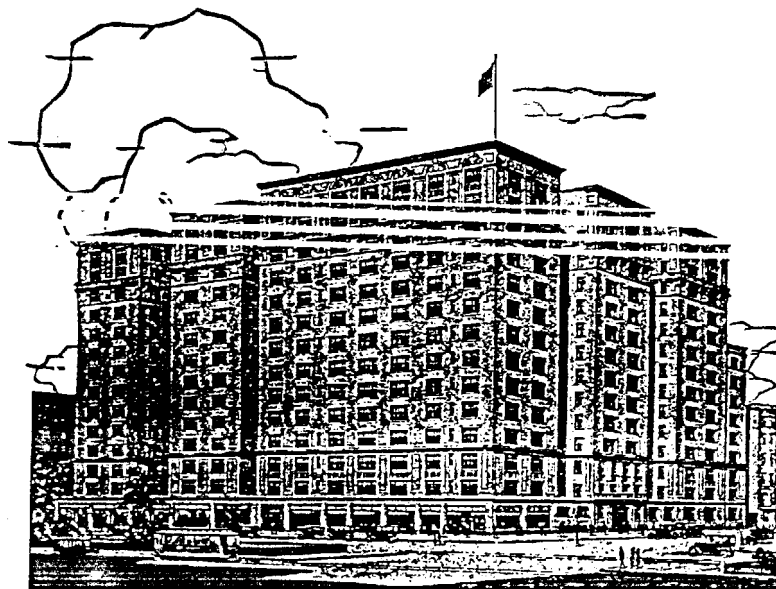




Apartment House at
97th and 98th Streets
on Broadway New
York City. Schwartz
& Grass, Architects.

Save the surface and
you save all—*See*

Another new apartment house finished with Dutch Boy flat paint

It is no mere accident that so many large apartment houses and hotels are given their final touch of beauty and refinement by the use of Dutch Boy flat paint.

In the case of this new apartment house on upper Broadway, New York, Dutch Boy White-Lead was specified by the owners for several good reasons:

First, the cost of Dutch Boy White-Lead and Flatting Oil is lower than that of other paint, because it spreads 50% farther—therefore less is needed.

Second, this paint brushes out rapidly and smoothly, giving a coat of velvety softness, free from glare. Painters like to work with it—and use

of this paint enables them to work fast.

Third, soiled spots around door-knobs, electric switches, etc., on walls painted with Dutch Boy flat paint can be cleaned as often as necessary with soap, water and a cloth. Frequent repainting is unnecessary.

Fourth, this paint gives to walls a pleasing, restful finish that appeals strongly to people of good taste.

It won't crack or scale off.

Can be tinted any color. The painter merely adds the necessary tint before applying.

Write for Painting Helps No. 21.



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