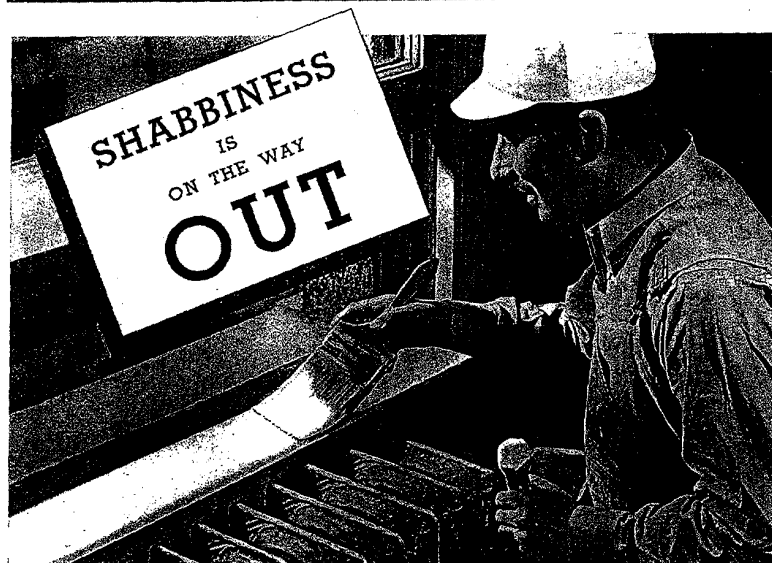


PAINT...the GREAT MODERNIZER

FOR EVERY TYPE OF SURFACE



FASHION, more powerful than law, decrees that buildings shall at least *look new*. The length and breadth of the land, property owners are meeting this new demand of the buying, renting and spending public.

One way to meet it is by renewing old surfaces with paint. That is the easy way, the quick way, the one imposing least strain on your budget, especially when the paint is Dutch Boy.

Talk economy and you talk Dutch Boy. Figure



DUTCH BOY *All Purpose Soft Paste* **WHITE-LEAD**

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.



NATIONAL LEAD COMPANY

111 Broadway, New York; 110 Oak Street, Buffalo;
206 W. 18th Street, Chicago; 559 Freeman Avenue,
Cincinnati; 883 W. Superior Avenue, Cleveland;
722 Chestnut Street, St. Louis; 2440 24th Street,
San Francisco; National-Boston Lead Co., 800 Al-
bany Street, Boston; National Lead & Oil Co. of
Pa., 216 Fourth Avenue, Pittsburgh; John T. Lewis
& Bros. Co., Widener Building, Philadelphia.

KD-3418—Building Modernization, Oct., 1934 ★
National Real Estate Jnl., June - Dec.
Fast Mgt., Sep.
Building & Building Mgt., Sept.
Modern Hospital, Sept.

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