

Proctor & Pratt, Inc. 369 Lexington Ave., N.Y.C.



DUTCH BOY WINS PRAISE FOR ANOTHER PAINT JOB WELL DONE

● This time it's Tacoma's beautiful new Rhodes Medical Arts Building. Here, after Dutch Boy and other paint materials had been thoroughly tested, Dutch Boy was given the job.

That this confidence was not misplaced is borne out by the words of Mr. C. Dahl, the decorator who did the work. "I feel it is my duty," writes Mr. Dahl, "to convey to you my word of praise for the wonderful results obtained and highly recommend Dutch Boy to all."

It's the same all over the country. For new painting or repainting, those responsible for the work know that they can rely implicitly on Dutch Boy to give a finish that combines attractive appearance with maximum durability. They know also that Dutch Boy holds down maintenance costs because it is readily washable. It keeps its "good looks"

through long periods of service and repeated washings.

What's more, this time-proved paint material is extremely adaptable. Dutch Boy can be easily tinted to any color the requirements dictate. In fact, Dutch Boy makes it possible to get just the tint you want.

Furthermore, you can use Dutch Boy White-Lead for any kind of surface... for wood, plaster, wall board or metal... for undercoatings for enamel, and for plastic paint. With it, you can produce all kinds of effects, ranging from flat and eggshell finishes to the popular blended and mottled treatments.

Through our Department of Color Research and Decoration you can obtain the assistance of men who have had years of experience in solving troublesome decorative problems. This Depart-

ment will be glad to advise you on the selection of color schemes for specific purposes and also give you valuable information about paints for both interior and exterior use. Simply address your inquiries to the Department of Color Research and Decoration, care of our nearest branch.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak Street, Buffalo;
908 West 18th Street, Chicago; 659 Freeman Avenue,
Cincinnati; 222 West Superior Avenue, Cleveland;
722 Chestnut Street, St. Louis; 2240 Twenty-fourth
Street, San Francisco; National-Boston Lead Company,
800 Albany Street, Boston; National Lead & Oil Com-
pany of Pennsylvania, 316 Fourth Avenue, Pittsburgh;
John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

The well-known brand of Carter White-Lead is also made by National Lead Company. In purchasing either Carter or Dutch Boy White-Lead, the buyer is assured of obtaining white-lead of the highest quality.



DUTCH BOY WHITE-LEAD

This advertisement appears in the following publications:
Architectural Forum, May, 1932.
American Architect, May.
Hotel Management, May, November.
Buildings and Building Management, April, September, 1932.
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