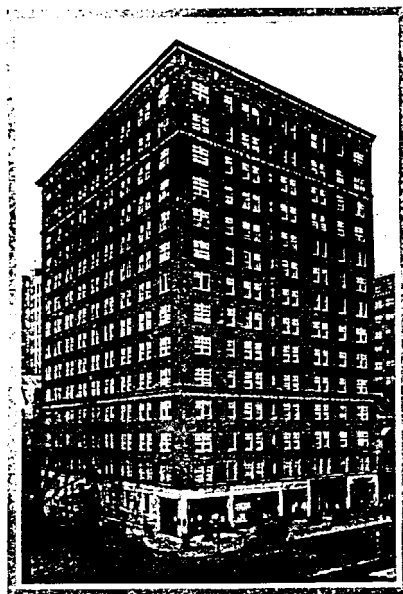
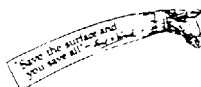




Joseph Golding's new apartment at 255 West 88th Street, New York City. This new building has been decorated throughout with Dutch Boy white-lead and flatting oil by Cherkasky and Rubin.



Every apartment filled before building is finished

New 14-story apartment house offers such attractive interiors that owner has no trouble in leasing every room

AMONG New York City's many new apartment houses, none can boast of more attractive interiors than the fourteen-story building recently completed for Mr. Joseph Golding at 255 West 88th Street.

When this building was first planned, Mr. Golding stipulated that its interiors should be so attractively designed that select, discriminating people would want to make it their home. Mr. J. B. Cotier, the construction engineer, and Mr. S. Cherkasky, the decorator, worked out a decorative treatment that not only satisfied Mr. Golding but so delighted apartment-seekers that the building was filled long before the painters had completed their work.

Perhaps the most noteworthy feature of this decorative treatment—one that will specially interest building-owners and managers—is its two-fold economy.

First, the wall finishes, in soft two-

tone stippled effects, will harmonize with almost any type of interior furnishing. Thus costly redecorating to please fussy tenants, the problem of every building-owner, was practically eliminated at the start.

Secondly, by using paint made of Dutch Boy white-lead and flatting oil a beautiful flat finish was secured that is not only extremely durable but perfectly washable. It is not necessary to repaint so often if the interior finish can be cleaned with soap and water.

Both Mr. Cotier and Mr. Cherkasky are enthusiastic about the results they obtained with this Dutch Boy combination. The latter tells us "Dutch Boy white-lead and flatting oil makes an ideal paint for work of this kind, for it enables the painter to mix his paint to suit the job on hand. Nor is there any limit to color selection. It is the only paint I know of that will stand re-

peated washings over a period of years without cracking or losing its rich, silky finish."

If you want to plan similar decorative schemes that not only prove effective in securing the right tenants but are also sensibly economical, write to our Department of Decoration.

This Department has made a practical study of building problems, and places a wealth of experience at your command. The service includes the preparation of color charts, mixing formulas, paint specifications and color sketches which show the colors as they will look on the job. All this service costs you is the time it takes to write a letter.

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