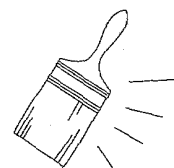
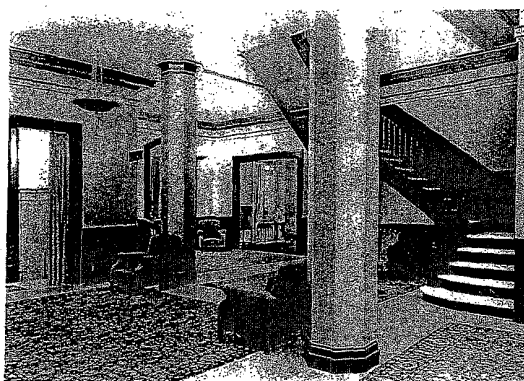


TRANSFORMED!

and the magic wand is a paint brush



Architect Francis Keally modernizes the Hotel Collingwood and gives his surfaces the charm that lasts

A GREAT WAVE of renovating sweeps the country. Architects knock down, tear out and reconstruct... give old exteriors new faces and shabby interiors a new deal.

Of the New York hotels that have recently changed face and form, one of the outstanding examples is the Collingwood on West 35th Street. The photographs above show how charmingly the main floor has been remodeled... transformed by Architect Francis Keally who planned and supervised the job.

The "before" and "after" pictures show that much of the charm comes from surfaces treated with paint.

"When the architect accepts a commission," says Mr. Keally, "he assumes a real responsibility in reference to the expenditures of the owner. He must, therefore, ever keep before him the importance of using products which possess three factors: utility, beauty, durability. This applies to paint as well as everything else in the building."

Dutch Boy provides paint for every surface... and every finish

Dutch Boy White-Lead makes paint for wood, plaster, wall board, metal, brick, stucco and other surfaces.

Moreover it makes paint for finishes of every kind. Mixed with lin-

seed oil it produces long-wearing gloss paints. Mixed with flattening oil it provides washable, tile-like flat and eggshell finishes... undercoatings for enamel... mottled, blended and textured effects. And by adding Dutch Boy Colors-in-Oil you can obtain any one of a thousand tints.

So plan your modernization with Dutch Boy in mind, whether it be for a hotel, a home or any other kind of a building. It offers not only utility, beauty and durability, but exceptional economy as well.



NATIONAL LEAD COMPANY

111 Broadway, New York; 110 Oak Street, Buffalo
200 W. 18th Street, Chicago; 635 Freeman Avenue,
Cleveland; 810 W. Superior Ave., Cleveland; 728
Charlton Street, St. Louis; 2340 24th Street, San
Francisco; National-Lead Lead Co., 100
Albany Street, Boston; National Lead &
Oil Co. of Pa., 216 Fourth Avenue, Phila-
delphia; John T. Lewis & Sons, Co.,
Widener Building Philadelphia.