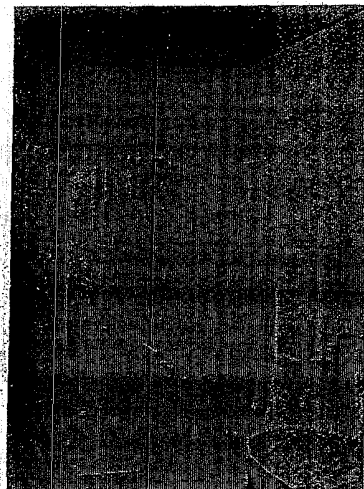


FROM PROSE...



Architect Manoug Exerjian remodels New York apartment and obtains striking glaze finishes with Dutch Boy

COUNTLESS thousands of commonplace interiors join the modernization parade. Here is one of them... a job by Manoug Exerjian, New York architect, who converts a prosaic apartment on 33rd Street into an office of remarkable interest and charm.

Dutch Boy... the ideal glazing base

Mr. Exerjian gives much of the credit for the pleasing result to the beautiful glaze effects on walls and woodwork, made possible by the use of Dutch Boy White-Lead.

"There is no more beautiful paint finish than glaz-

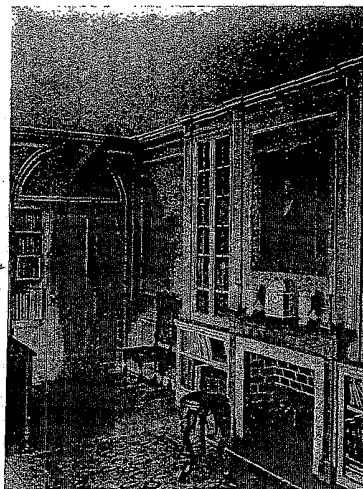
ing," says Mr. Exerjian, "but not more than 1 out of 10 jobs is done successfully.

"This is largely due to improper preparation of the base. The base paint must never be dead flat. It should have a slight sheen.

"By mixing Dutch Boy White-Lead in the proper proportions you obtain the ideal base for this kind of finish."

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.



...TO POETRY



Moreover it makes paint for finishes of every kind. Mixed with linseed oil it produces long-wearing exterior paint. Mixed with flattening oil it provides durable, washable interior finishes... plain, mottled, glazed, blended or textured. 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 an apartment hotel, home or any other kind of building. It offers not only utility, beauty and durability, but exceptional economy as well.



DUTCH BOY

*All-Purpose
Soft Paste*

WHITE-LEAD



NATIONAL LEAD COMPANY
111 Broadway, New York; 111 Oak Street, Buffalo;
807 West 19th Street, Chicago; 601 Franklin Avenue,
Cincinnati; 839 W. Superior Avenue, Cleveland;
784 Chestnut Street, St. Louis; 2440 94th Street,
San Francisco; National Lead & Oil Co., 800
Albany Street, Boston; National Lead & Oil Co.
of Pa., 318 Fourth Avenue, Pittsburgh; John T.
Lewis & Bros. Co., Widener Bldg., Philadelphia.

KD-3351—Architectural Forum, May, 1934—Nov.
Architectural Record, May-Oct

N 28327

0000-NLI-000014723