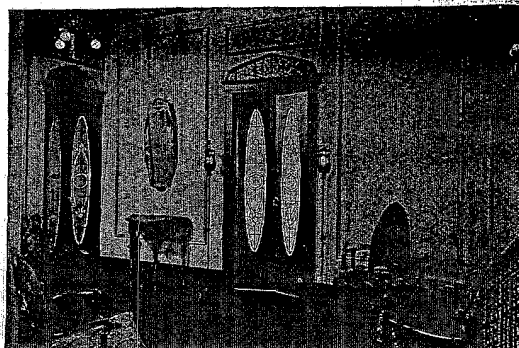


DUTCH BOY *Saved 15% Twice*



*in the painting of the
CITY NATIONAL BANK
BUILDING... Omaha, Neb.*

*At Right: Exterior view of City National Bank Building, Omaha, Neb.
Above: Typical office in building decorated with Dutch Boy White-Lead.*



Expense-minded building operators will be glad to check their painting experience with that of George and Co., agents for many of Omaha's largest business structures including the imposing City National Bank Building. Mr. Murray E. Randell, Manager of Rentals and Maintenance for George and Co., says: "We believe there is no paint equal to white-lead for wear and we have standardized on it for all of our buildings."

Mr. Lee Daniel, the painting foreman for the same company, gives some of the reasons for standardizing on white-lead: "On preliminary tests with white-lead and other paint materials, we effected a

saving with white-lead of about 15% on material and 15% on labor in application. Washing is an important part in the upkeep of a large building and we find we get the best results in washing over white-lead."

The experience of these two men simply confirms what many building operators have discovered for themselves: That paint made with Dutch Boy White-Lead and flinting oil provides the utmost in economy, combined with adaptability, durability, washability and attractiveness. For low maintenance expense and good-looking results, there is no substitute for paint made with Dutch Boy.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 114 Oak Street; Chicago, 900 West 12th Street; Cincinnati, 659 Front Street; Cleveland, 829 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th Street; Boston, National Lead Co., 393 Albany Street; Pittsburgh, National Lead & Oil Co. of Pennsylvania, 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros., Co., Widener Building.



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



Another Dutch Boy treated office in the City National Bank Building. Plastic paint made with Dutch Boy gives a rich finish to these walls.



Reception Room in City National Bank Building. Decorated with plastic paint, in paneled effect, made with Dutch Boy White-Lead.