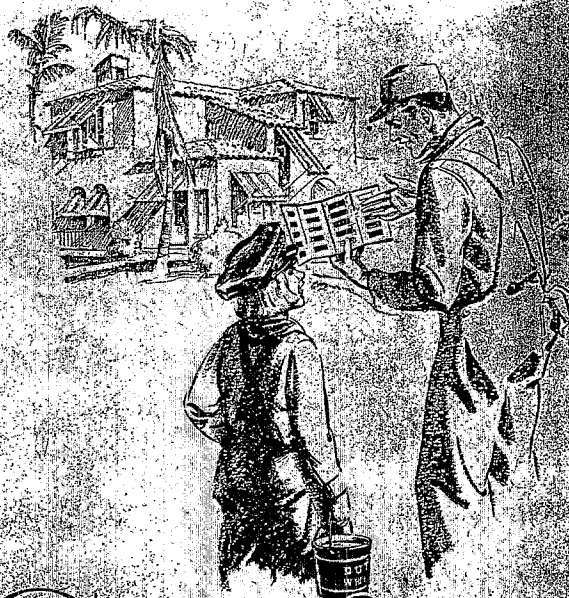




Color? Yes...

*Exactly the tint you want for your
stucco house with pure lead paint*

HERE'S the way to dress the exterior of a stucco house with enduring charm and beauty. Hire a master painter to decorate it with pure lead paint.

This is also the way to provide a sure, waterproof coating for stucco.

With pure lead paint, made with Dutch Boy white-lead, your painter can produce exactly any desirable color. He can get the precise tint or shade you want because he mixes this paint specially for every job. Bright colors that fairly sparkle in the sunlight—softer tints or shades that give new charm and grace to the lines of your home—they are all possible with Dutch Boy white-lead paint.

This trademark, a guarantee of high quality, is on every keg of Dutch Boy white-lead. It is the trademark of National Lead Company, which makes lead products for themany uses for which lead is fitted in art, industry and daily life.



Stucco presents no new or materially different painting problem. Except for a slight variation in the priming coat—using more linseed oil so as to take care of the greater porosity—stucco is painted much the same as any other material.

Weather-proof and moisture-proof

And, when the work is done with pure lead paint, you insure for stucco the same weather-proof, moisture-proof film that painters long have used to protect and beautify wood and other surfaces.

Pure lead paint, made with Dutch Boy white-lead, does not crack. It does not scale. It keeps out dampness. It seals up the porous stucco so that moisture cannot enter.

Moreover, with it your painter can give you not only exact tints but the particular finish desired—gloss... eggshell... or flat.

A helpful booklet

Write us for detailed information about the use of pure lead paint on stucco. Also request the booklet, "The House We Live In," which contains help in selecting colors for your home.

NATIONAL LEAD COMPANY
235 Montgomery St., San Francisco

Paint with LEAD

DUTCH BOY WHITE-LEAD

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