



For waterproofing stucco houses—

*A prescription of pure lead paint,
applied by a skilled painter, keeps
out moisture . . . prevents the po-
rous surfaces from cracking . . . and
insures lasting beauty for your home.*

WHAT paint for stucco?
This question seems
difficult for some property
owners to answer.

But it is really an easy
question after all. Pure lead
paint, such as is made with
Dutch Boy white-lead, makes
stucco waterproof . . . and
covers it with the same last-
ing paint film which has long
been the standard for wood
and other surfaces. Except
for a slight variation in the
priming coat—the addition
of a larger amount of linseed
oil to satisfy the rough po-
rous stucco—such a surface
presents no new or materially
different painting problem.

In pure lead paint, applied
by a skilled painter, you have
a generations-old combina-
tion which places on your

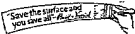
house a paint film that does
not crack or scale . . . that
keeps out dampness and
moisture . . . that seals up
any tiny cracks which follow
the penetration of moisture in-
to unpainted porous surfaces.

By using Dutch Boy white-
lead, your skilled painter can
get any exterior finish you
desire—gloss . . . eggshell . . .
or flat. He can brighten and
enrich the finish by tinting
the paint exactly to the color
you want, because he mixes
this paint specially for every
job. An almost unlimited
range of tints and shades is
yours to call on.

Write for booklet

Just write us for detailed
information about the use of
pure lead paint on stucco sur-
faces. Also request the book-
let, "The House We Live
In," which contains valuable
help in selecting colors for
interior as well as exterior
painting.

*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 prod-
ucts for the many
uses for which
lead is fitted in
art, industry and
daily life.*



NATIONAL LEAD COMPANY
235 Montgomery Street
San Francisco

Paint with LEAD
DUTCH BOY WHITE-LEAD



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by a skilled painter, keeps out moisture . . .
prevents the porous surfaces from cracking
. . . and insures lasting beauty for your home*

WHAT paint for stucco? This question seems difficult for some property owners to answer.

But it is really an easy question after all. Pure lead paint, such as is made with Dutch Boy white-lead, makes stucco waterproof . . . and covers it with the same lasting paint film which has long been the standard for wood and other surfaces. Except for a slight variation in the priming coat—the addition of a larger amount of linseed oil to satisfy the rough porous stucco—such a surface presents no new or materially different painting problem.

In pure lead paint, applied by a skilled painter, you have a generations-old combination

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 the many uses for which lead is fitted in art, industry and daily life.



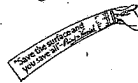
which places on your house a paint film that does not crack or scale . . . that keeps out dampness and moisture . . . that seals up any tiny cracks which may have developed following the penetration of moisture into the unpainted porous surface.

By using Dutch Boy white-lead, your skilled painter can get any exterior finish you desire . . . gloss—eggshell—or flat. He can brighten and enrich the finish by tinting the paint exactly to the color you want, because he mixes this paint specially for every job. An almost unlimited range of tints and shades is yours to call on in covering your house with enduring beauty.

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