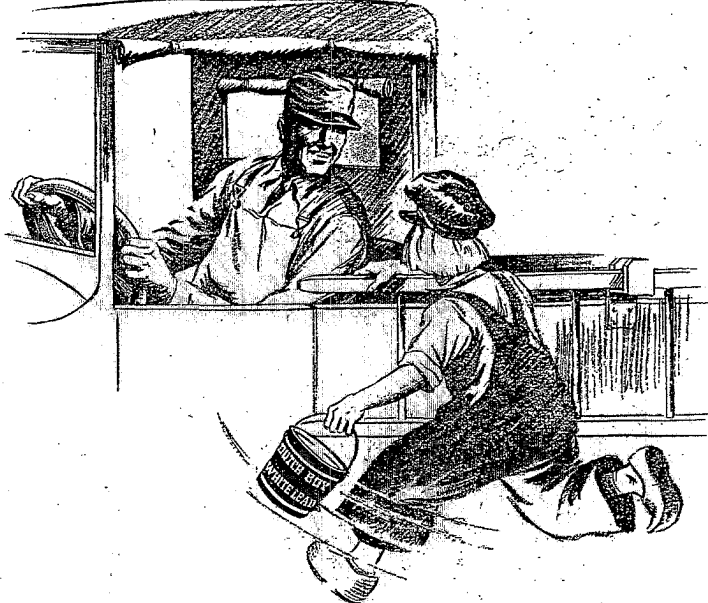




For Stucco Houses PURE LEAD PAINT

This paint, used for generations by master painters for waterproofing and beautifying surfaces, answers the question, "What paint for Stucco?"

THE paint for wood, for plaster, for brick—is also the paint for stucco.

Skilled professional painters today, as in the past, regard pure lead paint as the standard for covering houses with lasting beauty and for waterproofing surfaces of all kinds. They use lead paint made of Dutch Boy white-lead to give stucco the same lasting paint film as wood—a film that does not crack or scale . . . that keeps dampness and moisture from penetrating porous stucco and starting tiny cracks in the surface.

Except for a slight variation in the priming coat—the addition of a larger amount of linseed oil to satisfy the rough, porous sur-

face—stucco presents no new or materially different painting problem.

Gloss . . . eggshell . . . or flat finishes

By using Dutch Boy white-lead your painter can give you the exterior finish you desire—gloss . . . eggshell . . . or flat. He mixes this paint specially for each job, and he can produce an infinite number of colors—the exact tint or shade you specify. He can carry out any decorative scheme . . . obtain colorful finishes whose original beauty is lasting.

Further information on painting stucco

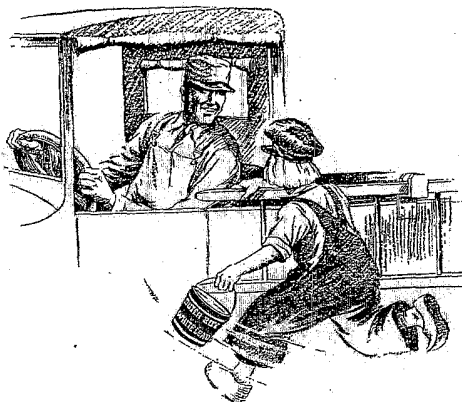
For colorful stucco exteriors—for waterproof stucco houses—use pure lead paint. Detailed information about the use of this paint on stucco is yours for the asking. Request also a booklet, "The House We Live In," containing valuable help in selecting colors for interiors as well as exteriors. Address:

NATIONAL LEAD COMPANY
235 Montgomery St., San Francisco

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.



Paint with LEAD
DUTCH BOY WHITE-LEAD



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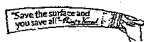
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