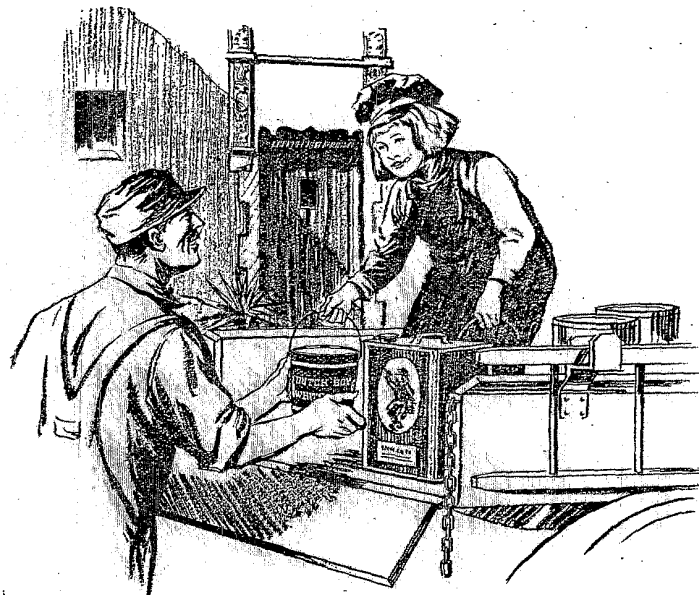




Easy to make Stucco Houses WATERPROOF

Simply use pure lead paint—the same paint which has for generations been the standard for waterproofing and beautifying surfaces of all kinds

IT is as easy to waterproof stucco or concrete surfaces as it is wood. Simply employ your skilled painter to apply pure lead paint.

This is the answer to the stucco painting problem. Except for a slight variation in the priming coat, to satisfy the rough, rather porous stucco, such a surface presents no new or materially different problems from those met in painting wood and other surfaces exposed to weather.

With lead paint made of Dutch

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.



Boy white-lead the skilled painter covers your house with a film that moisture does not penetrate . . . that prevents cracking of the surface. He waterproofs and weatherproofs your house with paint that is tough and elastic . . . that does not crack or scale . . . that lasts long and is the most economical you can buy.

Gloss . . . Eggshell . . . or Flat Finish

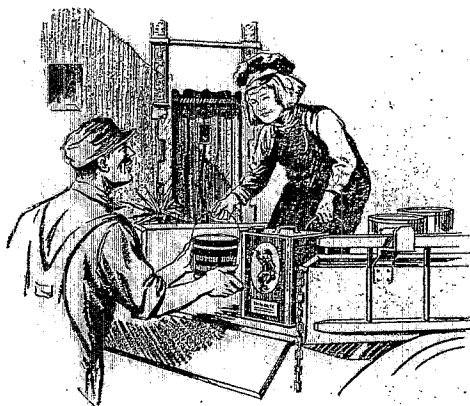
With this Dutch Boy white-lead paint you can have a gloss, eggshell, or flat exterior finish. And you can get a brilliant, colorful finish, or as sober a treatment as you desire—to the exact tint or shade. This paint is colored specially for every job. Your color selection is practically unlimited.

Free paint information

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

NATIONAL LEAD COMPANY
235 Montgomery St., San Francisco

Paint with LEAD
DUTCH BOY WHITE-LEAD



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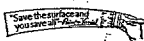
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