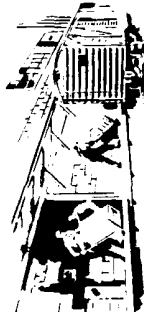




ideal for Industrial buildings

New stucco and cement paint offers an economical way to spruce up and protect factories, warehouses and industrial buildings of all types. A coat of new Nalcrete hides the surface, lasts extra years of wear — and they can be repainted the same day if desired, so fast does it dry.

Masonry structures as schools, laboratories, road stations, too, can be protected and beautified with the many attractive colors in the Dutch Boy Nalcrete line.



ONAL LEAD COMPANY

General Offices:
11 Broadway, New York 6, N. Y.



*New
Acrylic*

Nalcrete

for stucco, brick, concrete and
cinder block, asbestos siding



for stucco —



brick —



concrete and cinder block —

and asbestos shingle siding



Dutch Boy Nalcrete

Owners of masonry construction buildings have long sought a durable, decorative coat that would solve their painting problems. Today, they are finding the answer ... in *Dutch Boy Nalcrete*!

Dutch Boy Nalcrete's revolutionary formula is the outgrowth of many years of paint research by the *Dutch Boy* technical staff. *Nalcrete* is an all new, all different finish to solve the painting problems of exterior surfaces of stucco, brick, concrete and asbestos shingle siding.

0000-NLI-000020552

New acrylic NALCRETE is the latest development in the exterior emulsion paint field. The use of acrylic resin in "Dutch Boy" NALCRETE assures a quick drying, rapidly curing film that is highly resistant to sun, sea air, fog, alkali and petroleum products.

The secret of Nalcrete's toughness is this. It sets up a "breathable type" film. Water droplets from the outside can't get in yet water vapor from the inside can get out. Before it has a chance to lift the paint and cause the usual cracking, blistering or peeling.

"Dutch Boy" Nalcrete "practically" lasts on, whether you use brush, roller or spray gun. You can't make a "lap mark" if you try. Paint a section and let it dry. Start again with a brush overlap. No one can tell where you stopped or started.

The lovely Nalcrete colors form a perfect palette for exterior home decoration. And they hold their color in spite of sun, rain, heat or cold. Even fresh cement walls that are "burning" with active alkali can be successfully painted with this truly different stucco paint.

"Dutch Boy" Nalcrete gives a uniform color the very instant it's dry! Smoke dust and ordinary dirt (like that splashed against walls from garden sprinkling) will often stain ordinary stucco finishes, but they wash right off a home that's protected with Nalcrete!



Dutch Boy® Nalcrete

for stucco, brick, concrete and
cinder block, asbestos siding

PALISADES PINK
55B151



SEA FOAM GREEN
55B67



AQUAMARINE
55B53



PEARL GRAY
55B75



FLAXEN YELLOW
55B152

ANTIQUÉ ROSE
55B32

also available in 55B00 WHITE

BONE IVORY
55B95



JASPER GREEN
55B66



GEORGIAN GRAY
55B77

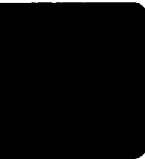


FLAMINGO
55B93

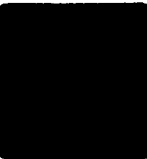
PEBBLE
55B43



JONQUIL
55B85



SANDALWOOD
55B14



TURF GREEN
55B19

BURNT SIENNA



PERMANENT GREEN



BURNT UMBER

RAW UMBER



LAMPBLACK



PERMANENT BLUE

ADDITIONAL COLORS

Our tints shown below are just a few of the variations that may be obtained through the use of one or more of the six "Dutch Boy" Latex Tinters. These tinters come ready to use and blend easily and quickly with Dutch Boy NALCRETE.

Colors shown are made by adding 4 ounces of the Latex Tinter indicated to one gallon of white.

