

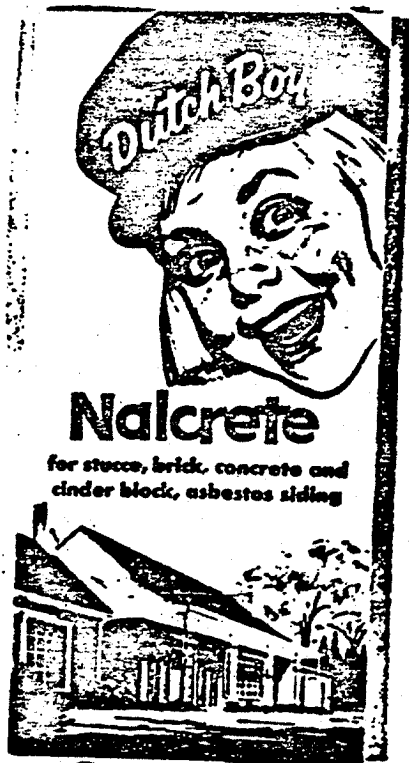
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NLI 116142

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P-32-54

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for stucco-



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 outcome 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.

2-22-57

Ans. Advertising Manager

File

1-10-58

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Dutch Boy Nalcrete has been especially formulated to protect and beautify exterior surfaces of stucco, brick, concrete, masonry block and asbestos shingle siding. Nalcrete forms a tough, protective film that keeps its color uniformly for years without fading. What's more, these crisp Nalcrete colors won't blotch—rain just cleans them off.



The secret of Nalcrete's toughness is that it sets up a "water-tight film." It also keeps the surface 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 takes care of whether you use brush, roller or spray gun. You can't make a "lap joint" if you try. Paint a surface and let it dry. Then apply with a brush, roller, or spray gun. No more can't tell where you stopped or started.



The lovely Nalcrete colors have a perfect pattern for various home decorations. And they hold their color in spite of sun, rain, frost or cold. Even harsh weather walls that are "weathered" with water, dirt can be successfully painted with this truly different stucco paint.



"Dutch Boy" Nalcrete gives a uniform color the very instant it's daubed on. And with every dab (like that splashed against walls from garden sprinklers) will show more of the lovely stucco finish... but they wash right off a home that's protected with Nalcrete!



ANTIQUE ROSE
33832



GEORGIAN GRAY
33877



EGYPTIAN GREEN
33836



BONE IVORY
33895



CITRON YELLOW
33886



SANDALWOOD
33814



RUST GREEN
33819



CREAM
33896

Dutch Boy
Nalcrete

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



JOHNS
33865

SHOCKY
33872, 1 Pt.



FLAMINGO
33893



MISSION
33894, 1 Pt.

also available in 33800 WHITE

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NLI 116144

0579

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Nalcrete has been especially formulated and heavily crisscrossed of stucco, brick, under block and asbestos shingle which forms a tough, protective film that keeps moisture for years without fading. What's more Nalcrete never wears black-male form off.

The secret of Nalcrete's beauty is that it acts as a "water-bugger" film. Water droplets from the outside can't get in ... but 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 stops on, whether you are inside, under or spray gun. You can't make a "leap-frog" if you try. Paint a section and let it dry. That's what you can't do with other paint. You can't tell where you stopped or started.

The beauty of Nalcrete comes from a perfect pattern for various home decorations. And they hold their color in spite of sun, rain, frost or cold. Even fresh cement walls that are "fume-bug" with active alkali can be successfully painted with this truly different stucco paint.

"Dutch Boy" Nalcrete gives a surface the very instant it's dry! Smooth, flat and ready to use (like that special old-fashioned wall from garden sprinkling) will show more beauty than ever before... but they each look all a home that's protected with Nalcrete!

Dutch Boy Nalcrete

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



ANTIQUE ROSE
S3832



GEORGIAN GRAY
S3877



EGYPTIAN GREEN
S3836



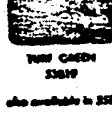
BONE IVORY
S3893



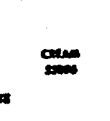
SANDALWOOD
S3816



CITRON YELLOW
S3866



TURB GREEN
S3819



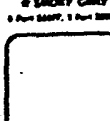
CREAM
S3896



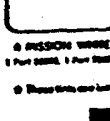
JONQUIL
S3885



FLAMINGO
S3892



SNOWY GRAY
1 Part S3897, 1 Part S3898



MISSION WHITE
1 Part S3899, 1 Part S3900

SEA FOAM GREEN
S3867



PEBBLE
S3843



HOT CHOCOLATE
S3888



AQUAMARINE
S3833



CORNADO GREEN
1 Part S3846, 1 Part S3848



CACTUS GREEN
1 Part S3849, 1 Part S3850

PARADES PINK
1 Part S3823, 4 Parts S3828



DESERT SAND
1 Part S3845, 1 Part S3846

of these two are better - of the two colors specified.

also available in S3899 WHITE

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NLI 116145

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