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It Hides Fire Cracks!

New special plaster which works
like magic on a foundation
or absorbent walls.



Form with fields for:

- Name
- Address
- City
- State
- Zip
- Phone
- Occupation
- How did you hear of this?
- When will you be ready to order?
- How much plaster do you need?
- How much money do you have?
- How much money do you want to borrow?
- How much money do you want to pay?
- How much money do you want to save?
- How much money do you want to spend?
- How much money do you want to invest?
- How much money do you want to donate?
- How much money do you want to lend?
- How much money do you want to borrow?
- How much money do you want to pay?
- How much money do you want to save?
- How much money do you want to spend?
- How much money do you want to invest?
- How much money do you want to donate?
- How much money do you want to lend?

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AFTER a long period of development work, we are now ready to offer to contracting painters our Dutch Boy First Coater, designed to stop absorption on new plaster walls and to cover and seal over fire cracks and patches on old walls.

There is no material on the market at the present time, so far as we know, to compare with Dutch Boy First Coater. It is not simply a size but is a complete coat of paint in itself with great hiding power.

Dutch Boy First Coater will dry hard overnight and will produce an even, firm, paint film for subsequent coats. In fact, if necessary, an excellent job can be done with two coats by simply finishing with one coat of flat paint over one coat of Dutch Boy First Coater.

We wish to emphasize particularly the fact that Dutch Boy First Coater will dry overnight, because we know that time is a big factor in the cost of every paint job. It often means a big saving to contracting painters if work can be carried on without having to leave an interval of twenty-four hours or more between coats.

WHILE Dutch Boy First Coater is intended primarily as a priming coat for new plaster surfaces it is equally valuable as an undercoat in painting plaster, because of its ability to seal over fire cracks and patched places.

As Dutch Boy First Coater is intended exclusively for contracting painters, we put it up only in gallon cans, five-gallon kins, and half barrels holding about 30 gallons.

We are making arrangements with our established distributors of Dutch Boy White Lead, Dutch Boy Liquid Lead and Dutch Boy Flat Paint to sell our Dutch Boy First Coater, but we are anxious to have our friends among contracting painters secure the advantages of it as quickly as possible. If you are unable to obtain Dutch Boy First Coater from your dealer, we will be very pleased to ship direct any orders you care to send us. Gallon cans are packed in cases holding six cans to the case.

We hope we may be favored with at least a trial order from you and assure you it will be our pleasure to give you any further information regarding this product that you may desire.

NATIONAL LEAD COMPANY

ATLANTIC BRANCH

111 Broadway New York, N. Y.

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