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Southern Lumber Journal and Building Material Dealer, Fla.

NEW YORK, JANUARY 7, 1960 - National Lead Company has announced the introduction of their quality "Dutch Boy" Quick Drying Enamel line in 16 oz. aerosol spray containers suitable for both interior and exterior use.

This new aerosol line, called "Spra-Swift," is packaged under the familiar Blue and White "Dutch Boy" label. In addition to a selection of the most popular "Dutch Boy" Quick Drying Enamel colors, the new line contains a complete range of metallics; a flat black, a gloss black and a clear. National Lead Company uses colored caps on all "Spra-Swift" containers for ready color identification.

The "Spra-Swift" line is merchandised as a self service item through the use of a rugged blue wire floor rack designed for compact storage and easy consumer selection. The wire rack contains an attractive metal clip-on sign with prominent "Dutch Boy" identification and suggested product uses.

Special introductory offers for two assortments from the "Spra-Swift" line are currently available to all "Dutch Boy" dealers. For further information regarding "Spra-Swift," write to: National Lead Company, 111 Broadway, New York, New York, Room 1000.

Also: Messrs. Dewey, Drewes, Henrich (6), Morsman, Jr., Owens, Specht, Peterson, Merson, E. Williams, and Miss Cannella.

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