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MAR 9 1937

# Impervo Surfacer

A LIME AND ACID PROOF  
UNDERCOATING

FOR  
SANI-FLAT  
MURESCO  
CALSON FINISH



AND ALL  
INTERIOR  
WALL  
COATINGS

MANUFACTURED BY

## Benjamin Moore & Co.

FACTORIES

NEW YORK CHICAGO CLEVELAND  
ST. LOUIS CARTERET TORONTO

## IMPERVO SURFACER

The cover of this leaflet is a printed facsimile of the practical **Impervo Surfacer** test board. In the original the test board is coated with a strong red aniline calso mine or distemper color. A coat of **Impervo Surfacer** is then applied from top to bottom as represented by the dark brown strip. After the Surfacer is dry the board is crossed from left to right with a single coat of White Muresco, or other calso mine. Where the Muresco covers the untreated coating, the red aniline bleeds through and stains it, where it crosses the **Impervo Surfacer** there is no staining and it retains its clearness and whiteness.

This simple test demonstrates conclusively the value of **Impervo Surfacer** in preventing aniline distemper colors, stains, etc., from discoloring any calso mine or other wall coating which may be applied over it.

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### SUGGESTIONS

Always stir **Impervo Surfacer** thoroughly before using. Do not thin unless it becomes necessary due to evaporation of the spirit, then add turpentine only.

Over strong aniline distemper colors, bad stains, or lime spots, apply two coats. **Impervo Surfacer** will cover approximately 650 square feet one coat on new plaster wall and will dry hard over night.

**Impervo Surfacer** is especially recommended as a primer for Oregon Pine, Redwood and Cypress; and may be used as a primer on Stucco, Cement and Concrete Surfaces.

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Put up in barrels, 1/2-barrels, 5-gallon kegs, gallon, 1/2-gallon and 1/4-gallon cans.

## AN OLD DIFFICULTY OVERCOME

The greatest problem in interior decorating has been to overcome the injurious and destructive action of lime, acid and alkaline salts upon the decorative coatings applied to plaster walls and ceilings. Wall Sizes containing varnish, rosin, or other vegetable gums, are subject to saponification, if there is any excess of alkali in the plaster, causing spotting or peeling of the finish. Under certain conditions a so called Varnish Size may over oxidize, become brittle, and then peel or flake off. Glue Sizes are not dependable as they are easily affected by moisture and dampness, and do not stop the destructive action of saltpeter or lime upon the subsequent wall coatings.

**Impervo Surfacer** was developed to overcome these difficulties and has proven its value in practically eliminating painting failures due to suction, saltpeter and stains proving a most valuable asset to the Master Painter and Decorator, often preventing the expense of repainting due to the improper preparation of the surface.

**Impervo Surfacer** is especially prepared oil base liquid of light color, which works easily, spreads freely, drying with a tough, impervious, elastic and durable film, upon which Calsomines, Flat Paints, or Enamels may be economically and easily applied. Decidedly different in character than most other Sizes, as it contains no Alum, Glue, Rosin, or other ingredients which are liable to cause defects in the finishing coats, such as peeling, cracking, alligating, or saponification.

**Impervo Surfacer** easy to apply, economical and dependable, may be used on the finest class of work, as well as the most practical kind of decorating without any hesitancy.

A trial will convince the most skeptical that a solution to the proper preparation of walls for Interior Decoration has been found in **Impervo Surfacer**.

# Benjamin Moore & Co.

Paints, Varnishes and Muresco

NEW YORK  
CHICAGO  
CLEVELAND



ST. LOUIS  
CARTERET  
TORONTO