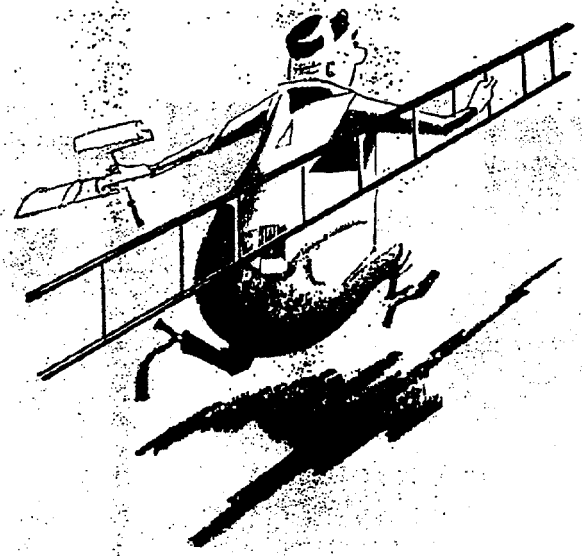
SOMETHING NEW!



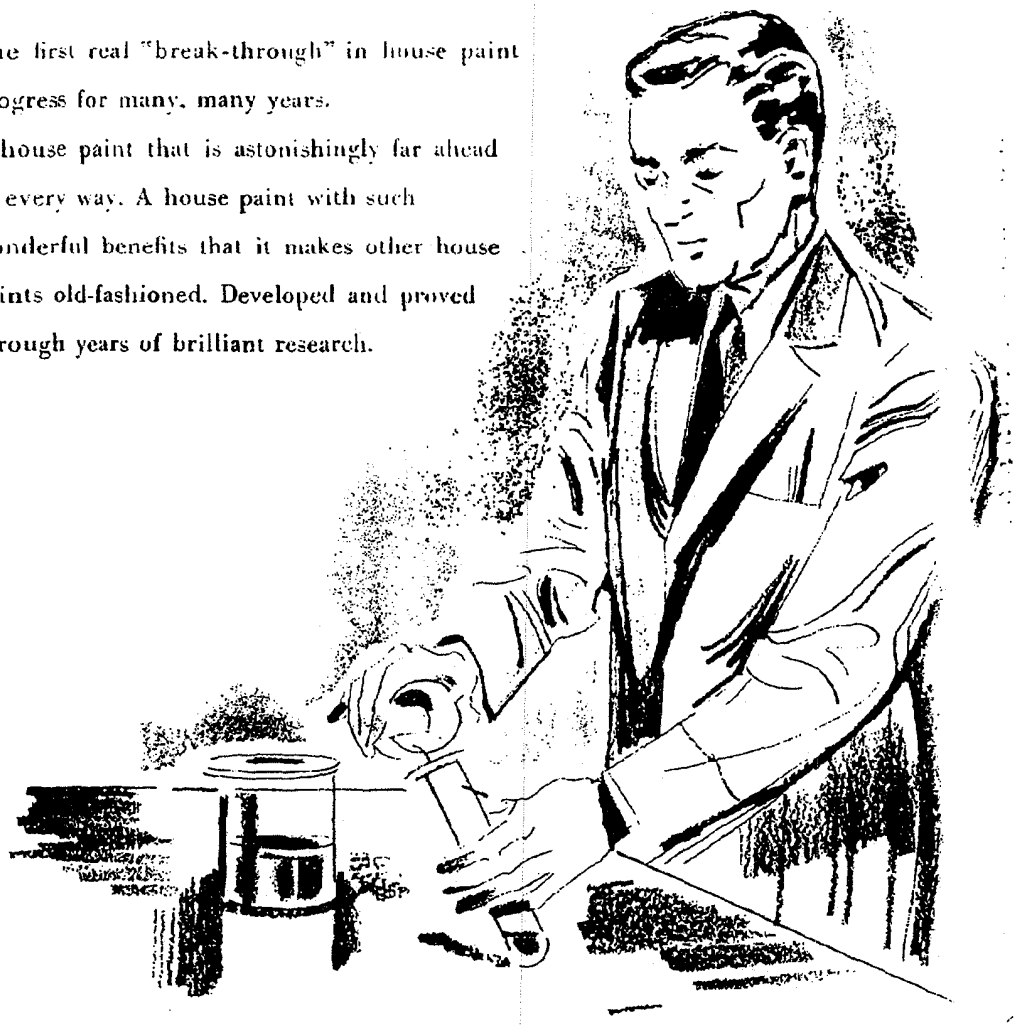
0007-SWP-039880

#2913

A revolutionary new EXTERIOR PAINT for Wood or Masonry

The first real "break-through" in house paint progress for many, many years.

A house paint that is astonishingly far ahead in every way. A house paint with such wonderful benefits that it makes other house paints old-fashioned. Developed and proved through years of brilliant research.



0007-SWP-039881

0007-SWP-000123268



0007-SWP-039882



EASY
BRUSHING

No sticky pull...
glides on like
melted butter

0007-SWP-039883

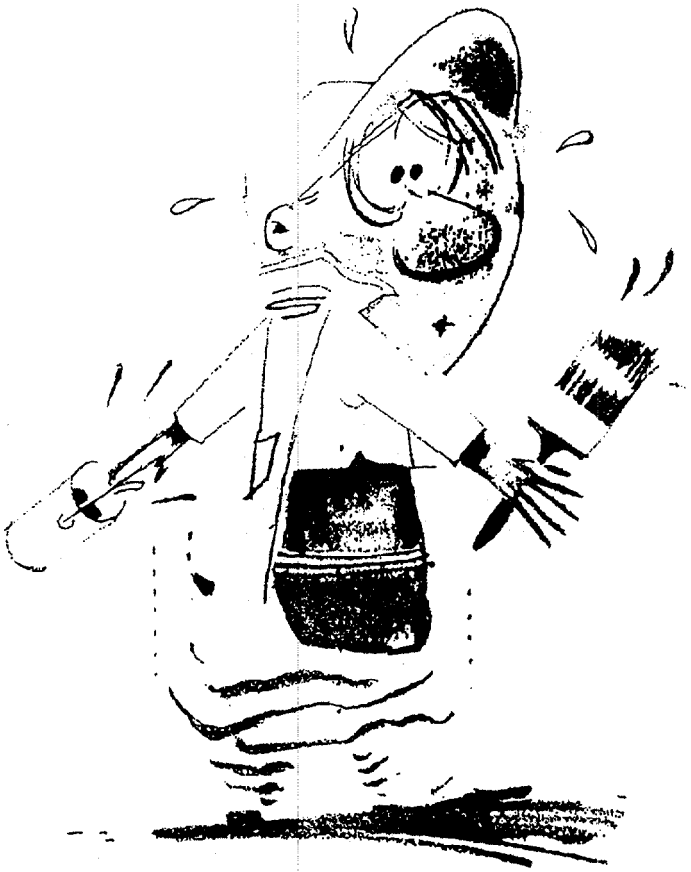


NO LAPMARKS

Overlapped areas automatically blend together

0007-SWP-039884



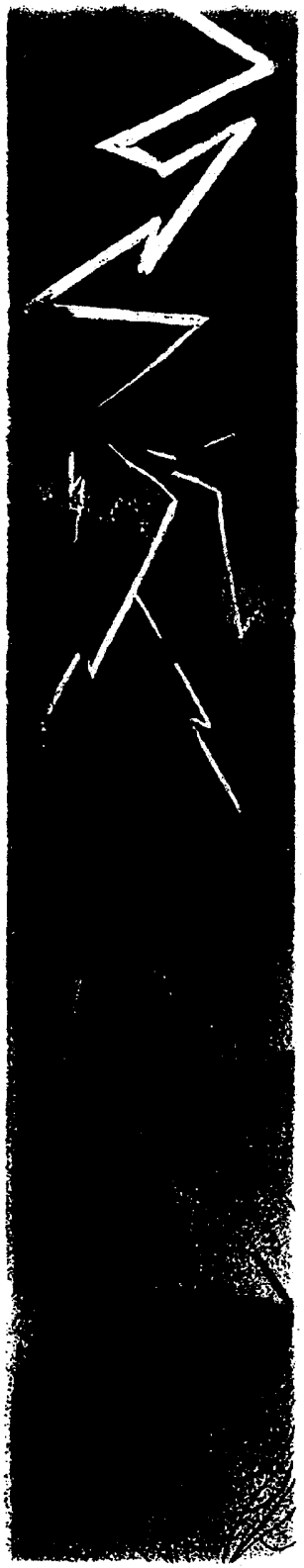




NO SAGGING

Neat stay-put properties eliminate sagging

0007-SWP-039885





FAST DRYING

Dries lightning fast...
no rain spotting,
dust or bug collection

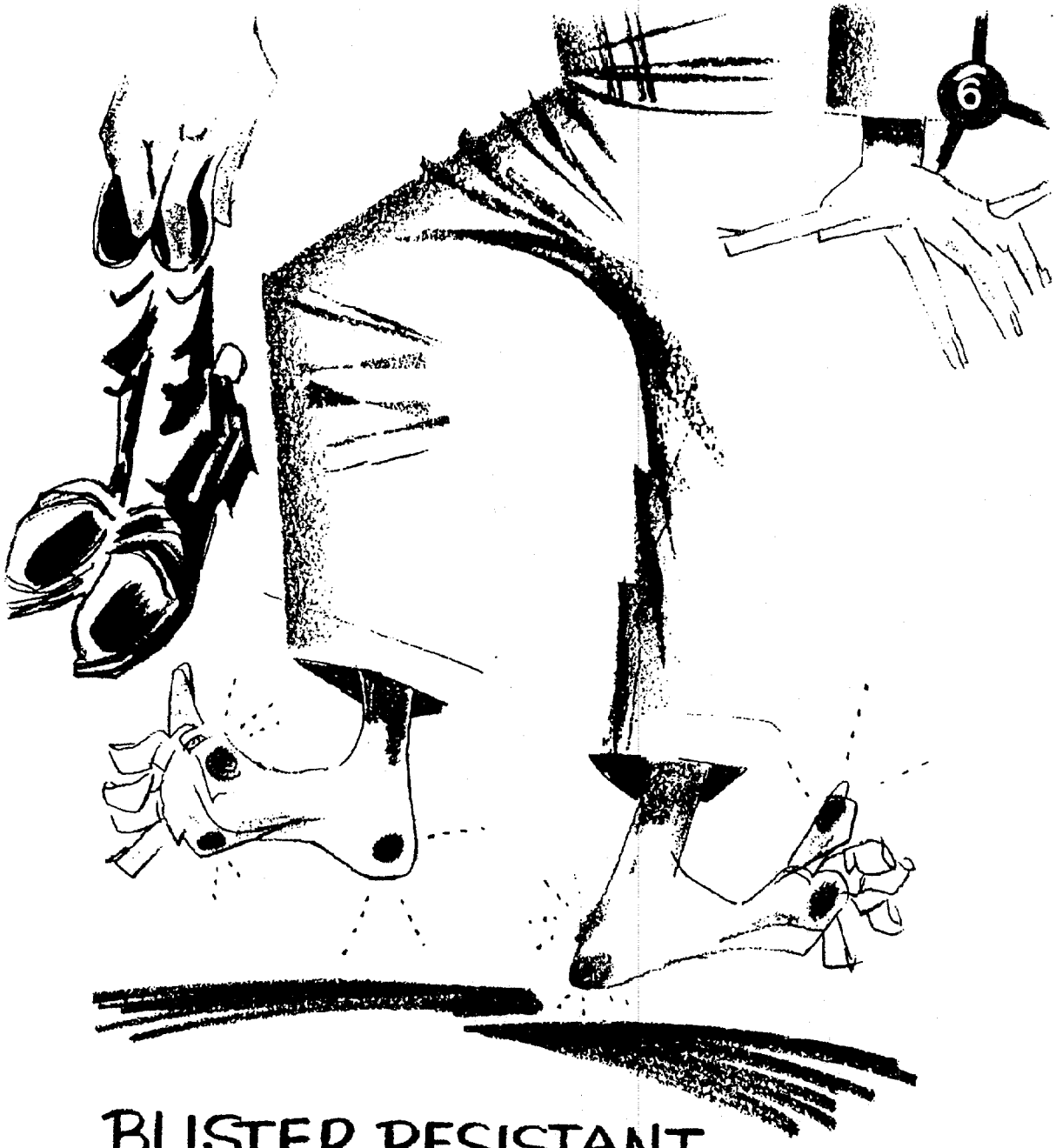
0007-SWP-039886



UNAFFECTED BY SURFACE DAMPNESS

No delay because of damp surfaces from a recent rainstorm or surface dew

0007-SWP-039887



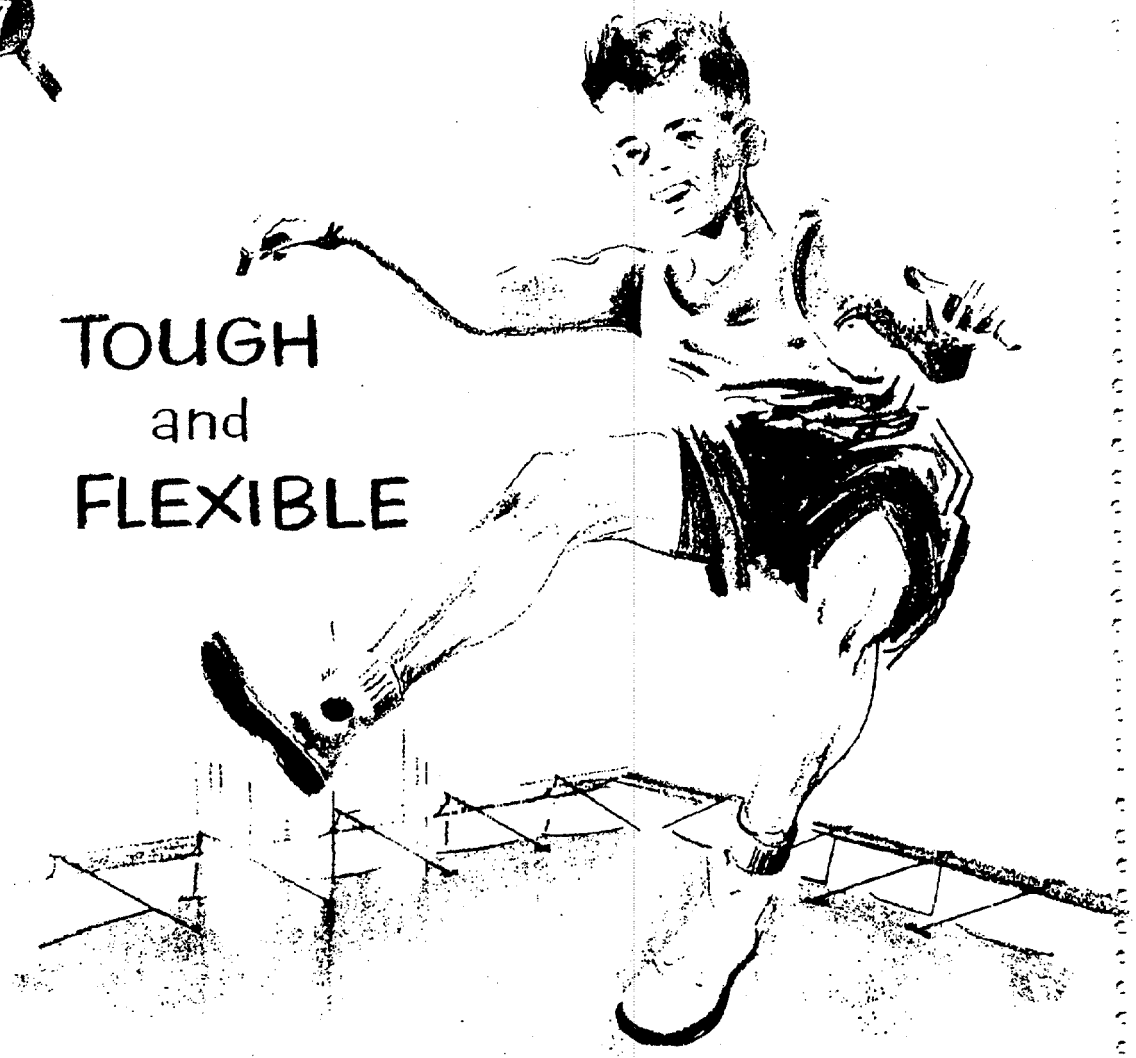
BLISTER RESISTANT

No unpleasant blisters when applied according to directions

0007-SWP-039888



TOUGH and FLEXIBLE



It's rubber-like film is extra tough and resilient... withstands surface expansion and contraction

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RESISTS ALKALI

withstands alkali
on masonry surfaces



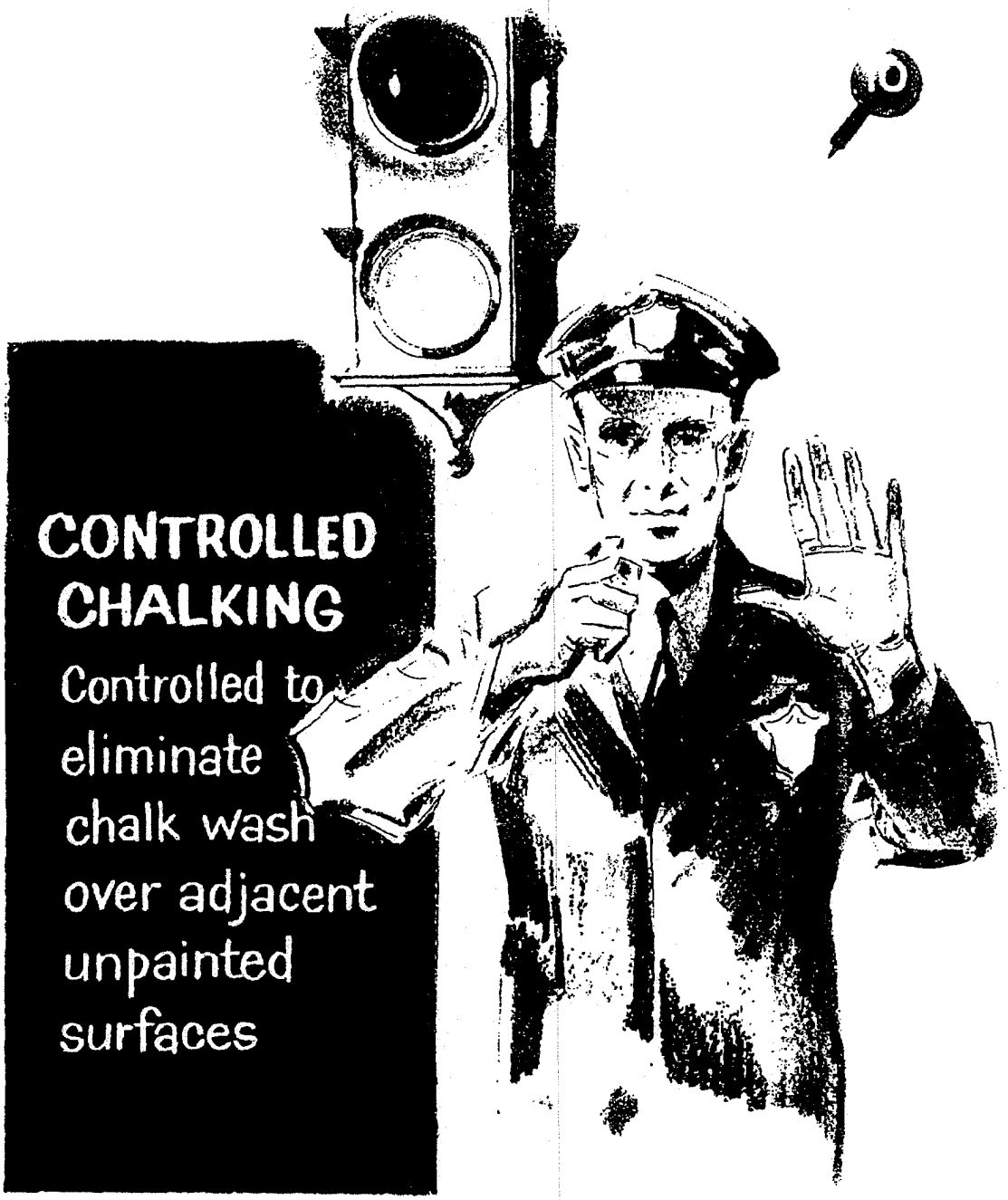
0007-SWP-039890



QUICK RECOAT

Fast through-dry
permits
quick recoating

0007-SWP-039891



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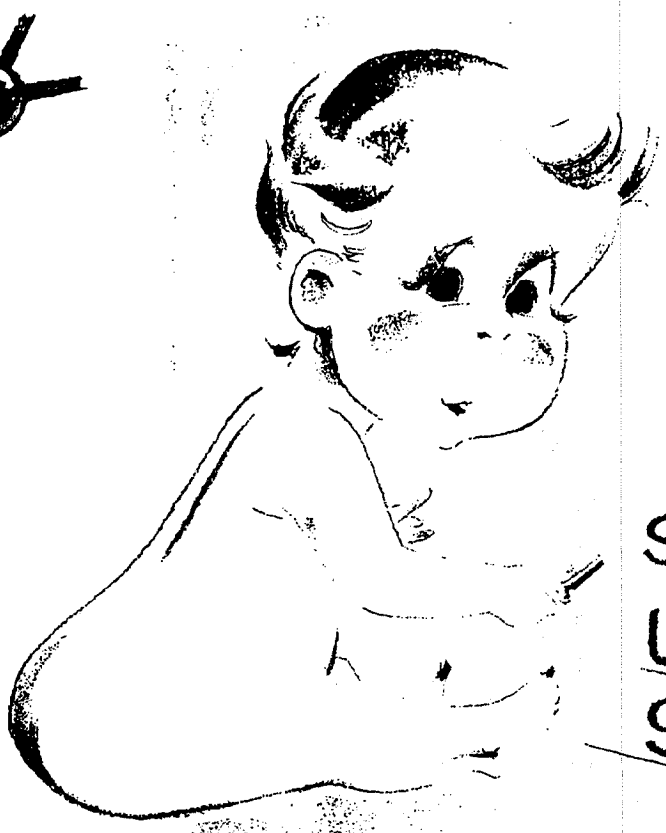

SOFT UNIFORM SHEEN

Possesses a smooth uniform sheen... minimizes surface defects

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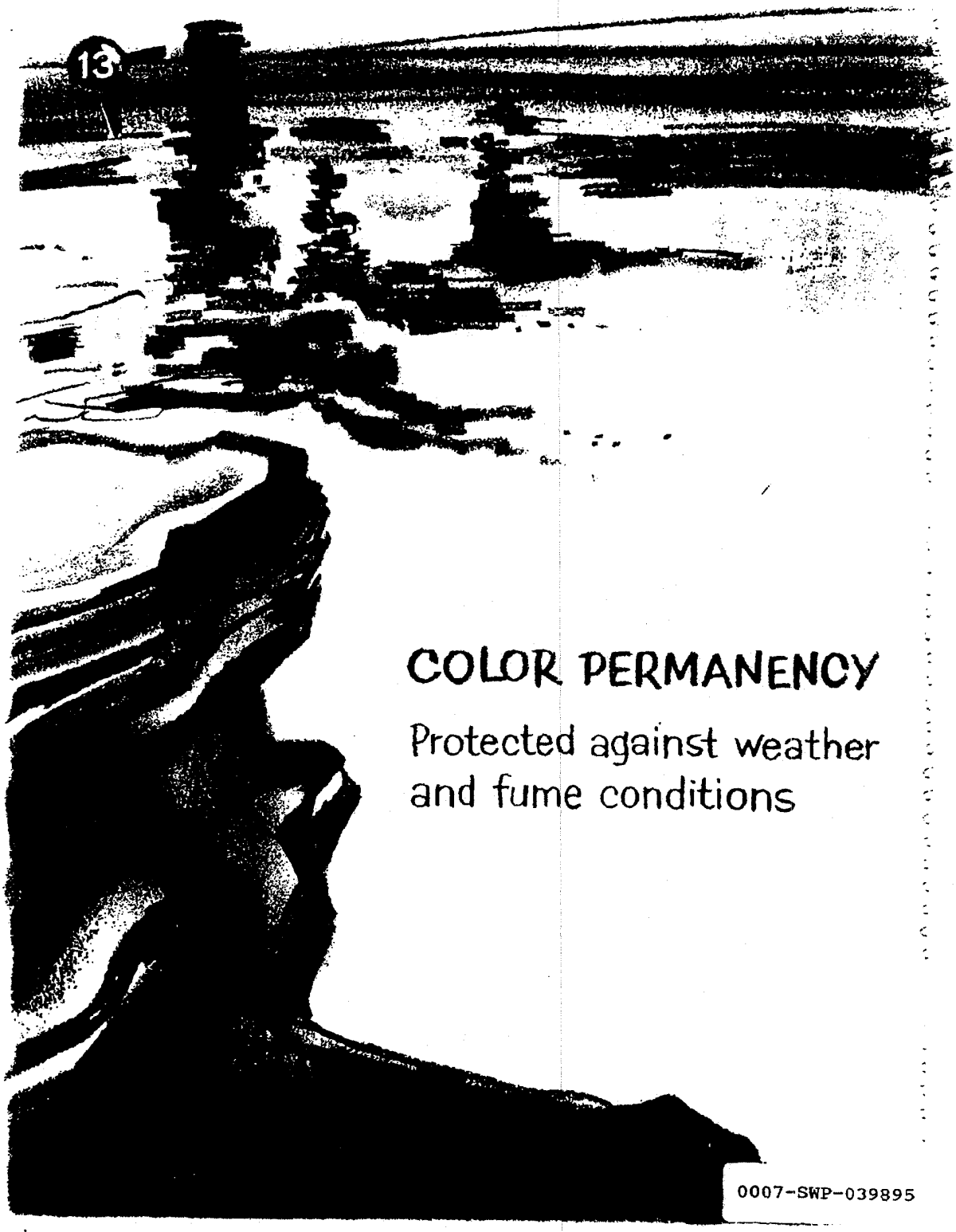
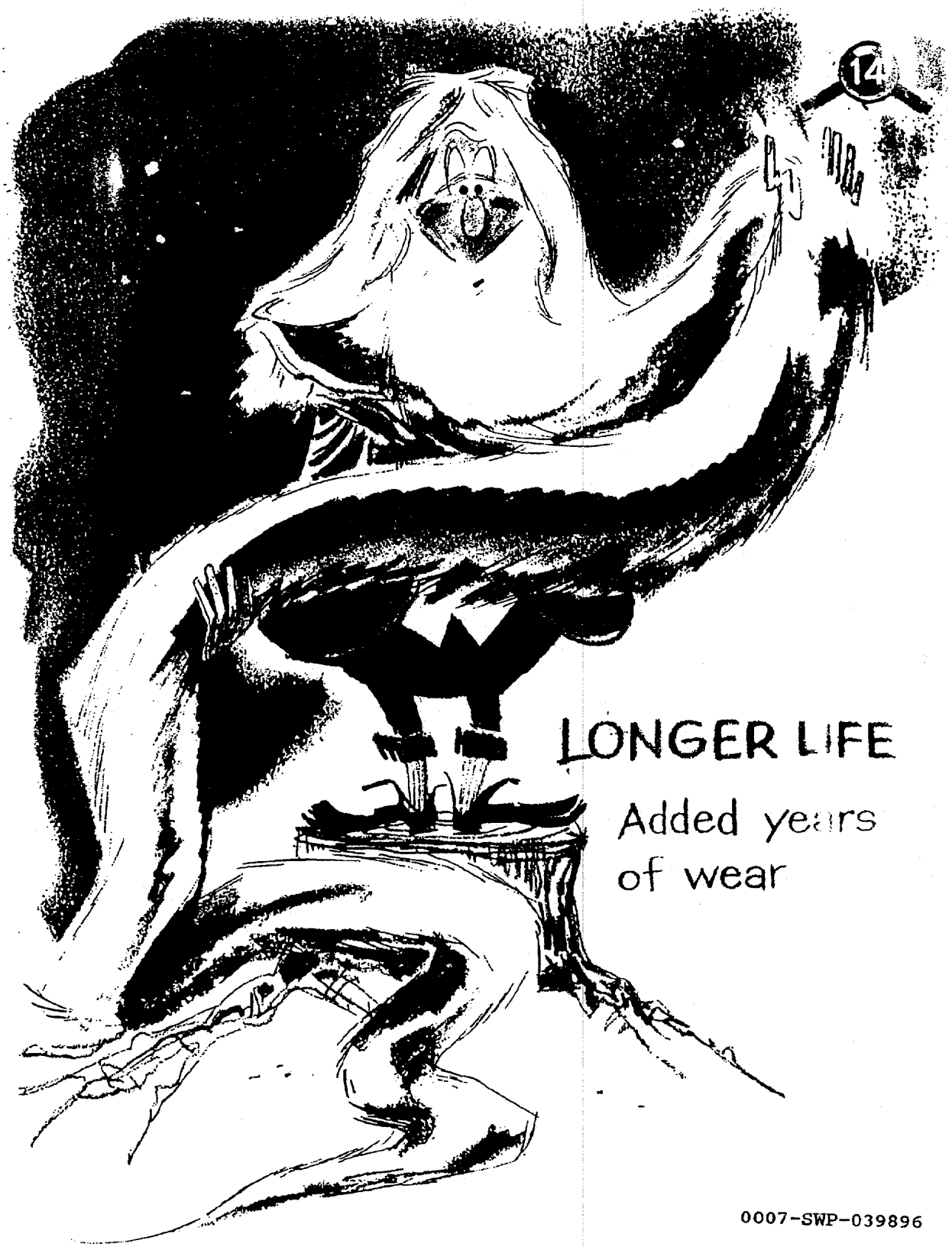
0007-SWP-039894

0007-SWP-000123281


13
COLOR PERMANENCY
Protected against weather
and fume conditions
0007-SWP-039895



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15



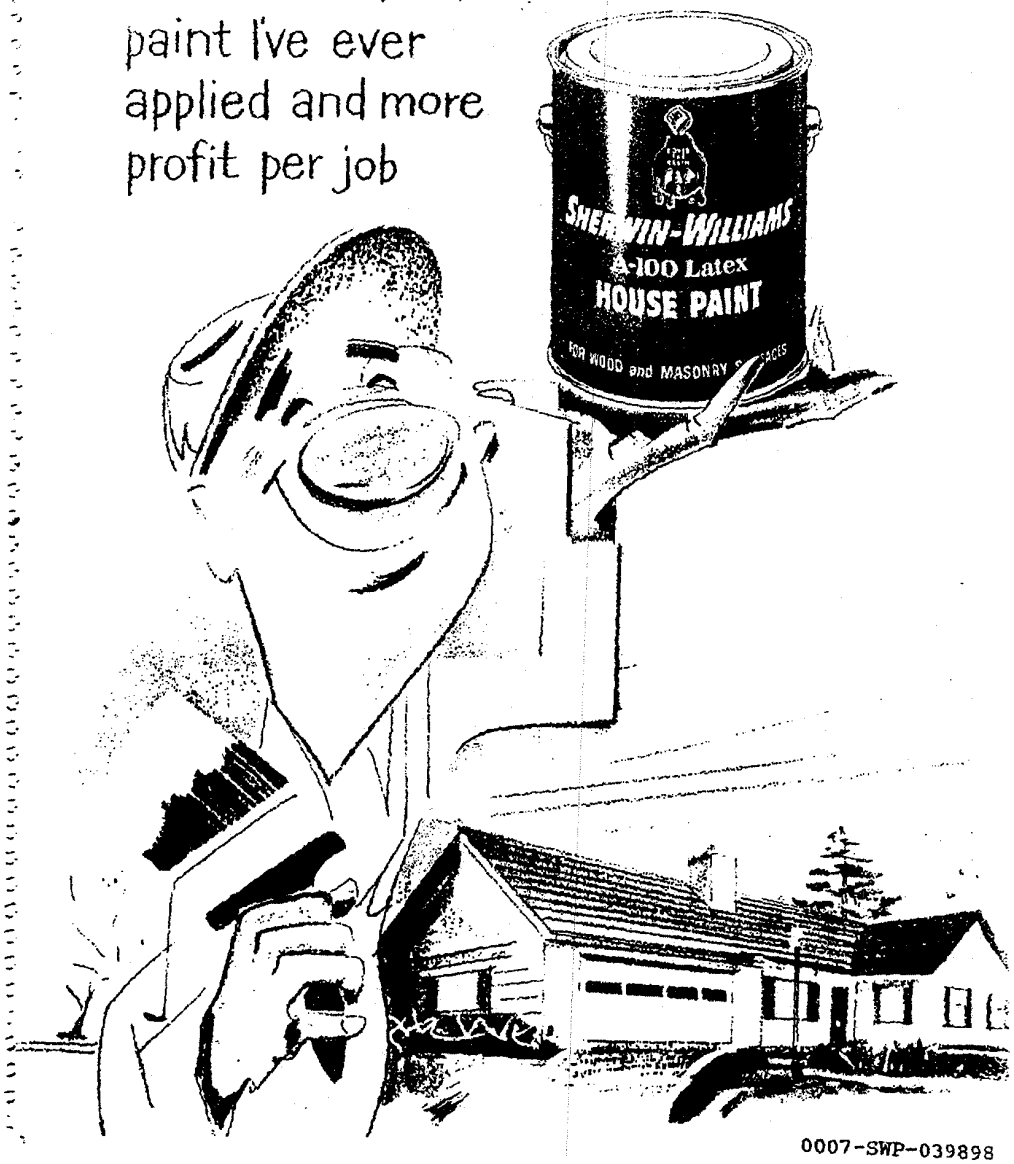
EASY CLEAN-UP

Quick and fast with water

0007-SWP-039897

MAN, THIS IS IT...

sweetest exterior paint I've ever applied and more profit per job



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AFRICA EUROPE



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THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES · CLEVELAND 1, OHIO

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