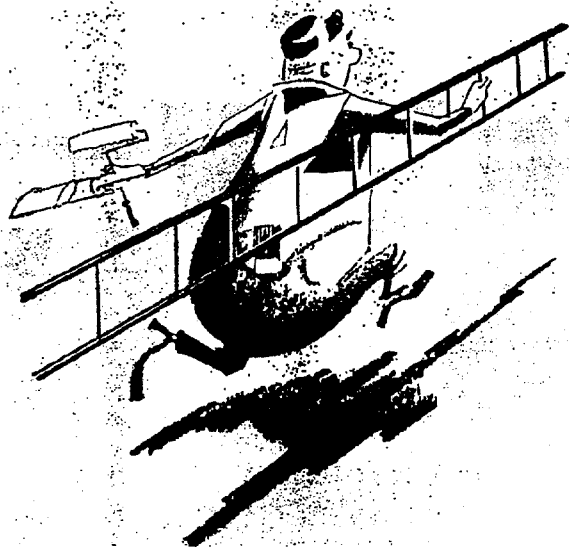


SOMETHING NEW!



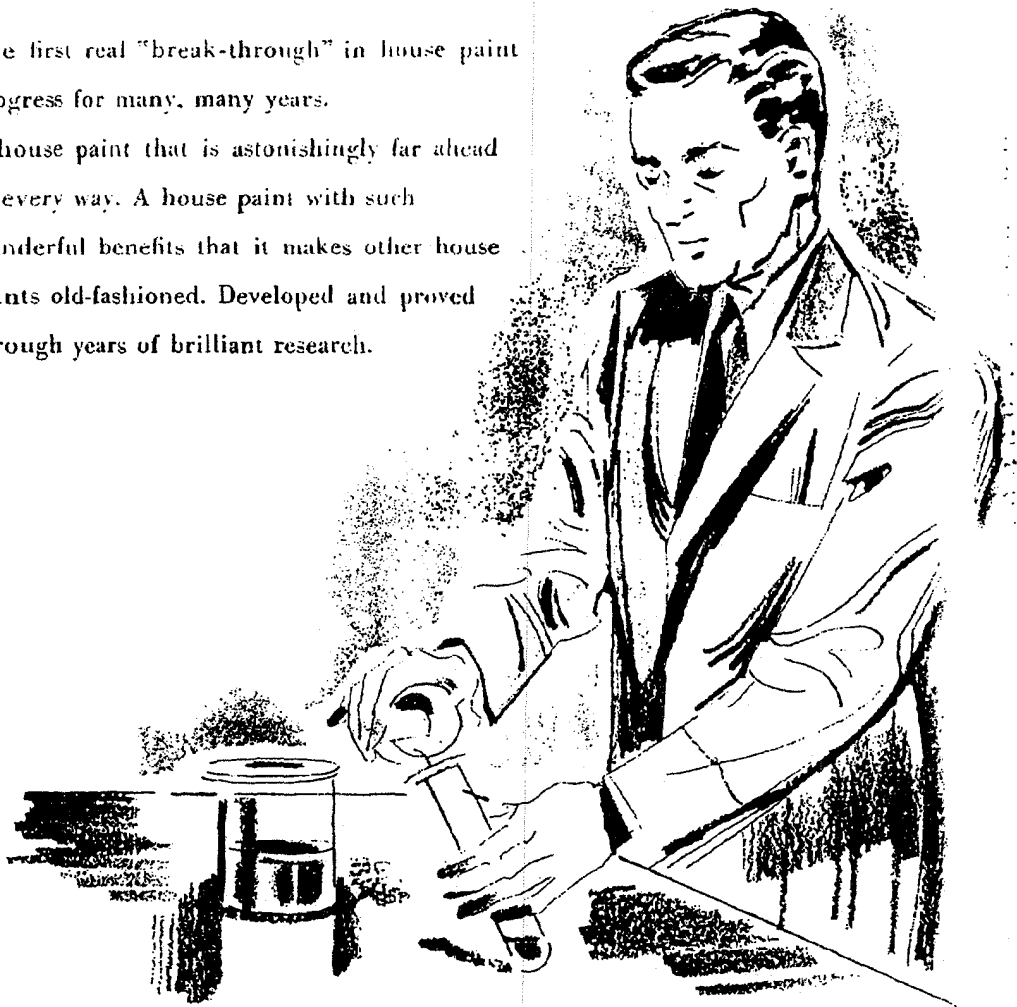
0007-SWP-039880

#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



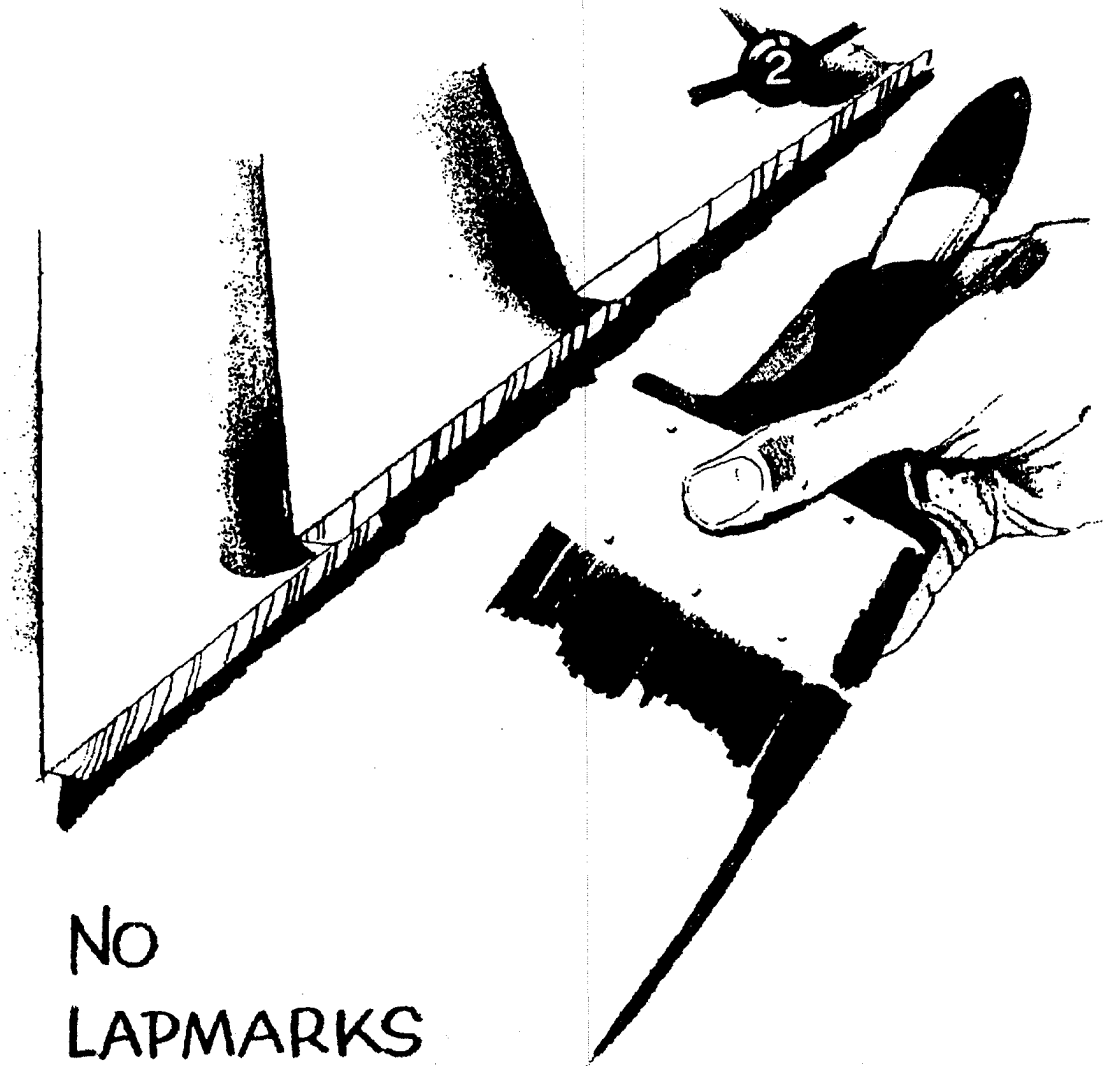
0007-SWP-039882



EASY.
BRUSHING
No sticky pull...
glides on like
melted butter

0007-SWP-039883

0007-SWP-000123270



No

LAPMARKS

Overlapped areas
automatically blend
together

0007-SWP-039884

0007-SWP-000123271

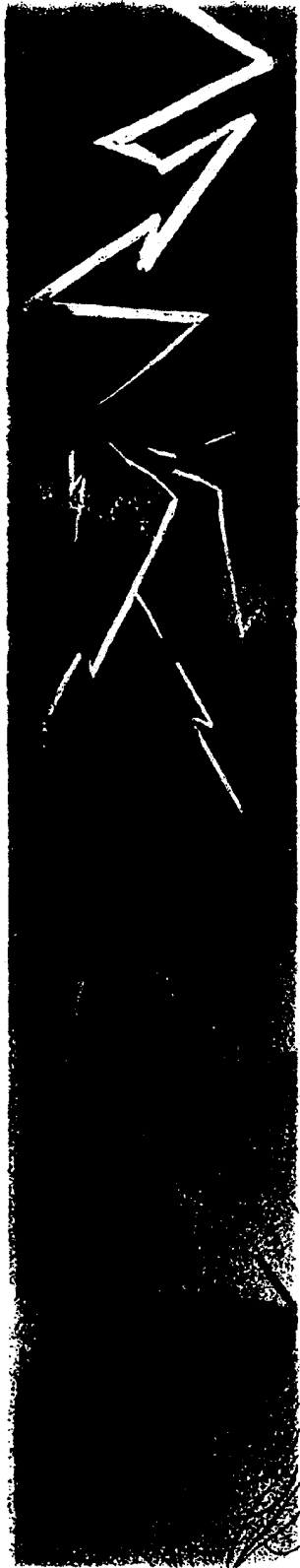


NO SAGGING

Neat stay-put
properties eliminate
sagging

0007-SWP-039885

0007-SWP-000123272



FAST DRYING

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

0007-SWP-039886

0007-SWP-000123273

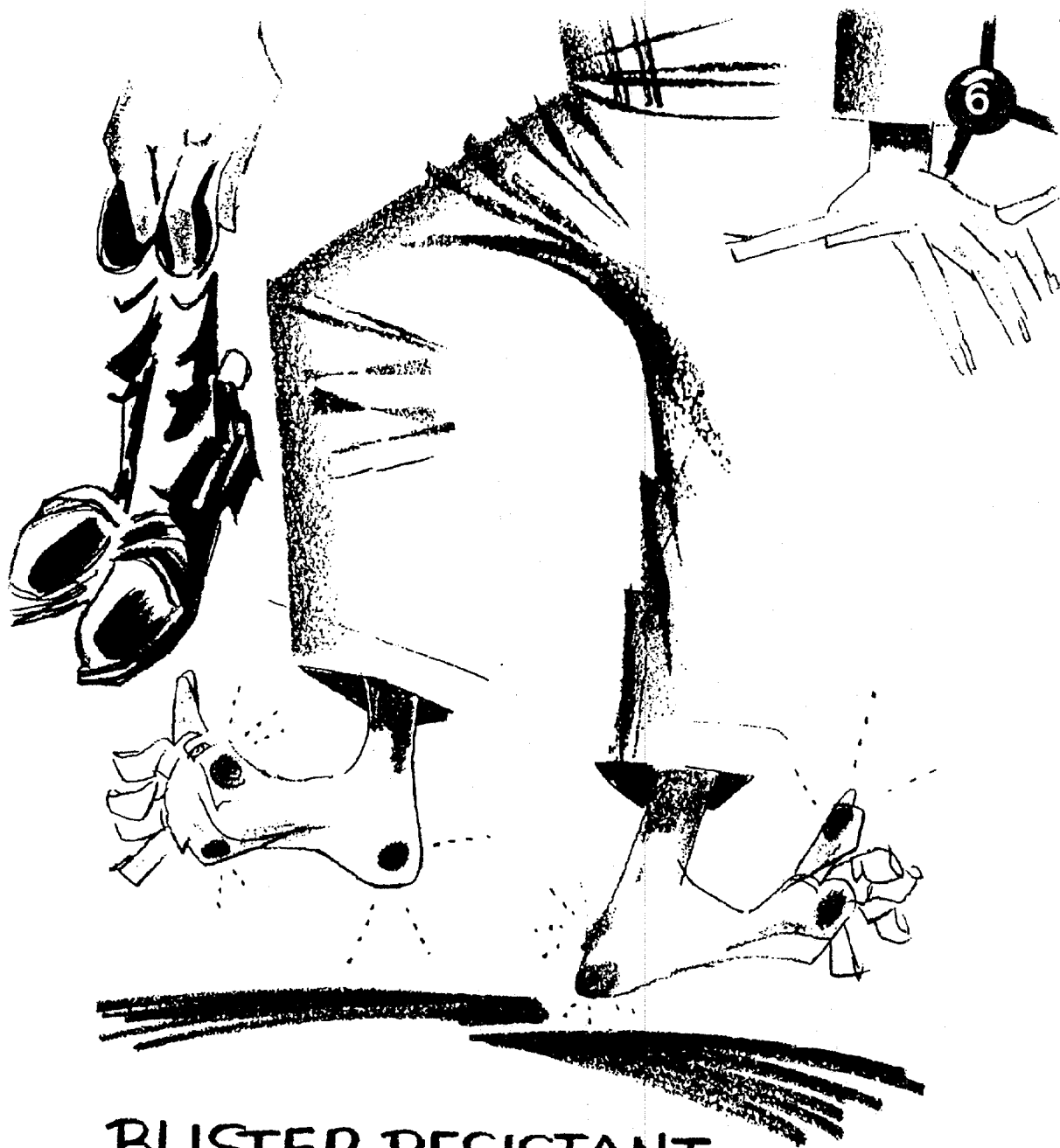


UNAFFECTED BY SURFACE DAMPNESS

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

0007-SWP-039887

0007-SWP-000123274



BLISTER RESISTANT

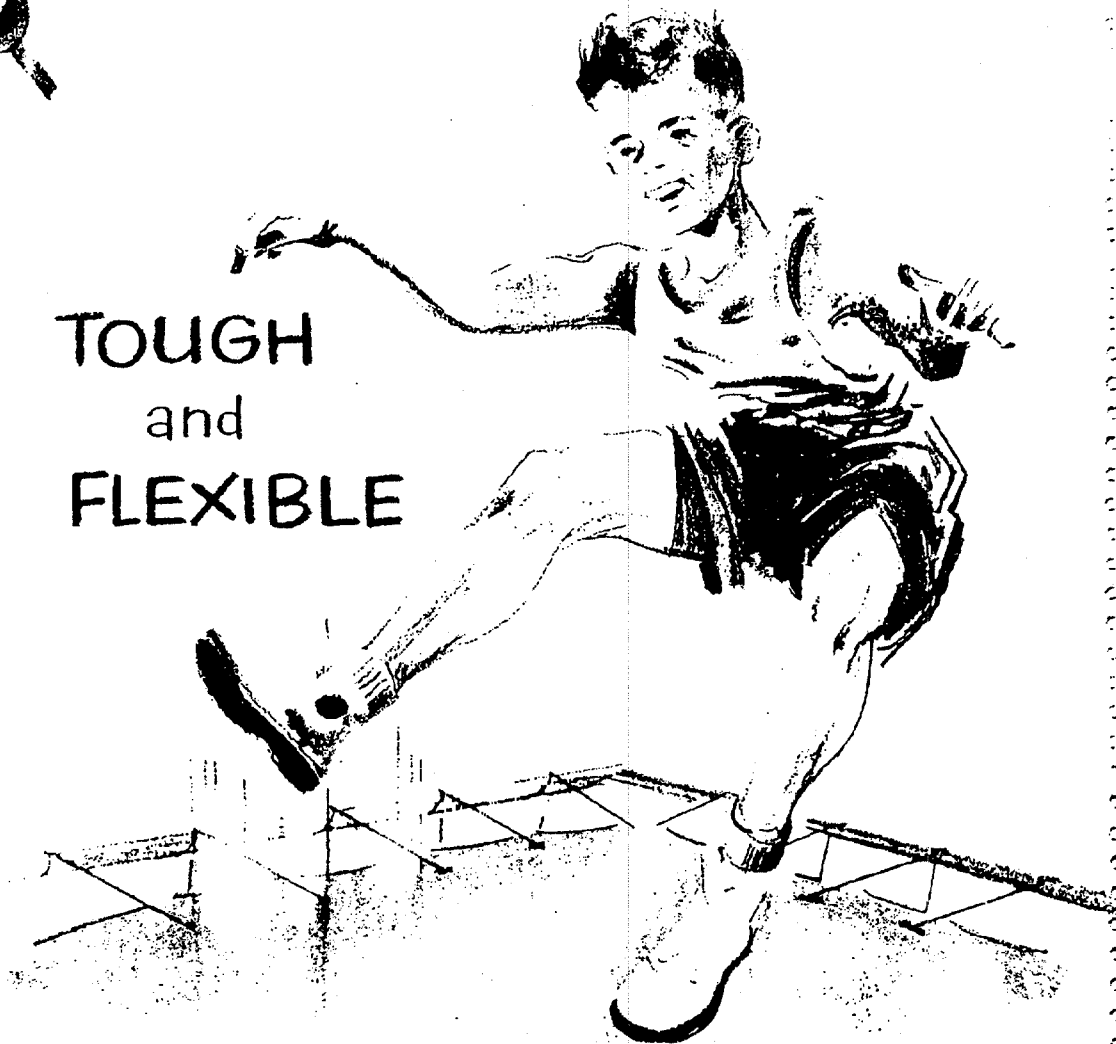
No unpleasant blisters when
applied according to directions

0007-SWP-039888

0007-SWP-000123275



TOUGH
and
FLEXIBLE



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

0007-SWP-039889

0007-SWP-000123276

RESISTS ALKALI

withstands alkali
on masonry surfaces

8



0007-SWP-039890

0007-SWP-000123277



QUICK RECOAT

Fast through-dry
permits
quick recoating

0007-SWP-039891

0007-SWP-000123278



CONTROLLED CHALKING

Controlled to
eliminate
chalk wash
over adjacent
unpainted
surfaces

0007-SWP-039892

0007-SWP-000123279



SOFT UNIFORM SHEEN

Possesses a smooth
uniform sheen...
minimizes surface
defects

0007-SWP-039893

0007-SWP-000123280



HI-STYLED COLORS

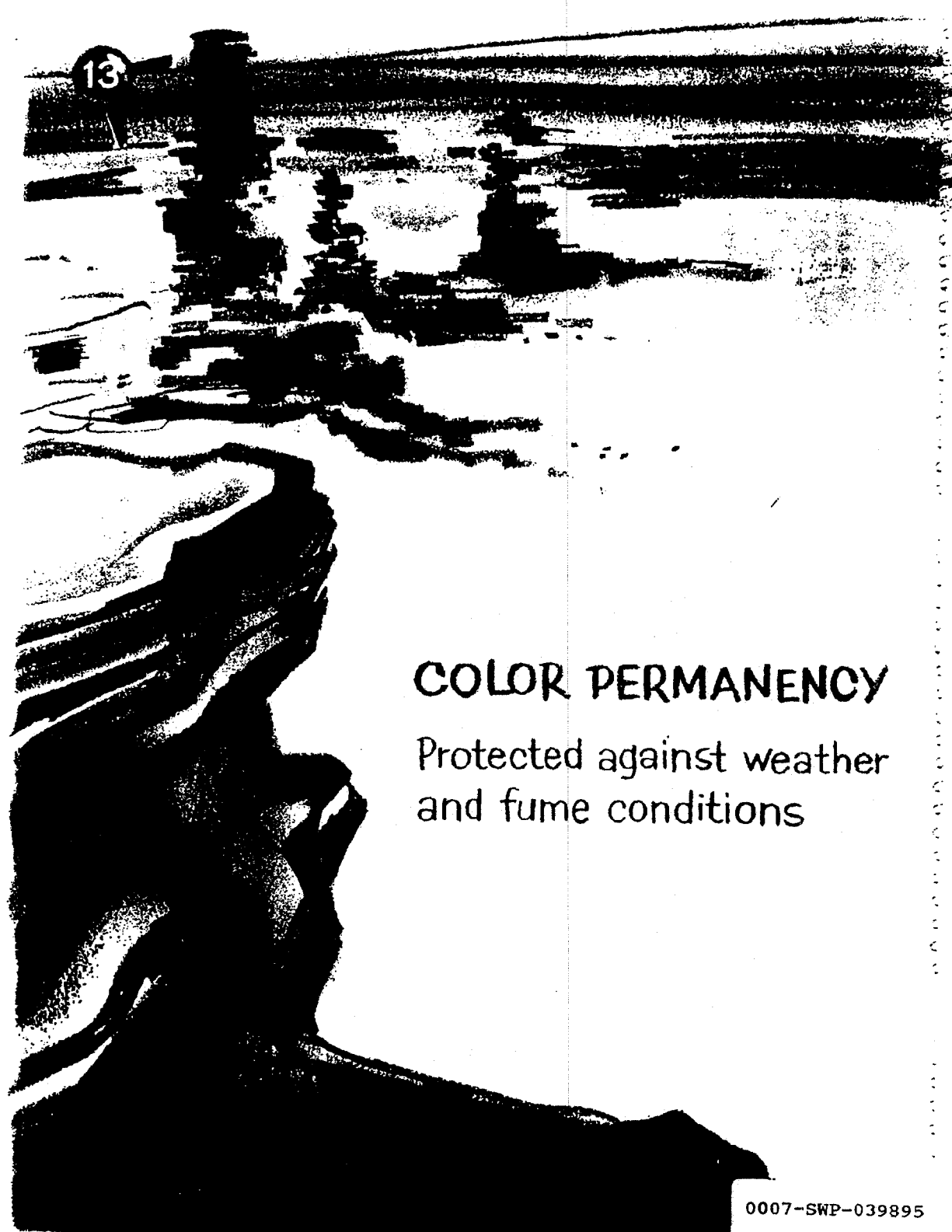


The modern look in color
styling... different,
fresh, and beautiful



0007-SWP-039894

0007-SWP-000123281



13

COLOR PERMANENCY

Protected against weather
and fume conditions

0007-SWP-039895



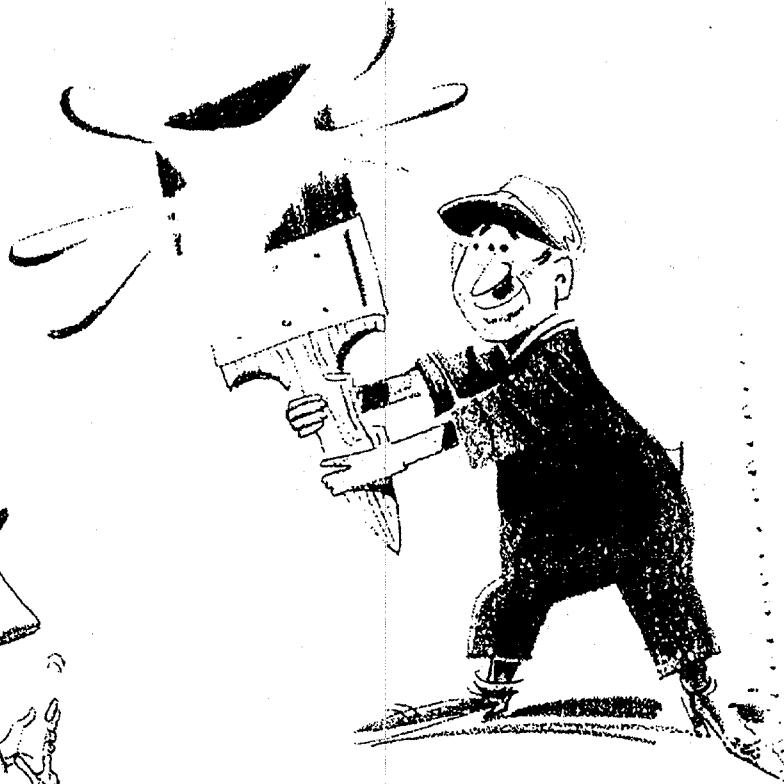
LONGER LIFE

Added years
of wear

0007-SWP-039896

0007-SWP-000123283

15



EASY
CLEAN-UP
Quick and fast
with water

0007-SWP-039897

0007-SWP-000123284

MAN, THIS IS IT...

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



0007-SWP-039898

