

It's Sherwin-Williams new A-100* Latex House Paint—the new paint that flows on easier, lasts much longer, and has unprecedented color retention. Colors stay lovely and bright for the long life of this new paint.

Sherwin-Williams A-100 Latex House Paint is *all* new. New in its ease of application because there's no brush drag.

New in its amazing durability—tested under toughest conditions for years. Now in its resistance to blistering. Just

prepare the surface properly and watch with pride how this new paint gives your home a degree of protection and beauty it has never had before.

And it's new in the way it dries bug-free, dust-free in 30 minutes. Once it's had time to set, rain won't harm it. When the rain stops, go right on painting. See your Sherwin-Williams Authorized Dealer or Branch for the new A-100 Latex House Paint. You'll find the address in the Yellow Pages.

*Trade Mark

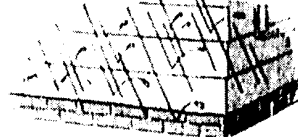
NEVER BEFORE ALL THESE ADVANTAGES...



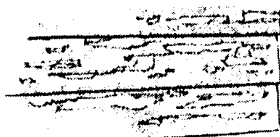
Lasts years longer—its durability was proved by Sherwin-Williams in years of testing. Keeps new look longer—even on "problem" surfaces.



Colors are permanent. They remain uniformly bright for the life of the paint on all surfaces. Whites stay truly white, clean and rich looking.



"Sets" fast so that rain won't harm it. Dries dust-free, bug-free in just 30 minutes.



Blister-resistant—when surfaces are properly prepared. Especially formulated to give maximum resistance to moisture which causes blistering. Excellent adhesion.



Never before such a range of beautiful colors! Now you can paint your home any color including popular modern pastels. Rich accent colors, too.



Flows on so easily without brush drag—it's the new quick way to paint. Afterward, brushes clean up in water.

OUTSTANDING RESULTS ON WOOD OR MASONRY

Perfect for Clapboard, Stucco, Cement, Brick, Shakes, Shingles (wood or asbestos).

SPECIAL NOTE—to owners of houses with blistering or paint-peeling problems. Sherwin-Williams A-100 Latex Paint can be the solution if proper attention is given to surface preparation. Ask your authorized dealer to advise you.



*Trade Mark

\$7⁹⁵
GALLON

SHERWIN-WILLIAMS

A-100* LATEX HOUSE PAINT

For complete information visit your Authorized Sherwin-Williams Dealer or Branch



... and in oil-type house paints, famous SWP House Paint is the standard of quality throughout the world.



The San Jose Mercury News April 24, 1960 pg. 51