

SPECTACULAR NEW HOUSE PAINT

THE GREATEST ADVANCE IN HOUSE PAINT IN 50 YEARS

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.

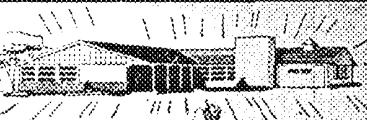
Sherwin-Williams A-100 Latex House Paint is all new. New in its ease of application because there's no brush drag. New in its amazing durability—tested under toughest conditions for years. New in its resistance to blistering. Just

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 big-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.

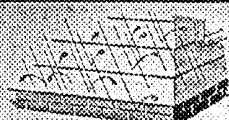
Trade Mark

NEVER BEFORE ALL THESE ADVANTAGES...

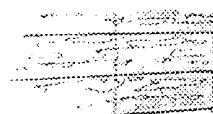


Looks years longer—its durability was proved by Sherwin-Williams to years of testing. Stays new look longer—avoids on "problem" surfaces.

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



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



Blister-resistant—when surfaces are properly prepared. Repairs themselves to give noticeable resistance to scratches which remove blistering. Cleanses addition.



Never before such a range of beautiful colors! Now you can paint your home any color featuring proper modern taste. Rich, warm colors, too.



Flows on so easily without brush drag—its the new quick way to paint. Afterward, brushes clean up to action.

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 peeling-painting 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

\$7.95
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



SHERWIN-WILLIAMS
A-100 LATEX HOUSE
PAINT FEATURED BY

FRAZEE'S

8 MODERN PAINT
STORES IN THE
CITY AND COUNTY

ESTABLISHED 1899



FUN FOR THE FAMILY: Private swimming pools are becoming increasingly popular, right in the back yards of homes where family and friends gather afternoons and evenings for a relaxing good time. A typical example of the fun.

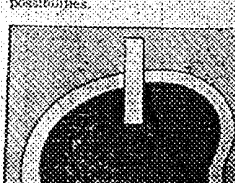
Back Yard Pool

More And More Of San Diego's A

FUN for the family around the swimming pool in the back yard is becoming more and more a part of the American way of enjoying the leisure life.

Particularly is this true in the San Diego area.

The trend began several years ago. It has since been increasing rapidly.



It's becoming almost a must for the private home to have a swimming pool.

When and wherever residential subdivision is taking place, the swimming pool is not far behind. New tract homes are being built with swimming pools as a standard feature.

Just take a look around San Diego's back yards and you'll find a swimming pool on a sunny day at an affordable price. The low price is the lure for the family and average families are taking full advantage of the possibilities.

