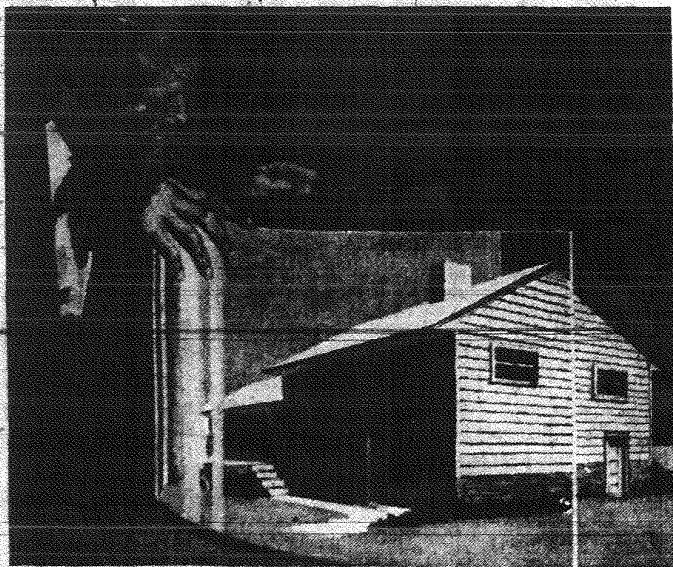


New DuPont House Paint Lasts 50% Longer... Can Save You Hundreds of Dollars in Painting



New Paint Serves as "Lucite" Protective Shield for House

Hard Satin-Smooth Surface Wards Off Dirt, Grime, Destructive Weather

DuPont scientists have put "Lucite" acrylic plastic into paint form. They have perfected it so that it adheres tightly to properly prepared wood and masonry and dries to a hard, low-sheen finish. Because of its extra-hard, durable surface, heavy rains wash off surface dirt, keep the house beautifully clean and fresh.

"Lucite" acrylic plastic,

from which this new paint is derived, has a long record of "proven-in-performance" durability. Thanks to its hard, glasslike smoothness and durability it is used on bomber blisters, windows in the new jet airliners, and outdoor signs on ultra-modern service stations. "Lucite" acrylic plastic signs are rapidly replacing metal signs, previously

the standard for hard wear.

For years DuPont research chemists have been working on a formula for a longer lasting house paint. "Lucite" acrylic resins proved so successful in "Lucite" Auto Finishes that they paved the way for the discovery of this amazing new longer lasting weather-resistant DuPont "Lucite" Acrylic House Paint.

"Lucite" Paint Does Wonders for Both Masonry, Stucco

DuPont's new "Lucite" House Paint does wonders for new stucco, cement block, brick, stone and for previously finished surfaces that have been properly prepared.

By formulating the "Lucite" acrylic plastic into paint form, DuPont chemists have created a paint that acts like a "Lucite" protective shield for a house exterior.

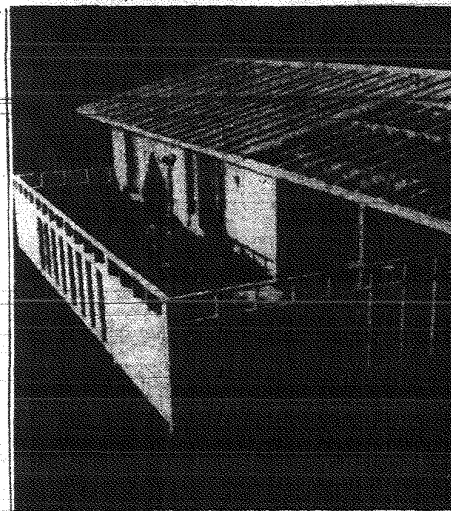
It dries to a smooth, low-sheen finish that hides surface imperfections. The glasslike smoothness wards off dirt, grime and destructive weather.

Also "Lucite" is so easy to apply. It spreads easy as warm butter, completely covers in one coat. Available in 16 smart fade-proof colors. Particularly flattering to masonry and stucco.

New "Lucite" Paint Goes On Fast, Easy

Never before has an exterior house paint been so easy to apply. The new "Lucite" Acrylic House Paint slips on

Revolutionary New "Lucite" Acrylic House Paint Called Greatest House Paint Discovery



Wilmington, Del.—E. I. du Pont de Nemours & Co. announces a new house paint that can save homeowners hundreds of dollars and it is necessary to paint a house only once a decade. Called "Lucite" Acrylic House Paint, it is made of "Lucite" acrylic plastic, far to the acrylic resin, successfully in the long lasting "Lucite" Auto Finishes.

Tested for Years

DuPont research chemists have tested it for years in all kinds of weather, in all parts of the country. These tests proved that it will last longer than conventional house paints when applied properly prepared wood and masonry surfaces. "Lucite" House Paint also provides excellent resistance to moisture blistering, a real problem for many homeowners.

To gain the maximum life of extra durability and blister-resistance, you start your painting from bare wood surface—new wood or old wood—whichever the previous coat has been removed. Such bare wood surfaces should first be primed with the specially formulated DuPont No. 38 Wood Primer, followed by one or preferably two coats of "Lucite" Acrylic House Paint. This finishing system is the only one

DuPont "Lucite" Paint Selected for NAHB Research Institute House

In its Knoxville, Tennessee, Research House, above, the National Association of Home Builders has used the newest ideas, products and techniques. Object: to find better and more economical methods and materials in preparation for the predicted building boom in the forthcoming new decade. For this test "house of the experts," DuPont

"Lucite" Acrylic House Paint was used exclusively.

Reports from the National Association of Home Builders Research Institute indicate they believe the new paint will exceed all expectations for durability. The Knoxville Research House was featured in the January 1959 issue of *House and Home*, a leading publication of the housing industry.

"Lucite" Gives

New Primer Resists Blistering

Oakland Tribune Sept. 17, 1959 PG 60

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stucco.

New "Lucite" Paint Goes On Fast, Easy

Never before has an exterior house paint been so easy to apply. The new "Lucite" Acrylic House Paint slips on without effort, and gives a uniform low sheen. The paint stays put... doesn't run or sag. No lap marks show for it dries evenly, covers surface imperfections. If you need a thinner, just use water.

"Lucite" paint goes on over damp surfaces, also. Hence you don't have to wait for the house to dry after a sudden rain shower or heavy morning dew. It applies easily on properly prepared wood or masonry surfaces.

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"Lucite" Gives Whitest White, 16 Fade-Proof, Smart Colors

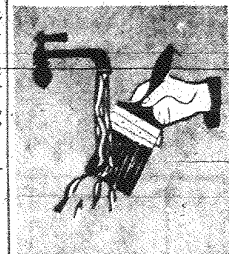
Because of the crystal-clear acrylic resin in "Lucite" House Paint, colors are wonderfully true and beautiful. The tough resins protect colors from fading in the sun and also from weathering. The white is especially brilliant, and reflects sun heat better than ever before possible. Not only does it last 50% longer than other whites, it also does not "yellow." Other than longer lasting white, "Lucite" comes in 16 lovely colors.

New Primer Resists Blistering, Peeling, Even Over Yellow Pine

Paint manufacturers have long recognized that one secret of durability is a good primer. Du Pont Laboratories developed No. 38 Blister-Resistant Primer to give maximum protection over any kind of wood... including yellow pine.

The new primer contains "Dulux" alkyd resins and spe-

cial solvents to assure deep penetration. It gives excellent adhesion over yellow pine, and offers maximum resistance to unsightly moisture blistering, cracking and peeling when used over new or unpainted wood and top-coated with Du Pont "Lucite" Acrylic House Paint.



Cleaning Up Is Easy

Immediately after using, cleaning up is a cinch with the new Du Pont "Lucite" Acrylic House Paint. Fresh paint spots wipe off with a damp cloth. To clean your brush, roller and hands, just use warm water under the tap. No irritating, smelly solvents. No mess or bother.

Unlike most exterior house paints, "Lucite" can be thinned with plain water when necessary.

Won't Chalk-Stain Adjacent Dark Brick and Masonry

The chalk-resistant properties of the new "Lucite" Acrylic House Paint keep it from running down and discoloring dark walls or masonry the way many house paints do. Its long-lasting velvety sheen minimizes dirt collection and helps hide surface imperfections like scratches or holes.

The tough acrylic resins in the finish help resist driving rains, snow, ice, baking sun, sea air, salt-water spray, alkali, mildew and smog. Houses have that freshly-painted look years longer with the new Du Pont "Lucite" Acrylic House Paint.

"Lucite" Dries in 30 minutes, Allows 2 Coats in 1 day

One of the big advantages of the new Du Pont "Lucite" Acrylic House Paint is its fast drying. It dries in 30 minutes and is ready for a second coat in an hour. You can apply 2

coats in 1 day. Thus you save a lot of time and money by reducing the amount of time necessary to complete the job.

Paint will dry before dust can damage the surface.

Paint Blistering Problem on House Exterior Solved by Du Pont "Lucite" Paint and "38"

Blistering, long the homeowners' biggest headache, now gives way to the chemical research that created Du Pont "Lucite" Acrylic House Paint. Used with No. 38 Du Pont Blister-Resistant Primer, on new wood or on old surfaces from which the paint has been removed, it resists unsightly blister damage.

Blistering is usually caused by moisture vapor from inside the house—from the shower bath, the laundry and from cooking. This vapor sometimes works its way through the walls. When ordinary paint is used on the outside of a house, it forms a film that moisture can't get through. And so the moisture often pushes the paint away from the wood. That's what causes the paint to blister.

This new Du Pont paint system allows the moisture vapor inside the wood to escape without causing blisters.

If the present paint on your house is blistering, the old paint film must be completely removed and the bare wood thoroughly sanded. If this is not done, blistering is apt to



Laboratory Blister-Test shows how regular house paint, on up moisture conditions. Panel, lower right, painted with "Lucite" Primer, shows no sign of blistering.

recur on those sections where the old paint has not been removed. Apply No. 38 Blister-Resistant Primer and one or two coats of "Lucite" Acrylic House Paint. Our tests indi-

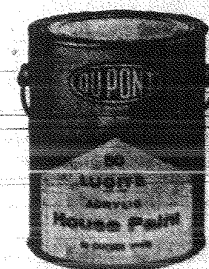
cate that this finishing system solves the blistering problem in about 90% of the cases. When you next paint your house (or a portion of it), be sure you buy or specify

Check the classified section of your telephone directory for location of nearest DuPont dealer or contact:

VALLEY ENTERPRISES, INC.

3330 Adeline St. OLympic 2-4483

Berkeley, California



Buy the paint that's worth the work, the beauty lasts...



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