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Cover: Bride in Nylon

DUPONT

BETTER THINGS FOR BETTER .....

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LET'S TALK ABOUT PAINTING *your house*

DURING the long war years, comparatively few of America's homes received the coats of new paint they needed. The "man of the house" was away at war. Skilled professional painters were hard to find; many of them were painting grim, utilitarian buildings at bases scattered throughout the world; those left behind were as severely overworked as doctors and dentists.

But, this spring, the ladders and scaffolds are beginning to go up again—not in the numbers needed to handle all of the painting work that should be done—but enough to alleviate a good bit of the pinch. And although wartime shortages of many raw materials have been only slightly eased, more paints are being produced. Again, the increase is not sufficient to take care of all the painting home owners will want to do, but it should allow for the completion of most necessary painting work.

If you are planning to paint your house, the best way to begin is to call in a reliable painting contractor. His knowledge can mean the difference between a good or a bad paint job.

When the contractor is actually inspecting the old paint film, and making up his estimate, walk along with him. You'll learn a good bit about house painting.

Notice that he looks for spots where the old paint has scaled or peeled—where scraping is necessary. He'll probably want to know how many coats of paint are now on the house. If the built-up paint coat is too heavy, another layer may prove to be the straw that breaks the camel's back, may cause the paint to peel away of its own weight.

He will note loose boards, and inspect the house at a number of points—around windows, at joints, under eaves—looking for moisture leaks. Moisture blisters and peels paint when the sun draws it out.

How many coats of paint does your home need? If you intend repainting every year or two, *one* coat may be sufficient. If the old paint surface is in good condition, *two* coats will do the job. Over bare wood, *three* coats is the minimum number to insure good results. Talk it over with your painting contractor.

Wood bared by paint failure becomes water-soaked, warps and swells, cracks and ultimately begins to rot and decay. Clapboards are twisted out of position, breaking the seal that keeps heat inside the house, and cold drafts, and moisture, out.

The first thing to demand of the paint you buy, therefore, is durability—protection of your property investment over a period of years. Except where weather conditions are unusually severe—assuming that paint has been properly applied—you can reasonably expect good paint to last for from three to five years.

The second thing to look for in the paint is hiding power—the ability of paint to cover an old surface completely with minimum surface thickness. Paint with good hiding ability covers more surface, and you save on labor costs.

Now—what about colors? The range is still limited by restrictions on raw materials. However, you will find that the most popular shades are available.

In a recent poll conducted by the Du Pont Company at its Atlantic City Boardwalk exhibit, twenty thousand visitors were asked to name the colors they liked best on their houses. The choice was from twenty-seven body colors, and an equal number of trim colors.

White, the overwhelming favorite as a body color, was selected by more than half the voters. Off-white tones, ivory, beige, buff and cream were next in preference. Then followed light blue, yellow, light gray and light green, indicating a positive preference for colors in the low range of tonal quality—colors that create a friendly, cheerful effect.

Green, light and dark, were first and second choice as trim colors with white, followed by a royal blue.

Regional voting leaned toward certain color combinations. The Southwest liked a deep coral body color with white trim. The West Coast voted for a cream house, trimmed with deep brown or Chinese red. The Northeast, with its frigid winters, liked Burgundy red, a deep warm color, trimmed with white. And some "down-Easters" said they liked a pale yellow house with a dramatic black trim. However, none of these opinions had sufficient strength to overcome the general popularity of the traditional "white house with green shutters."

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The popularity of white paint has led Du Pont laboratories over the years to give special attention to the development of improved white pigments. In the past, when paint formulation was limited to mixing a single pigment and linseed oil in a bucket, white house paint turned gray with soot and dirt from the air. Houses took on a grimy look, especially in smoky industrial cities.

Today, the manufacture of better paint is a problem for the chemist. Years of laboratory research developed paints which made use of not one, but several pigments; combination-pigment paints, as they are called. The outstanding development in the pigment field was the discovery of a process whereby ilmenite, a black sand, was transformed into a brilliant white pigment. The use of this new pigment, titanium dioxide, makes possible the production of a white paint that is far whiter on application.

But application whiteness isn't "next-year" whiteness. So, Du Pont chemists had to find the answer to that problem, too. They formulated a house paint that is literally "self-cleaning," a paint that sheds dirt and renews its original whiteness. This "self-cleaning" is accomplished through the formation of a microscopic film of fine white powder on the paint surface. This action begins several months after the paint is applied, and thereafter, through the life of the paint film, heavy rainstorms wash away the powder, carrying with it the accumulated dirt and grime. The process itself is so limited in relation to the thickness of the paint film that there is no noticeable shortening of the life of the paint.

In addition to these advantages, paints pigmented with titanium have the advantage of intense hiding power and are more economical, and easy to apply.

In industrial communities, where soot and dirt conditions are extreme, and in shady locations where the paint surface is not exposed to sunlight nor washed by rains, the process may be slowed, or even reduced in efficiency. Stains from copper screening—they act as a dye on the paint—will not be completely washed away.

For decades, trim paints have presented a challenge to the paint chemist's ingenuity. They faded badly after a short time, and dried slowly.

Du Pont developed "Dulux" Trim and Trellis finishes to overcome these deficiencies. Today, "Du Pont T. & T." helps answer the problem of trim finishes. It incorporates fade-resistance, rapid drying, high gloss retention, and resistance to mildew and fungus growth. This spring, these partners for Du Pont house paint are available in limited quantities.

Cost of application is easily the most expensive item in house painting. For every dollar spent for paint you spend five dollars—and probably more—to prepare the surface and apply the paint coat.

Good paint may cost fifty cents more per gallon. Hence, if you need ten gallons to do the job, additional cost for quality and dependability is five dollars. But those five extra dollars may well mean the difference between positive protection for your home over a period of years and a costly repaint job next year or the year after! In buying paint, as in buying anything else, you get just about what you pay for, but a cheap paint may mean extra expense.

Paint has come far, since the days of mixing in a bucket, and paint will progress in the future. The constant search for improvement carried on in the chemical laboratories—will see to that.

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