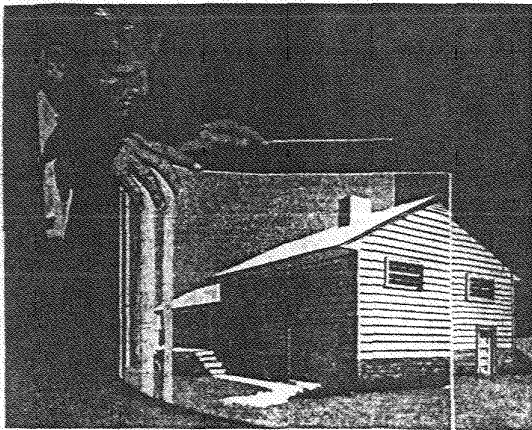


New Du Pont House Paint Lasts 50% Longer... Can Save You Hundreds of Dollars in Painting Costs



New Paint Serves as "Lucite" Protective Shield for House

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

Du Pont 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's 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 Du Pont 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 Du Pont "Lucite" Acrylic House Paint.

"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 any other surface.

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 "Duhux" alkyl 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.

"Lucite" Paint Does Wonders for Both Masonry, Stucco

Du Pont's new "Lucite" house paint does wonders for new stucco, cement, block, brick, stone and not previously finished surfaces that have been properly prepared.

By formulating the "Lucite" acrylic plastic into paint form, Du Pont 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.

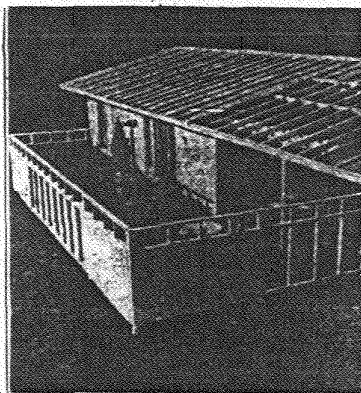
Also "Lucite" is so easy to apply. It spreads easy as warm butter, completely covers in one coat. Available in 16 smart fade-proof colors. Particularly flattering to masonry and stucco.

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 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.

Revolutionary New "Lucite" Acrylic House Paint Called Greatest House Paint Discovery in 30 Years



Du Pont "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," Du Pont

"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.

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

proven by Du Pont paint technicians since performance over previously painted surfaces will largely be determined by the condition of the old paint, and it is not possible to assure freedom from blistering, cracking, flaking and peeling.

If there is any doubt about the condition of the old paint, No. 38 Blister-Resistant Primer can be used first to minimize the possibility of poorly sealed surfaces. It is essential that all loose or flaking old paint be removed and the bare wood primed with a full coat of No. 38 Blister-Resistant Primer before coating with "Lucite" Acrylic House Paint.

Also "Lucite" is so easy to apply. It spreads as easy warm butter. Dries in 30 minutes. Available in 16 fade-proof colors.

Save Hundreds

When you figure the cost of painting and repainting your house over the years, it's easy to see how you can save hundreds of dollars using this remarkable paint that lasts 50% longer. (And you'll pay just a few extra dollars for all "Lucite" House Paint needs for most houses. Most dealers sell it for about a dollar more per gallon than fine-quality conventional house paint.

Paint Blistering Problem on House Exteriors Now Solved by Du Pont "Lucite" Paint and "38" Primer

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, it

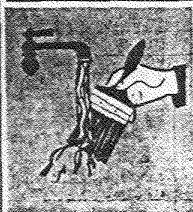


...from fading in the sun and also from weathering. The white is especially brilliant, and reflects sun heat better than ever before possible. Not only does it last 50% longer than other whites, it also does not "yellow." Other than longer lasting white, "Lucite" comes in 15 lovely colors.

Now Possible to Paint Right After Showers or Heavy Dew

With the new Du Pont "Lucite" Acrylic House Paint, you don't have to wait for the house to dry after heavy morning dew or sudden showers. It applies easily over damp surfaces. And sets up quickly to resist water spotting. However the alkylid-base primer should always be applied over a dry surface.

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



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.

coated with Du Pont "Lucite" Acrylic House Paint.

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.

properly prepared wood or masonry surfaces.

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

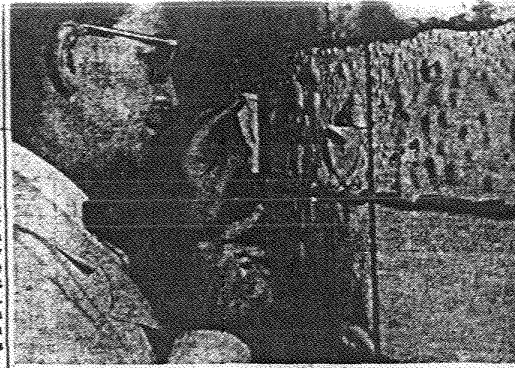
coats in 1 day. Thus you save a lot of time and money by reducing the amount of time necessary to complete the job. Paint will dry before dust can damage the surface.

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 upper panels, blisters under moisture conditions. Panel, lower right, painted with "Lucite" Acrylic House Paint 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 the

"paint that's worth the work, the beauty lasts..." "Lucite" Acrylic. Ask your Du Pont dealer for free beautiful "Lucite" painting instructions.

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

IDEAL PAINT & WALLPAPER COMPANY
2200 Lombard St.
San Francisco, California
WE1-6331

AYERS PAINT & SUPPLY
813 Third Street
San Rafael, California
GL 3-6140

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



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