

annual fall rally in October. Group is a branch of the league which has as its objective the establishment of new churches at this country, and for where especially neces-

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DU PONT HOUSE PAINT

cleans itself!

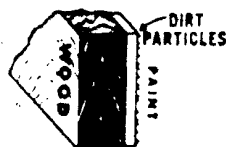
IT'S FIRST CHOICE
WITH MILLIONS OF HOME
OWNERS FOR LASTING
WHITENESS!

SHEDS DIRT
AND GRIME -
STAYS SPARKLING
WHITE!

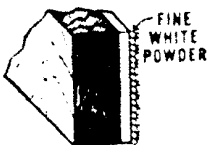
SAVES ME
MONEY ON
REPAINTING
BILLS, TOO!



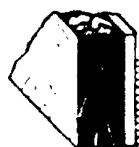
**MAGNIFIED CROSS-SECTION
SHOWS SELF-CLEANING PROCESS**



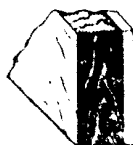
1. All paints collect dirt and dirt during the first few months.



2. With Du Pont House Paint, a fine white powder forms after a few months on surfaces exposed to sun and weather.



3. Rains wash off this powder—and with it, much of



4. Self-cleaning Du Pont House Paint keeps it sparkling white for years. (This self-cleaning process is great for all paints.)

That "just-painted" sparkle lasts and lasts when your house is painted with Du Pont House Paint! A special blend of pigments and oils, it actually *cleans itself with every heavy rain!* Normally, this "Self-cleaning" starts within a few months. However, excessive soot or heavy shade, or stains from metal surfaces such as copper screening, may interfere with or delay this process. Your Du Pont dealer or painter will be glad to tell you how this "Self-cleaning" process works in your area.

Assure your home of long-lasting beauty. Insist on "Self-cleaning" Du Pont House Paint in white or popular tints. And here's another tip: On bare wood or badly weathered surfaces, start with a coat of Du Pont House Paint Primer for maximum performance of the finish coat.

PER GALLON \$5.85

p. 40

Sept. 12, 1951

Oakland Tribune

Annoyed with dull, faded shutters?

Get Du Pont "DULUX" Trim & Shutter Paint

Years ahead of ordinary trim paints, it's the special formula finish that—

- resists fading, mildew and discoloration.
- goes on easily, gives exceptional coverage.
- dries quickly to minimize damage by dust, dirt and insects.
- retains its sparkling gloss despite weathering and hard knocks.
- keeps shutters and trim bright and beautiful for years.
- comes in a wide range of popular colors: brown, black, blue, bright red, maroon and three shades of green.

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RED, BLUE and MAROON.
SPECIAL
BLACK \$2.22 Quart



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Oakland Tribune Sept. 12, 1951 p. 40