

Two things to find out before you paint your home

*.. about color harmony ..
about choosing colors that last*

**Du Pont now offers Scientifically
Pre-Tested colors in the Smart, New
Color Harmonies you admire**

PAINTING your home presents two very definite problems. Problems that largely determine whether the money you spend proves a good investment or a bad investment.

In fairness to yourself, find out what those problems are and how to meet them *before* you make the investment.

One problem relates to the proper color harmony for *your particular type of home*. Wrong color harmonies depreciate home values. Correct harmonies increase values remarkably. Many houses are sold at top prices because of their color charm to the public.

The other problem relates to the choosing of paints, varnishes and enamels that resist fading, cracking and chipping.

A Service to Home-Owners

To meet these two problems du Pont has developed an important and widespread service for home-owners:

A booklet presenting the color harmonies of leading American architects—harmonies covering every type of home.

Scientifically PRE-TESTED Paints and Varnishes that last almost incredibly long, yet that cost no more than any good paints.

What "Pre-Tested" Paint Means

Du Pont Pre-Tested Paint, Varnish or Enamel—or du Pont Duco—means paint scientifically developed in one of the great laboratories of the world to resist fade and wear... formulae developed during years of intensive research by the world-noted du Pont research organization.

At the du Pont laboratories, hour

by hour, trained men test the output of the factories with the most delicate precision instruments. Season after season hundreds of practical experiments are made, outdoors and in.

Thus the remarkable durability of du Pont finishes—their all-important absolute uniformity; their protection against money loss to home-owners. Every step of manufacture is under strict, daily control of du Pont chemists. Today you can obtain these finishes—the same finishes used by fine architects and interior decorators—from authorized du Pont dealers in almost any community.

The master painter can be relied upon for expert service. He knows which du Pont paint, varnish, enamel or Duco is appropriate for the job.

Use Coupon for book

"Modern Color Schemes for Your Home" is a practical book on modern home painting. Authoritative color schemes for every part of the house are explained and delightfully illustrated. Instructions are clear and definite. Clip coupon now before you forget.

**7 members of the
du Pont Pre-Tested Line**

DU PONT PREPARED PAINT

DU PONT INTERIOR GLOSS

DU PONT FLAT WALL PAINT

DU PONT VARNISHES & ENAMELS

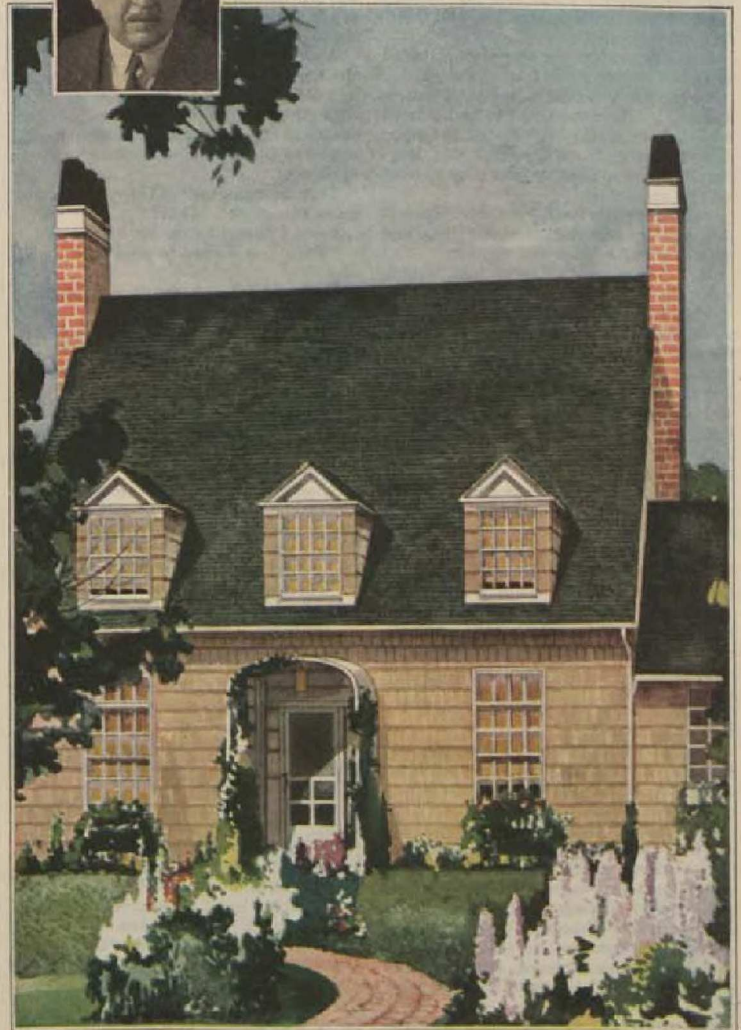
DU PONT FLOOR & DECK ENAMEL

DU PONT DU CO FOR HOUSEHOLD USE

DU PONT SHINGLE STAIN



HUGH M. G. GARDEN—*noted Chicago Architect of the firm of Schmidt, Garden & Erikson, presents an Early American type of home. Other suggestions covering every type of home are available. Note coupon.*



This color scheme may be obtained with these du Pont finishes: Body of House—No. 860 Fawn du Pont Prepared Paint. Roof—No. 30 Bronze Green du Pont Shingle Stain. Trim—No. 40 Outside White du Pont Prepared Paint.



MAIL THIS FOR FREE BOOK

E. I. DU PONT DE NEMOURS & CO., INC.
Dept. SEP-7, Public Ledger Bldg., Philadelphia, Pa.

Please send me a copy of your book by famous architects and decorators, "Modern Color Schemes for Your Home."

Name _____

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