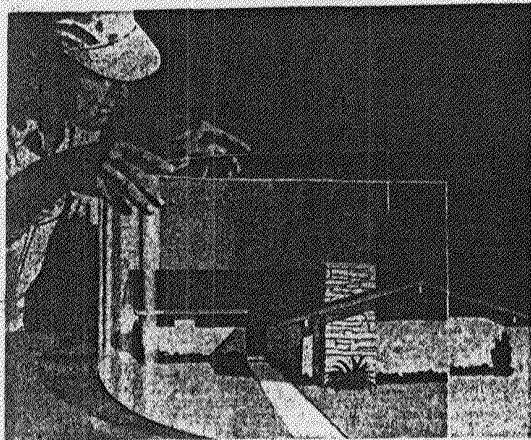


Beauty to Your Home...Can Save You Real Money



New Paint Serves as "Lucite" Protective Shield for House

"Lucite" Makes the Difference...and Only Du Pont Makes "Lucite"

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 the highly durable "Lucite" automobile finishes that they paved the way for the discovery of this amazing new

longer-lasting, weather-resistant finish, called Du Pont "Lucite" Acrylic House Paint. New "Lucite" is the only house paint made from "Lucite" acrylic resin. Used according to directions, it grips properly prepared wood and masonry surfaces tightly, dries to a hard, low-sheen finish.

And, because its surface is extra-hard, heavy rains wash dirt right off. But "Lucite" won't chalk and run down to discolor adjacent walls and masonry. The tough acrylic resin in the finish helps resist rain, snow, baking sun, deteriorating elements of all kinds.

"Lucite" Gives Whitest White; 16 Smart Colors

Because of the crystal-clear acrylic resin in "Lucite" House Paint, colors are wonderfully true and beautiful. The tough resin protects colors from fading in the sun and also from weathering. The white is a true white, and reflects sun heat, keeping your house cooler in the summer. Not only does it last longer than other whites, it won't turn yellow. In addition to longer-lasting white, "Lucite" comes in 16 lovely colorfast colors.

"Lucite" Paint System 100% Superior Over Yellow Pine

Paint manufacturers have long recognized that one secret of durability is a good primer. Du Pont laboratories developed Blister-Resistant Primer to give maximum protection from ugly, destructive blistering over any kind of wood—including yellow pine. This new primer contains DULUX® alkyd resins and

special solvents to assure deep penetration. It gives excellent adhesion over yellow pine—actually 100% more effective than any other paint. It also offers maximum resistance to unsightly moisture-blistering, cracking and peeling when used over new or unpainted wood, followed by two coats of "Lucite" House Paint.

Also, you can cool down hot wood or masonry surfaces with a hose, and immediately start painting. No danger of unsightly blotches, either, because "Lucite" sets up quickly to resist water spotting. Remember, however, that the Blister-Resistant Primer is an alkyd base product, and should always be applied over a dry surface.

Whatever You Paint...Use the Right Du Pont Paint for the Job

"Lucite" works such wonders on wood and masonry that it deserves to be used properly. If you're planning to apply new paint over old, remember this: the durability of your paint job will depend considerably on what happens to the old paint underneath. This is true of any paint you apply. If the old paint film breaks away from the wood or masonry, or is so old and powdery that the new paint can't penetrate to a sound foundation, your new paint job probably will not last long. If you use "Lucite" according to directions, you can expect a bonus of many years of extra durability. We realize that circumstances may prevent you from going to this additional effort. If this is the case, we'd like to suggest that you use one of the other fine Du Pont House Paints listed below. Your Du Pont Paint Dealer will be glad to recommend the proper one for your job. For years, these fine products have earned the praise of painters and homeowners, because they consistently afford maximum durability and good appearance.

No. 40 Outside White House Paint: A self-cleaning paint for all-wood houses. This durable finish starts white and stays white.

No. 41 Outside White House Paint: The finest house paint available for those who prefer a lead-base paint. Exceptionally durable.

No. 42 Chalk-Resistant House Paint: A durable, ready-mixed exterior finish ideally suited for houses that are part wood, part masonry or stucco. Won't stain adjacent surfaces; may

be tinted with Du Pont Custom Tinting Colors for hundreds of beautiful shades.

"Dulux" Stucco, Shakes and Shingle Paint: A durable protective and decorative finish that seals out moisture penetration, preserves distinctive texture of original surfaces.

Colorfast Outside House Paint: 18 exciting colors to give your home new warmth, distinctiveness and individuality. Excellent brushing qualities make this paint fast and easy to apply.

Wilmington, Del.—Du Pont announces a new house paint that can save homeowners hundreds of dollars in painting costs and make it necessary to paint your house only once a decade.

Called "Lucite" Acrylic House Paint, this amazing new paint discovery is made with "Lucite" acrylic resin, similar to the acrylic resin used so successfully in the longer-lasting "Lucite" auto finishes.

Tested for Years

Du Pont scientists have tested "Lucite" House Paint for years, in all kinds of weather, in all parts of the country. These tests prove new "Lucite", applied according to directions over properly prepared wood or masonry surfaces, will last 50% longer than conventional house paints. The same tests show "Lucite" provides excellent resistance to moisture blistering, long a chief headache of homeowners.

How to Make Your House Paint Job Last 50% Longer

To gain the maximum benefits of greater durability from the use of this revolutionary new house paint, you should start your painting from a new, clean, unpainted masonry surface which has aged at

Greater Durability on New Masonry Surfaces Makes "Lucite" the Greatest House Paint Discovery in 30 Years

"Lucite" Paint Does Wonders for Both Masonry, Stucco

New Du Pont "Lucite" Acrylic House Paint does wonders for stucco, cement block, brick or stone. On new, unpainted masonry, apply directly two coats of "Lucite" for 50% greater durability. On masonry surfaces previously painted with oil paint that is definitely firmly adhering, two coats of "Lucite" should last 50% longer. For recoating other surfaces, be sure to follow label directions.

"Lucite" is so easy to apply! It flows on evenly and dries to a smooth low-sheen finish that hides surface imperfections. Its glasslike smoothness wards off dirt, grime and destructive weather. Because of its hard surface, heavy rains actually wash away surface dirt and grime. Available in 16 fade-resistant colors and white.

Now You Can Paint After Heavy Dew or Sudden Showers

With 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. New "Lucite" goes on just as easily over a damp surface as it does over a dry one! This can be a mighty big time-saver during periods of uncertain weather.

Also, you can cool down hot wood or masonry surfaces with a hose, and immediately start painting. No danger of unsightly blotches, either, because "Lucite" sets up quickly to resist water spotting. Remember, however, that the Blister-Resistant Primer is an alkyd base product, and should always be applied over a dry surface.

least 30 days. Under such conditions, no special primer is required—simply apply 2 coats of "Lucite" House Paint direct to the new masonry surface. Waiting the surface in advance of the first coat application is recommended, particularly during hot weather.

Surface Preparation Key to Good Job

It is extremely important to clean the surface thoroughly before painting. Completely remove dust, dirt, efflorescence and loosely adhering and powdered old paint by wire brushing. If old finish has good adhesion and only light chalking, apply 1 coat of "Lucite" House Paint over the old finish.

If old finish shows medium chalking and only slight peeling or erosion, apply a prime coat of Du Pont 919 Masonry Surface Conditioner, followed by 2 coats of "Lucite" House Paint. Old water soluble coatings (whitewash, calcimine, etc.) and cement-type coatings should be completely removed by sandblasting or power wire brushing. Any other type of finish which shows excessive chalking, peeling and flaking should also be completely removed. Following removal of the old finish, apply 1 coat of Du Pont 919 Masonry Surface Conditioner, followed by 2 coats of "Lucite" House Paint.

Save Hundreds

When you figure the total cost of painting and repainting your house over the years, it's easy to see how you can save hundreds of dollars by using this remarkable paint that lasts 50% longer. And the nice thing is you pay just a few dollars more for all the "Lucite" House Paint needed for most houses.

Outstanding Advantages of "Lucite" on Masonry

Lasts at least 50% longer than the best of oil-based exterior house paints, when applied according to directions.

No primer needed on new masonry—simply apply 2 coats of "Lucite" direct to the masonry surface.

Resists blistering—Ends the worst problem with oil-type paints—allows moisture vapor to seep, absorb out water—without blistering or peeling.

New you can paint in any weather—No waiting for dew or rain to dry. Paint safely 30 minutes after or before rain.

New a quick-drying house paint—Du Pont "Lucite" Acrylic House Paint dries to touch in 30 minutes. Second coat may be applied 1 hour later.

Wide coverage for true economy—Ideal application of Du Pont "Lucite" Acrylic House Paint is 450 sq. ft. per gallon.

Easy mixing, easy spreading—Flows easily over entire surface, spreads evenly with a minimum of brushing or rolling.

Nonstaining—Almost completely nonchalking. Will not stain adjacent masonry surfaces.

Hides surface imperfections—Uniform flat finish hides surface roughness and imperfections.

Clean up with water—No messy cleaning job after painting. Wash equipment and hands with soap and water. Wipe up spots and spills with damp, soapy rag.

Outstanding Advantages of "Lucite" on Masonry

"LUCITE" WITHSTANDS SUN, SMOG, FOUL WEATHER

Durable "Lucite" House Paint keeps its fresh appearance long after ordinary paints have faded. Two-coat applications generally provide sufficient film thickness to withstand the harmful effects of sun, smog, and weather for years.

It "Breathes"—Resists Blistering

Because it forms a unique "breathing" film, "Lucite" House Paint allows inside moisture to escape—minimizes the danger of blistering and peeling. At the same time, it sheds outside moisture—keeps paint in perfect condition.

It Repels Dirt and Mildew Collection

"Lucite's" hard, smooth, chalk-resistant surface repels dirt—especially from surfaces near the ground where mud splattering causes poor appearance in ordinary paints. Discoloration from mildew and fungus is seldom a problem when you use "Lucite".

Colors Are Fade-Resistant

"Lucite" House Paint is available in 16 sparkling white and white. Fade-resistant pigments assure sparkling appearance of the paint film throughout its long life.

"Lucite" is Easy to Apply, Easy to Clean Up—And it Dries in 30 Minutes!

Never before has an exterior house paint been so easy to apply. New "Lucite" Acrylic House Paint slips on over the primed surface without effort, and gives a uniform low sheen. What's more, "Lucite" stays where you put it—won't run or sag.

Another big advantage of "Lucite" is its fast drying time. You can actually put on two coats in one day! Because the first coat dries in 30 minutes, you don't have to move ladders, staging or scaffolds.

By the time you finish painting a section, it will be ready for a second coat. Lap marks don't show either. And "Lucite" dries before dust or bugs can damage the surface. Clean-up is a cinch when you use "Lucite". Fresh paint spots wipe right off with a damp cloth. To clean brush, roller or hands, just use warm water under the tap. No irritating, smelly solvents. No mess or bother. And if you need a thinner—just use water!

SAN FRANCISCO:

Balley Paint Co.
404 Mission St.

CORTE MADERA:

North Bay Lumber
1584 Redwood Highway

VACAVILLE:

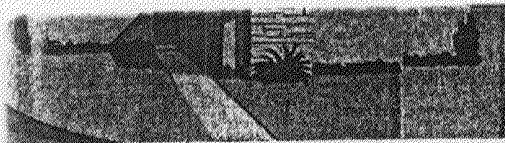
Amphlett's
780 Merchant St.

MENLO PARK:

Menlo Park Hardware Co.
700 Santa Cruz Ave.

SAN JOSE:

San Jose Paint & Wallpaper



Paint Serves as "Lucite" Effective Shield for House

...the Difference... and Only Du Pont Makes "Lucite"

Research working longer-... resins in the "auto-... at they discover new... longer-lasting, weather-resistant finish, called Du Pont "Lucite" Acrylic House Paint. New "Lucite" is the only house paint made from "Lucite" acrylic resin. Used according to directions, it grips properly prepared wood and masonry surfaces tightly; dries to a hard, low-sheen finish. And, because its surface is extra-hard, heavy rains wash dirt right off. But "Lucite" won't chalk and run down to discolor adjacent walls and masonry. The tough acrylic resin in the finish helps resist rain, snow, baking sun, deteriorating elements of all kinds.

stone. On new, unpainted masonry, apply directly two coats of "Lucite" for 80% greater durability. On masonry surfaces previously painted with oil paint that is definitely firmly adhering, two coats of "Lucite" should last 80% longer. For recoating other surfaces, be sure to follow label directions. "Lucite" is so easy to apply! It flows on evenly and dries to a smooth low-sheen finish that hides surface imperfections. Its glasslike smoothness wards off dirt, grime and destructive weather. Because of its hard surface, heavy rains actually wash away surface dirt and grime. Available in 16 fade-resistant colors and white.

Now You Can Paint After Heavy Dew or Sudden Showers

With 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. New "Lucite" goes on just as easily over a damp surface as it does over a dry one! This can be a mighty big time-saver during periods of uncertain weather.

Also, you can cool down hot wood or masonry surfaces with a hose, and immediately start painting. No danger of unsightly blotches, either, because "Lucite" sets up quickly to resist water spotting.

Remember, however, that the Blister-Resistant Primer is an alkyl base product, and should always be applied over a dry surface.

used so successfully in the longer-lasting "Lucite" auto finishes.

Tested for Years

Du Pont scientists have tested "Lucite" House Paint for years, in all kinds of weather, in all parts of the country. These tests prove new "Lucite", applied according to directions over properly prepared wood or masonry surfaces, will last 80% longer than conventional house paints. The same tests show "Lucite" provides excellent resistance to moisture blistering, long a chief headache of homeowners.

How to Make Your House Paint Job Last 80% Longer

To gain the maximum benefits of greater durability from the use of this revolutionary new house paint, you should start your painting from a new, clean, unpainted masonry surface which has aged at

It is extremely important to clean the surface thoroughly before painting. Completely remove dust, dirt, efflorescence and loosely adhering and powdered old paint by wire brushing. If old finish has good adhesion and only light chalking, apply 3 coats of "Lucite" House Paint over the old finish.

If old finish shows medium chalking and only slight peeling or erosion, apply a prime coat of Du Pont 919 Masonry Surface Conditioner, followed by 2 coats of "Lucite" House Paint. Old water soluble coatings (whitewash, caldmine, etc.) and cement-type coatings should be completely removed by sandblasting or power wire brushing. Any other type of finish which shows excessive chalking, peeling and flaking should also be completely removed. Following removal of the old finish, apply 1 coat of Du Pont 919 Masonry Surface Conditioner, followed by 2 coats of "Lucite" House Paint.

01 LUCITE ON

Lasts at least 80% longer than exterior house paints, when applied according to directions.

No primer needed on new masonry surfaces. Apply 3 coats of "Lucite" direct to the masonry. Resists blistering—Ends the worst type paint—allows moisture vapor to pass out water—without blistering or peeling.

Now you can paint in any weather—rain or shine. Paint safely 30 minutes before rain.

New a quick-drying house paint. Acrylic House Paint dries to touch in 30 minutes. Second coat may be applied 1 hour later.

Wide coverage for true economy. Du Pont "Lucite" Acrylic House Paint covers 40 sq. ft. per gallon.

Easy flowing, easy spreading—Flows on surface, spreads evenly with a brush or roller.

Nonstaining—Almost completely nonstain adjacent masonry surfaces.

Hides surface imperfections—Unifies surface roughnesses and imperfections.

Clean up with water—No messy painting. Wash equipment and brushes with water. Wipe up spots and spills with water.

"Lucite" Paint System 100% Superior Over Yellow Pine

Paint manufacturers have long recognized that one secret of durability is a good primer. Du Pont laboratories developed Blister-Resistant Primer to give maximum protection from ugly, destructive blistering over any kind of wood—including yellow pine. This new primer contains DULUX® alkyl resins and special solvents to assure deep penetration. It gives excellent adhesion over yellow pine—actually 100% more effective than any other paint. It also offers maximum resistance to unsightly moisture-blistering, cracking and peeling when used over new or unpainted wood, followed by two coats of "Lucite" House Paint.

"LUCITE" WITHSTANDS SMOG, FOUL WEATHER

Durable "Lucite" House Paint keeps looking new long after ordinary paints have faded. "Lucite" generally provides sufficient protection to withstand the harmful effects of smog for years.

It "Breathes"—Resists Moisture

Because it forms a unique "breathable" film, "Lucite" House Paint allows inside moisture to escape, thus eliminating the danger of blistering and peeling. It sheds outside moisture—keeping the surface dry.

It Repels Dirt and Mildew

"Lucite's" hard, smooth, chalk-resistant surface repels dirt—especially from surfaces not properly cleaned. Mud spattering causes poor appearance. Discoloration from mildew is a problem when you use "Lucite".

Colors Are Fade-Resistant

"Lucite" House Paint is available in 16 fade-resistant pigments. The appearance of the paint film through the years is maintained.

You Paint... Use the Right Du Pont Paint for the Job

wonders why that it properly to apply remember ability of depend happens beneath paint you paint film the wood old and new paint a sound new paint last long according to directions. you can expect a bonus of many years of extra durability. We realize that circumstances may prevent you from going to this additional effort. If this is the case, we'd like to suggest that you use one of the other fine Du Pont House Paints listed below. Your Du Pont Paint Dealer will be glad to recommend the proper one for your job. For years, these fine products have earned the praise of painters and homeowners, because they consistently afford maximum durability and good appearance.

No. 40 Outside White House Paint: A self-cleaning paint for all-wood houses. This durable finish starts white and stays white.

No. 41 Outside White House Paint: The finest house paint available for those who prefer a lead-base paint. Exceptionally durable.

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be tinted with Du Pont Custom Tinting Colors for hundreds of beautiful shades.

"Dulux" Stucco, Shake and Shingle Paint: A durable protective and decorative finish that seals out moisture penetration; preserves distinctive texture of original surfaces.

Colorfast Outside House Paint: 18 exciting colors to give your home new warmth, distinctiveness and individuality. Excellent brushing qualities make this paint fast and easy to apply.

Never before has an exterior house paint been so easy to apply. New "Lucite" Acrylic House Paint slips on over the primed surface without effort, and gives a uniform low sheen. What's more, "Lucite" stays where you put it... won't run or sag.

Another big advantage of "Lucite" is its fast drying time. You can actually put on two coats in one day! Because the first coat dries in 30 minutes, you don't have to move ladders, staging or scaffolds.

By the time you finish painting a section, it will be ready for a second coat. Lap marks don't show either. And "Lucite" dries before dust or bugs can damage the surface.

Clean-up is a cinch when you use "Lucite". Fresh paint spots wipe right off with a damp cloth. To clean brush, roller or hands, just use warm water under the tap. No irritating, smelly solvents. No mess or bother. And if you need a thinner—just use water!

Wallpaper

CORTE MADERA:
North Bay Lumber
1584 Redwood Highway

SAN RAFAEL:
Ayers Paint & Supply
813 3rd St.

SANTA ROSA:
Yaeger & Kirk Lumber Co.
8th & Wilson

VALLEJO:
Ayers Paint & Supply
1044 Tennessee St.

VACAVILLE:
Amphlett's
780 Merchant St.

SAN BRUNO:
C. & S. Rental & Supply
732 El Camino Real

BURLINGAME:
Burlingame Paint & Wallpaper
311 Lorton Ave.

SAN CARLOS:
Naps Paint Store
1549 Laurel St.

MENLO PARK:
Menlo Park Hardware Co.
700 Santa Cruz Ave.

PALO ALTO:

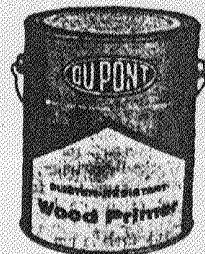
Hubbard Paint & Hardware Store
1952 University

SUNNYVALE:
Town & Country Paint & Wallpaper
245 So. Murphy

SAN JOSE:
San Jose Paint & Wallpaper
112 So. 2nd St.

SANTA CRUZ:
Quality Paint Store
939 Pacific Ave.

SALINAS:
John Callahan & Co.
255 Main St.



1 GALLON \$8.21

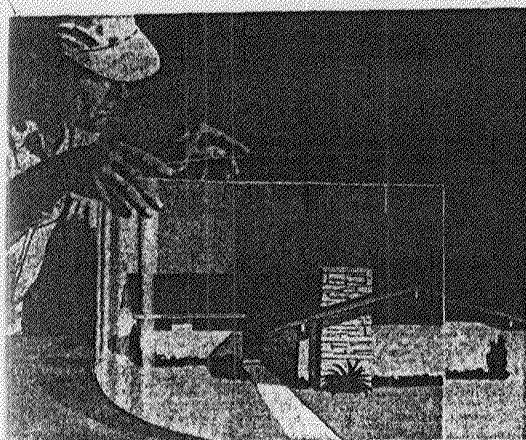
1 GALLON

It's worth the work... the beauty lasts



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

Beauty to Your Home...Can Save You Real Money



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longer-lasting, weather-resistant finish, called Du Pont "Lucite" Acrylic House Paint. New "Lucite" is the only house paint made from "Lucite" acrylic resin. Used according to directions, it grips properly prepared wood and masonry surfaces tightly, dries to a hard, low-sheen finish.

And, because its surface is extra-hard, heavy rains wash dirt right off. But "Lucite" won't chalk and run down to discolor adjacent walls and masonry. The tough acrylic resin in the finish helps resist rain, snow, baking sun, deteriorating elements of all kinds.

"Lucite" Gives
Whitest White;
16 Smart Colors

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Now You Can Paint After Heavy Dew or Sudden Showers

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Also, you can cool down hot wood or masonry surfaces with a hose, and immediately start painting. No danger of unsightly blotches, either, because "Lucite" sets up quickly to resist water spotting. Remember, however, that the Blister-Resistant Primer is an alkyd base product, and should always be applied over a dry surface.

Greater Durability on New Masonry Surfaces

Makes "Lucite" the Greatest House Paint Discovery in 30 Years

"Lucite" Paint Does Wonders for Both Masonry, Stucco

New Du Pont "Lucite" Acrylic House Paint does wonders for stucco, cement block, brick or stone. On new, unpainted masonry, apply directly two coats of "Lucite" for 50% greater durability. On masonry surfaces previously painted with oil paint that is definitely firmly adhering, two coats of "Lucite" should last 50% longer. For recoating other surfaces, be sure to follow label directions.

"Lucite" is so easy to apply! It flows on evenly and dries to a smooth low-sheen finish that hides surface imperfections. Its glasslike smoothness wards off dirt, grime and destructive weather. Because of its hard surface, heavy rains actually wash away surface dirt and grime. Available in 16 fade-resistant colors and white.

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Du Pont scientists have tested "Lucite" House Paint for years, in all kinds of weather, in all parts of the country. These tests prove new "Lucite", applied according to directions over properly prepared wood or masonry surfaces, will last 50% longer than conventional house paints. The same tests show "Lucite" provides excellent resistance to moisture blistering, long a chief headache of homeowners.

How to Make Your House Paint Job Last 50% Longer

To gain the maximum benefits of greater durability from the use of this revolutionary new house paint, you should start your painting from a new, clean, unpainted masonry surface which has aged at

least 30 days. Under such conditions, no special primer is required—simply apply 2 coats of "Lucite" House Paint direct to the new masonry surface. Wetting the surface in advance of the first coat application is recommended, particularly during hot weather.

Surface Preparation Key to Good Job

It is extremely important to clean the surface thoroughly before painting. Completely remove dust, dirt, efflorescence and loosely adhering and powdered old paint by wire brushing. If old finish has good adhesion and only light chalking, apply 2 coats of "Lucite" House Paint over the old finish.

If old finish shows medium chalking and only slight peeling or erosion, apply a prime coat of Du Pont 919 Masonry Surface Conditioner, followed by 2 coats of "Lucite" House Paint. Old water-soluble coatings (white wash, calceimine, etc.) and cement-type coatings should be completely removed by sandblasting or power wire brushing. Any other type of finish which shows excessive chalking, peeling and flaking should also be completely removed. Following removal of the old finish, apply 1 coat of Du Pont 919 Masonry Surface Conditioner, followed by 2 coats of "Lucite" House Paint.

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Outstanding Advantages of "Lucite" on Masonry

Lasts at least 50% longer than the best of oil-base exterior house paints when applied according to directions.

No primer needed on new masonry—simply apply 2 coats of "Lucite" direct to the masonry surface.

Resists blistering—Ends the worst problem with oil-type paints—allows moisture vapor to escape, shuts out water—without blistering or peeling.

New you can paint in any weather—No waiting for dew or rain to dry. Paint safely 30 minutes after or before rain.

New a quick-drying house paint—Du Pont "Lucite" Acrylic House Paint dries to touch in 30 minutes. Second coat may be applied 1 hour later.

Wide coverage for true economy—Ideal application of Du Pont "Lucite" Acrylic House Paint is 400 sq. ft. per gallon.

Easy flowing, easy spreading—Flows easily over entire surface, spreads evenly with a minimum of brushing or rolling.

Nonstaining—Almost completely nonchalking. Will not stain adjacent masonry surfaces.

Hides surface imperfections—Uniform flat finish hides surface roughness and imperfections.

Clean up with water—No messy cleaning job after painting. Wash equipment and hands with soap and water. Wipe up spots and spills with damp, soapy rag.

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"Lucite's" hard, smooth, chalk-resistant surface sheds dirt—especially from surfaces near the ground where mud splattering causes poor appearance in ordinary paints. Discoloration from mildew and fungus is seldom a problem when you use "Lucite".

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Whatever You Paint... Use the Right Du Pont Paint for the Job

"Lucite" works such wonders on wood and masonry that it serves to be used properly. If you're planning to apply paint over old, remember this: the durability of your paint job will depend entirely on what happens under the old paint underneath. It is true of any paint you buy. If the old paint film peels away from the wood masonry, or is so old and rotting that the new paint can't penetrate to a sound substrate, your new paint probably will not last long. If you use "Lucite" according to directions, you can expect a bonus of many years of extra durability. We realize that circumstances may prevent you from going to this additional effort. If this is the case, we'd like to suggest that you use one of the other fine Du Pont House Paints listed below. Your Du Pont Paint Dealer will be glad to recommend the proper one for your job. For years, these fine products have earned the praise of painters and homeowners, because they consistently afford maximum durability and good appearance.

No. 40 Outside White House Paint: A self-cleaning paint for all-wood houses. This durable finish starts white and stays white.

No. 41 Outside White House Paint: The finest house paint available for those who prefer a lead-base paint. Exceptionally durable.

No. 42 Chalk-Resistant House Paint: A durable, ready-mixed exterior finish ideally suited for houses that are part wood, part masonry or stucco. Won't stain adjacent surfaces; easy to apply.

be tinted with Du Pont Custom Tinting Colors for hundreds of beautiful shades.

"Dulux" Seacon, Shake and Shingle Paint: A durable protective and decorative finish that seals out moisture penetration; preserves distinctive texture of original surfaces.

Colorfast Outside House Paint: 18 exciting colors to give your home new warmth, distinctiveness and individuality. Excellent brushing qualities make this paint fast and easy to apply.

FRANCISCO:

City Paint Co.
104 Mission St.

City Paint Co.
279 Market

City Paint Co.
200 Lombard

City Paint & Wallpaper
937 Ocean

City Paint House
123 16th St.

CORTE MADERA:

North Bay Lumber
1584 Redwood Highway

SAN RAFAEL:
Ayers Paint & Supply
813 3rd St.

SANTA ROSA:
Yaeger & Kirk Lumber Co.
8th & Wilson

VALLEJO:
Ayers Paint & Supply
1001 T

VACAVILLE:

Amphlett's
780 Merchant St.

SAN BRUNO:
G. & S. Rental & Supply
722 El Comino Road

BURLINGAME:
Burlingame Paint & Wallpaper
311 Lorton Ave.

SAN CARLOS:
Naps Paint Store

MENLO PARK:

Menlo Park Hardware Co.
700 Santa Cruz Ave.

PALO ALTO:
Hubbard Paint & Hardware Store
1952 University

SUNNYVALE:
Town & Country Paint & Wallpaper

SAN JOSE:

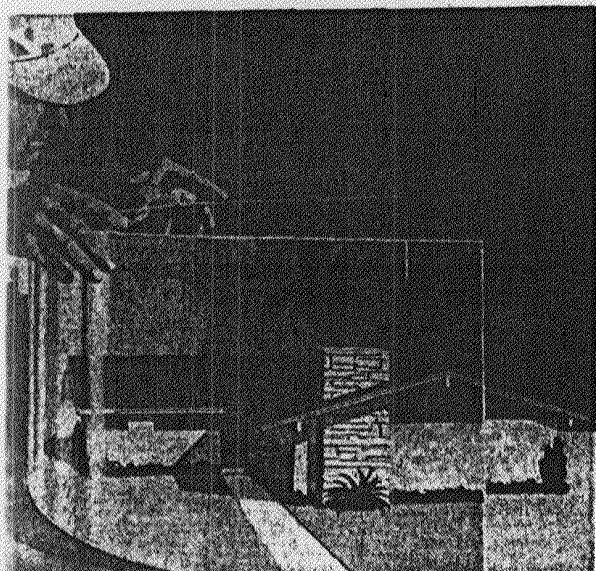
San Jose Paint & Wallpaper
112 So. 2nd St.

SANTA CRUZ:
Quality Paint Store
939 Pacific Ave.

SALINAS:
John Callahan & Co.



W Du Pont LUCITE® House Paint Adds auty to Your Home...Can Save You Res



ew Paint Serves as "Lucite" rotective Shield for House

"Makes the Difference... and Only Du Pont Makes "Lucite"

u Pont research
e been working
a for a longer-
paint.
acrylic resins
cessful in the
e "Lucite" auto-
thes that they
y for the discov-
amazing new

longer-lasting, weather-
resistant finish, called Du Pont
"Lucite" Acrylic House Paint.
New "Lucite" is the only
house paint made from
"Lucite" acrylic resin. Used
according to directions, it
grips properly prepared wood
and masonry surfaces tightly;
dries to a hard, low-sheen fin-

ish. And, because its surface
is extra-hard, heavy rains
wash dirt right off. But
"Lucite" won't chalk and run
down to discolor adjacent
walls and masonry. The tough
acrylic resin in the finish
helps resist rain, snow, bak-
ing sun, deteriorating ele-
ments of all kinds.

Gives
White;
t Colors

he crystal-clear
in "Lucite" House
are wonderfully
dful. The tough
its colors from
sun and also
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e summer. Not
last longer than
s, it won't turn
dition to longer-
e, "Lucite" comes
colorfast colors.

"Lucite" Paint System 100% Superior Over Yellow Pine

Paint manufacturers have
long recognized that one se-
cret of durability is a good
primer. Du Pont laboratories
developed Blister-Resistant
Primer to give maximum pro-
tection from ugly, destructive
blistering over any kind of
wood—including yellow pine.
This new primer contains
DULUX® alkyl resins and

special solvents to assure deep
penetration. It gives excellent
adhesion over yellow pine—
actually 100% more effective
than any other paint. It also
offers maximum resistance to
unsightly moisture-blistering,
cracking and peeling when
used over new or unpainted
wood, followed by two coats
of "Lucite" House Paint.

"Lucite" Paint Does Wonders for Both Masonry, Stucco

New Du Pont "Lucite" Acrylic
House Paint does wonders for
stucco, cement block, brick or
stone. On new, unpainted ma-
sonry, apply directly two coats
of "Lucite" for 50% greater
durability. On masonry sur-
faces previously painted with
oil paint that is definitely
firmly adhering, two coats of
"Lucite" should last 50%
longer. For recoating other
surfaces, be sure to follow
label directions.

"Lucite" is so easy to apply!
It flows on evenly and dries to
a smooth low-sheen finish that
hides surface imperfections.
Its glasslike smooth-
ness wards off dirt, grime and
destructive weather. Because
of its hard surface, heavy
rains actually wash away sur-
face dirt and grime. Available
in 16 fade-resistant colors
and white.

Now You Can Paint After Heavy Dew or Sudden Showers

With 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. New
"Lucite" goes on just as easily
over a damp surface as it does
over a dry one! This can be
a mighty big time-saver dur-
ing periods of uncertain
weather.

Also, you can cool down
hot wood or masonry surfaces
with a hose, and immediately
start painting. No danger of
unsightly blotches, either, be-
cause "Lucite" sets up quickly
to resist water spotting.

Remember, however, that
the Blister-Resistant Primer
is an alkyl base product, and
should always be applied over
a dry surface.

Greater Durability on New Masonry Surfaces Makes "Lucite" the Greatest House Paint Discover

Wilmington, Del.—Du Pont
announces a new house paint
that can save homeowners
hundreds of dollars in paint-
ing costs and make it neces-
sary to paint your house only
once a decade.

Called "Lucite" Acrylic
House Paint, this amazing
new paint discovery is made
with "Lucite" acrylic resin,
similar to the acrylic resin
used so successfully in the
longer-lasting "Lucite" auto
finishes.

Tested for Years

Du Pont scientists have
tested "Lucite" House Paint
for years, in all kinds of
weather, in all parts of the
country. These tests prove
new "Lucite", applied accord-
ing to directions over prop-
erly prepared wood or mason-
ry surfaces, will last 50%
longer than conventional
house paints. The same tests
show "Lucite" provides excel-
lent resistance to moisture
blistering, long a chief head-
ache of homeowners.

How to Make Your House Paint Job Last 50% Longer

To gain the maximum bene-
fits of greater durability from
the use of this revolutionary
new house paint, you should
start your painting from a
new, clean, unpainted mason-
ry surface which has aged at

least 30 days. Under such con-
ditions, no special primer is
required—simply apply 2 coats
of "Lucite" House Paint direct
to the new masonry surface.
Wetting the surface in ad-
vance of the first coat appli-
cation is recommended, par-
ticularly during hot weather.

Surface Preparation Key to Good Job

It is extremely important to
clean the surface thoroughly
before painting. Completely
remove dust, dirt, efflorescence
and loosely adhering and
powdered old paint by wire
brushing. If old finish has
good adhesion and only light
chalking, apply 3 coats of
"Lucite" House Paint over the
old finish.

If old finish shows medium
chalking and only slight peel-
ing or erosion, apply a prime
coat of Du Pont 919 Masonry
Surface Conditioner, followed
by 2 coats of "Lucite" House
Paint. Old water soluble coat-
ings (whitewash, calcimine,
etc.) and cement-type coat-
ings should be completely re-
moved by sandblasting or
power wire brushing. Any
other type of finish which
shows excessive chalking,
peeling and flaking should
also be completely removed.
Following removal of the old
finish, apply 1 coat of Du Pont
919 Masonry Surface Condi-
tioner, followed by 3 coats of
"Lucite" House Paint.

Save Hundreds
When you figure
cost of painting
ing your house over
it's easy to see how
save hundreds of

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Lasts at least
exterior house
directions.

No primer ne-
cessary. Two
coats of "Luc

Resists bliste-
type paints.
out water—

Now you can
or rain to dry
rain.

New a quick
Acrylic House
Second coat

Wide coverage
Du Pont "Luc
gallon.

Easy flowing,
surface, spre
or rolling

Nonstaining
not stain ad

Hide surface
surface roug

Clean up wit
painting. W
water. Wipe



"LUCITE" SMO

Durable "Lucite"
long after ordin-
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withstand the h
for years.

It "Bres

Because it form
House Paint alle
the danger of b
it sheds outside
dition.

"Lucite" is Easy to Apply,
Easy to Clean Up—

er You Paint... Use the Right Du Pont Paint for the Job