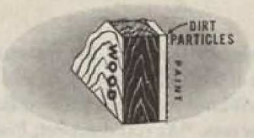
. . . keeps your home dazzling white for years!



HOW DU PONT HOUSE PAINT *CLEANS ITSELF*



1. All paint collects dust and dirt during the first few months, as shown by this magnified cross-section.



2. With Du Pont House Paint, a microscopically 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 the accumulated dirt and grime.



4. Self-cleaning leaves surface clean and white . . . keeps it sparkling white for years. This cleaning process is gradual and does not adversely affect the long life of the paint.

White today, white to *stay*—for years! Your home will have that "fresh painted" look for years when you use Du Pont House Paint. Because of a unique combination of oils and pigments, Du Pont House Paint actually *cleans itself* . . . keeps your home white, bright and beautiful long after ordinary paints have become dull and dirty.

Sheds dirt, stays bright . . . through "self-cleaning"—With every heavy rain, Du Pont House Paint renews its original brilliant whiteness through a scientifically controlled "self-cleaning" process. Normally, this process begins within a few months. On surfaces sheltered by projecting eaves or heavy shade from normal exposure to sun and weather, in areas where the atmosphere is smoky, or on surfaces stained by copper or bronze, this "self-cleaning" action may be delayed or even prevented from taking place.

Goes on fast and easy...gives complete protection—Special oils have been added to Du Pont House Paint to make it brush on faster and easier than ever before. Remember, the paint itself is the smallest part of the cost of painting your house. Make sure you get the paint that keeps your home looking its best . . . that protects it against rust, rot and decay for years. Get Du Pont House Paint—in white or the popular "self-cleaning" colors. It's today's best value! (And for *real* two-coat economy, start with Du Pont House Paint Primer if the surface is new wood or badly weathered old-paint film.)

For best results see your Du Pont Paint dealer—Your local Du Pont Paint dealer will be glad to talk over your painting problems . . . supply you with the best paint for your home's particular needs. And he can recommend a reliable painting contractor. You'll find his name in the classified telephone directory, under "Paints."

For FREE folder, "Facts About Self-Cleaning House Paint," write E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Dept. S-261, Wilmington, Delaware.



Fading no problem now!

Du Pont DULUX Trim & Shutter Paint is years ahead of ordinary trim colors

Your freshly painted house needs a color accent—and that's where DULUX Trim & Shutter Paint shines! It goes on easily . . . dries fast to a glossy finish with superb resistance to fading, mildew and discoloration . . . keeps shutters and trim sparkling for years. Comes in 3 shades of green and 5 other handsome colors.

Save the Surface and You Save All!

DUPONT **PAINTS**

