

# Every Department Store is a Showcase of du Pont Finishes

As you look down the aisles of your favorite store—you see . . . here . . . there . . . everywhere the beauty of du Pont finishes.

There are important reasons why leading American manufacturers use du Pont lacquers, varnishes and enamels to finish their products. They specify du Pont finishes to protect their products . . . to increase the value and the beauty of those products . . . and to keep faith with you who expect to buy the highest quality. They use these finishes, which frequently cost them more, in order to serve you better.

Duco is one of the du Pont finishes you know best. On metal products—washing machines, for example—Duco gives a hard, waterproof and enduringly beautiful finish. On furniture

and other wood products a lustrous Duco finish does not check, crack, craze or become tacky.

Every du Pont finish is pre-tested. Every du Pont finish is the result of years of tireless effort to give you the finest finish you can buy. If you want lasting good appearance in the products you select, ask if the finish is made by du Pont, or look for the oval Duco seal.

E. I. DU PONT DE NEMOURS & CO., INC.  
Industrial Finishes Division, Parlin, N. J., Chicago, Ill.,  
San Francisco, Calif., Everett, Mass., or Canadian In-  
dustries Limited, Paint and Varnish Division, Toronto,  
Ontario, Canada.

Just a reminder that Duco to be applied with a brush for household use can be purchased at good paint and hardware stores . . . that there is a No. 7 Duco Polish for protecting and beautifying the finish of your automobiles . . . that Duco Household Cement is now available for making and mending.



2200 Duco Finished signs like this indicate Authorized Refinishing Stations appointed by du Pont to give automobiles the enduring beauty of Duco.







Look for this symbol on articles you buy. It is your assurance of a lasting finish which industry uses to protect its own investments and to keep its faith with you.



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