



INTS FOR HOMEOWNERS

Many A Great Idea Started With a Goof Off

(NAPSA)—Sir Isaac Newton came up with the principle of gravity while napping under an apple tree. Christopher Columbus sailed off for India and ended up discovering America. Sir Alexander Fleming discovered penicillin because he let petri dishes stack up in the laboratory sink.

These serendipitous events, these instances of goofing off, demonstrate the goof off mantra: Never expend more energy than you need to accomplish your goals.

In the same spirit, Larry Owens was trying not to expend more energy than needed while he was trying to accomplish his goals. In 1965, Owens was a physics student at Georgia Tech and was supporting a family. He saw a job opportunity cleaning up newly constructed apartment complexes. He started out clearing construction debris and cleaning bathrooms, kitchens, windows and carpets in new apartments, finishing off the job with a fresh coat of paint. Soon, he had 40 employees.

Owens started formulating his own cleaning supplies to hold down costs, but one persistent problem he had was in removing latex paint drips and overspray. Old, dried paint was virtually impossible to remove from varnished or oil-based surfaces without damaging the surface.

So Owens went back to his knowledge of chemicals and came up with a cleaner that removed



Getting paint and messes off walls and floors can be easier.

dried latex paint without harming the finish. Better yet, he and his workers found that the product could be used to remove pen and marker ink, sticker residue from refrigerators and bathtub decals, chewing gum and even candle wax from floor and carpets.

Owens called his product Goof Off, and it has become an indispensable tool for solving a multitude of goofs with paints, inks, and other household items. Goof Off is now part of a line of cleaning products, including Low Odor Goof Off 2, Goo Remover and Goof Off Hand Cleaners.

Goof Off is available in cans and an aerosol spray. It is produced by the Architectural Division of the Valspar Corporation in Wheeling, Ill. Goof Off is available nationally.