...VE LA DIFFERENCE
International Room, El Cortez Convention Center
FRIDAY, MAY 26, 7:45 p.m.
...Village HOTEL
VACATION SALE - WEST MISSION BAY

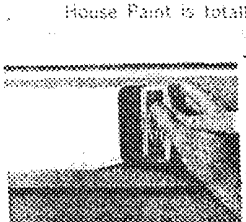
Du Pont announces a major breakthrough in house paint



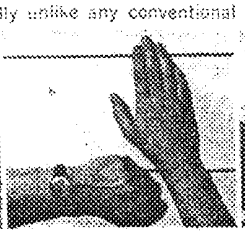
New LUCITE® comes to house paint.

After 25 years' experience in acrylic chemistry... after developing LUCITE Wall Paint that offers beauty without bother inside your home ... Du Pont brings the benefits of LUCITE to the outside. New LUCITE House Paint is totally unlike any conventional paint you've ever used.

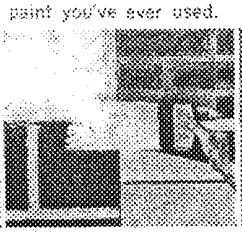
Now you can have incredible durability without the temporary surface shine of oil base paints. The beautiful low-lustre surface of LUCITE forms a tough, durable shield that is just naturally more resistant to cracking, chalking, dirt, and fading than oil base paint. And when you see how easy it is to use, you'll never go back to "hard work" paint.



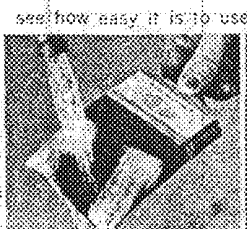
Flows on easily, effortlessly. New LUCITE House Paint is so easy to use, it literally flows from your brush. Spreads on evenly and evenly with no "lumpy brush drag" to slow you down. Stays put, too. Won't sneak or run.



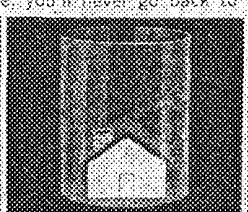
Dries to touch in half an hour. New LUCITE dries so fast you can apply a second coat, if needed, after an hour. What a time saver! Fast drying prevents bugs and dust from messing the finished surface, as well.



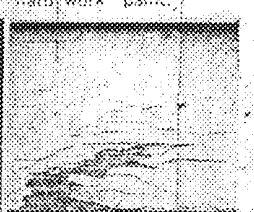
Covers almost any building material. Use LUCITE on wood, stone, masonry, stucco, cement or stucco. Needs no primer. If old paint is in good shape. Goes on over damp surfaces, too, so there's no delay from dew or showers.



Quick and easy cleaning. Clean brushes, rollers and hands with soap and water. LUCITE can be thinned with water, too. No mess or bother with special solvents. Fresh paint spots wipe up with a damp sponge.



Protects like a plastic shield. Durable low-lustre finish dries to a tough shield against weather extremes. The beauty of new Du Pont LUCITE House Paint lasts for years, protects that white. Modern colors resist fading.



For special peeling and blistering problems that ordinary exterior paint can't solve, try LUCITE. For stubborn cases of paint peeling, Du Pont recommends Zinsser Peel-Stop primer-sealer, part of Du Pont 20 Problem Paint System.

Check here for LUCITE dealer nearest you, or call 284-1334

...Lumber Co. ... Sweetwater Shopping Center ... Bonita ... Chula Vista ... Coronado ... El Cajon ... El Centro ... Escondido ... La Mesa ... National City ... Rancho Bernardo ... Solana Beach ... Spring Valley



NEW *LUCITE*® HOUSE PAINT
incredibly durable ... so easy to use

DUPONT
BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

The San Diego Union May 17, 1963