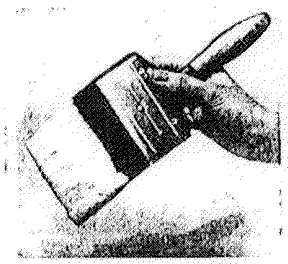
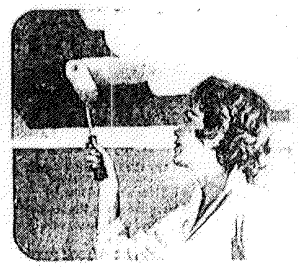
NEW! DU PONT LUCITE® WALL PAINT

The Newest, Neatest Way to Paint!

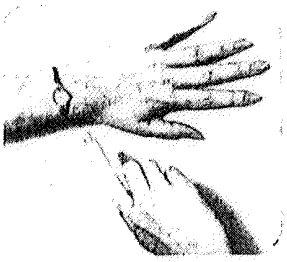
Now Du Pont research brings you a new and better way to finish walls and ceilings . . . created especially to answer the problems that plague do-it-yourself painters. Yes, now you can do over any room in your house quickly, easily, neatly . . . with new "Lucite" Wall Paint. Nice thing is, you'll do a really satisfying job, without the usual muss or fuss, the very first time you use it! For real beauty without bother, try "Lucite"!



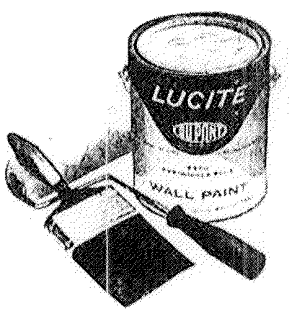
No messy mixing, stirring or thinning! "Lucite" comes all ready to use, right in the can. Goes on easily over plaster, wallboard, old paint or wallpaper. You paint faster, too, because you can really load your brush or roller, cover a bigger area with fewer stops and dips. And soap and water are all you need to clean up equipment after you finish.



Doesn't drip or splatter like regular paint! Look how "Lucite" clings to roller, without dropping or running down the handle. That's because it's thicker, richer, fuller-bodied. (Even doing the ceiling you'll stay neat and clean.) "Lucite" spreads out smoothly and evenly, too, without sagging, streaking or running down the wall.



Dries in 30 minutes to a beautiful flat finish! Yes, that's all the time it takes to get your room ready for living in again — without annoying painty odor! And "Lucite" is as durable as it is handsome. Keeps its fresh beauty after repeated washings. Available now in a wide range of modern colors, with matching Duco® Satin Sheen Enamel for woodwork.



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