

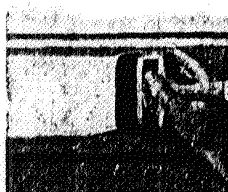
Du Pont announces a major breakthrough in house paint



Now 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.



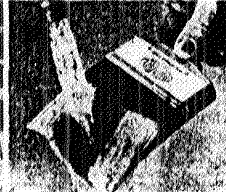
Flows on easily, effortlessly. New LUCITE House Paint is so easy to use, it literally flows from your brush. Spreads smoothly and evenly, with no tiring brush "drag" to slow you down. Stays put, too. Won't streak or run.



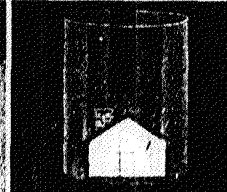
Dries to touch in half an hour. New LUCITE dries so fast you can apply a second coat, if desired, after an hour. What a time-saver! Fast drying prevents bugs and dust from marring the finished surface, as well.



Covers almost any building material. Use LUCITE on wood, brick, masonry, stucco, cement block. 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 cleanup. Clean brushes, rollers and hands with soap and water. LUCITE can be thinned 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. Whites stay white. Modern colors resist fading.



For special peeling and blistering problems that ordinary oil-base paint can't solve, try LUCITE. For blistered portion of home, remove old paint down to bare wood, apply coat of Du Pont 49 Primer, then apply LUCITE.

Check here for LUCITE dealer nearest you, or call

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Baker Paint Co.
1000 Market St.
San Francisco 4, Cal.
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1000 Market St.
San Francisco 4, Cal.
Baker Paint Co.
1000 Market St.
San Francisco 4, Cal.

MANLY
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BURLINGAME
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EUREKA
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SAN ANSELMO
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Made on
the West Coast
for West Coast homes



NEW LUCITE® HOUSE PAINT
Incredibly durable... so easy to use



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY