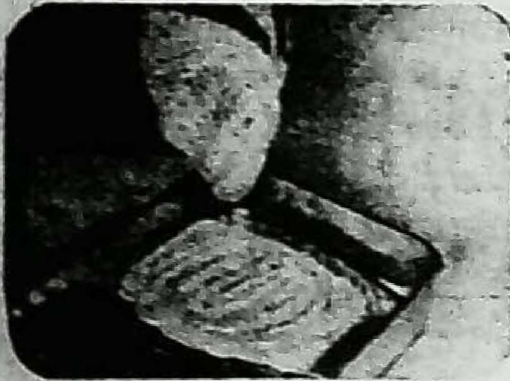


Brings You Beauty without Bother!

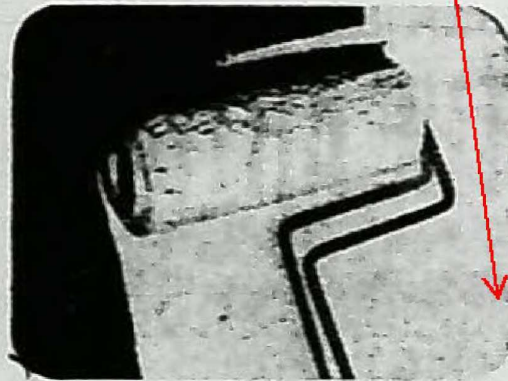
Los Angeles Times
5-19-1961

Du Pont, long the leader in paint research, now brings you a remarkable new kind of wall and ceiling paint. It's new "Lucite" Wall Paint, specially designed for people who do their own painting!

Imagine doing over any room in your house quickly, easily, neatly—without the usual mess! That's because "Lucite" brings you an entirely new concept in interior painting: beauty without bother.



Just think for extra-easy application! "Lucite" comes all ready to use, right out of the can. Ends messy mixing, stirring or thinning. Because your brush or roller holds more "Lucite" than regular paints, you get the job done faster, cover a bigger area with far fewer stoops and dips. And "Lucite" dries in just 30 minutes.



Ends mess, fuss and bother! Doesn't drip or splatter like regular paints. "Lucite" stays where it belongs, on the wall—without dripping or running down the handle. (Just think what this means when you're doing the ceiling!) Spreads on smoothly and evenly, with no streaks or brush marks. Clean-up's easy, too, with soap and water.



Beautiful, washable flat finish! You'll love the way "Lucite" stays fresh-looking after repeated washings. You'll love its exciting new beauty, too, that brings warmth and charm to any room in your house. Available now, in a wide range of modern colors, with matching Duco® Satin-Gloss Enamel for all your woodwork.



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