

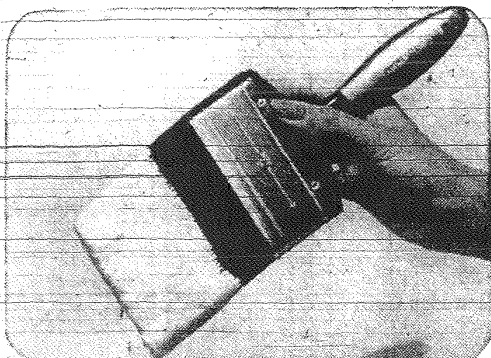
CAN BE!



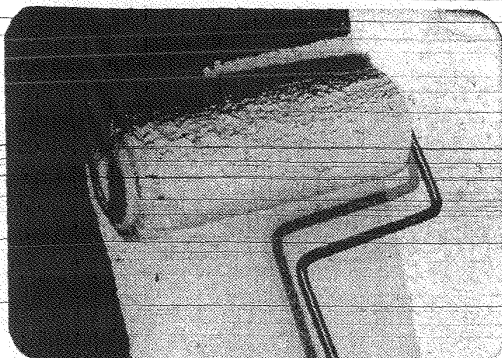
It's extra-thick for extra-easy application! Still think painting's got to be grim? Then get set for a real surprise, because new "Lucite" is like no other paint you've ever seen! It's specially formulated to end the muss, fuss and bother that have long plagued do-it-yourself painters.



No messy mixing, stirring or thinning! You're off to a flying start because "Lucite" comes all ready to use, right out of the can. No wasted in "beforehand" preparation. Just lift the lid, pour into your roller pan, and start to paint. (It's just as easy with a brush.)



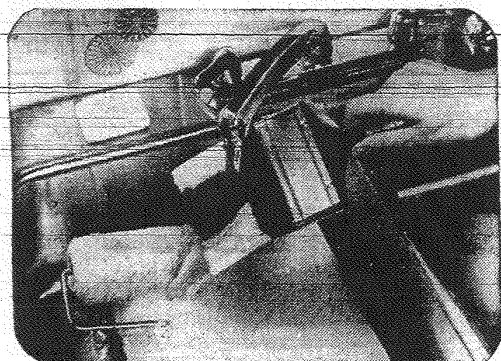
Unusually thick, rich consistency of "Lucite" keeps paint in place! "Lucite" is so creamy that you can carry a fully loaded brush or roller to the wall without making a mess. No matter how much you put on, no drops run down to spoil the job or soil your hands!



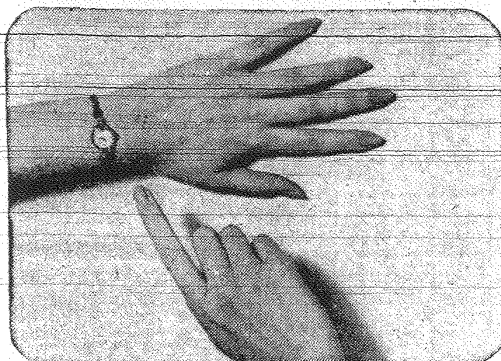
Less stooping and dipping means faster painting! Because your brush or roller holds more "Lucite" than regular paints, you can put a lot more paint on the wall and cover a bigger area with far fewer stoops and dips. And you'll love the smooth, even way it spreads on.



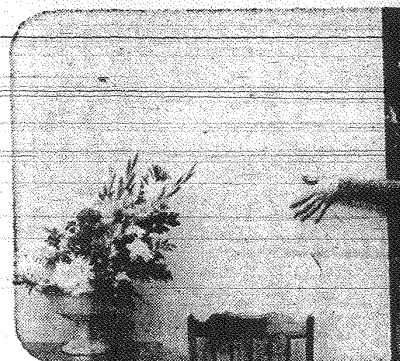
Doesn't drip or splatter like regular paint! Just look how much paint you can load on the roller—even when you're painting the ceiling! Unlike regular wall paints you may have used before, "Lucite" is thicker-bodied... stays on walls and ceiling, off clothes and hands.



Clean-up's a cinch with new "Lucite"! There's no fussing with messy cleaners or solvents. Brushes, rollers, pans and other equipment come clean quickly and easily in soap and water. And if you should spill any paint, just wipe it up with a damp rag.



"Lucite" dries to the touch in 30 minutes! Yes, that soon after you finish painting, "Lucite" is dry and your room is ready for living in again. And later, if you find a spot you missed, touch-up's easy, too. No brush or lap marks to mar the job, after paint is dry.



Unique, velvety beauty that's so easy to clean! "Lucite" stays alive with exciting new beauty. Its smooth, even, flat finish is fresh through countless washings. Get it now, in modern colors, with matching Duco® Satin-Sheen-Enamel.

Now you can do over any room in your house quickly, easily, neatly... with new DuPont "Lucite" Wall Paint!

All the unpleasantness of painting the old way is gone! No messy mixing or stirring. Doesn't drip or splatter like regular paint. You spend your time **constructively**, bringing new beauty to walls and ceilings... far less time getting ready and cleaning up afterwards.

You can use "Lucite" almost anywhere, over plaster, wallboard, paint or wallpaper. Nice thing is, you'll do a really satisfying job the very first time you use it. Get "Lucite"... the newest, neatest way to paint!

LUCITE® WALL PAINT...for beauty without bo



Better Things for Better Living
...through Chemistry

HERE'S WHERE YOU CAN BUY NEW LUCITE® WALL PAINT