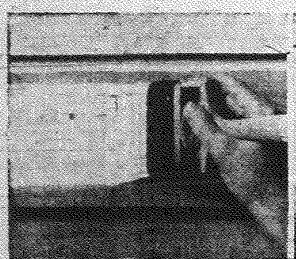


Now LUCITE® comes to house paint.
After 25 years' experience in acrylic chemistry... after developing LUCITE Wall Paint that offers beauty without bother inside your home ... Du Pont brings the benefits of LUCITE to the outside. New LUCITE House Paint is totally unlike any conventional paint you've ever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

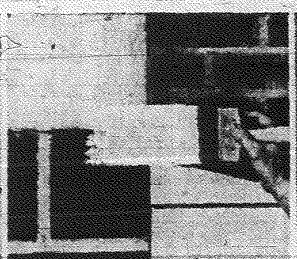
Now you can have incredible durability without the tem
shine of oil-base paints. The beautiful low-lustre surfa
forms a tough, durable shield that is just naturally mo
cracking, chalking, dirt, and fading than oil-base paint.
see how easy it is to use, you'll never go back to "har



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 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. Whites stay white. Modern colors resist fading.



For
prob
can'
port
dow
DuP

Check here for LUCITE dealer nearest you, or call 849-0242

ALAMEDA
Alameda Paint & Wlpr.
1523 Webster
Alameda Vosburgh Hdwe.
2317 Santa Clara

ALBANY
Gold Corner
1222 Solano Ave.

ANTIOCH
Conners Paint House
1524 A Street

BERKELEY
Color Shop
2124 Vine Street
Hub Leloy Paint Store
2917 Adeline
Monterey Paint Center
1582 Hopkins

CASTRO VALLEY
Tiffany's Color Unlimited
3841 Castro Valley

CONCORD
Clayton Valley Lmbr. Co.
1674 Clayton Road
Wilson Glass
2356 Concord Blvd.

CROCKETT
Pedrotti & Sons
712 - 2nd Ave.

DANVILLE
Danville Hardware
135 N. Hartz

FREMONT
Beach Drapery & Paint
4109 Peralta Blvd.

HAYWARD
Colorama
491 W. Tennyson St.
Haymont Hardware
26649 Mission Blvd.
Hayward Paint
21181 E. 14th St.

LAFAYETTE
Lafayette Paint Service
3561 Mt. Diablo Blvd.

LIVERMORE
Cliffs Paint & Floor
2677 - 1st Street

MORAGA
Center Hardware
7 Center Street
Rheem Center

OAKLAND
Brophy Hardware
2236 E. 14th Street
Hollywood Hardware
10715 MacArthur Blvd.
Howells
5519 College Ave.
Hub Leloy Paint Store
3407 Fruitvale
Matleys
2425 Telegraph Ave.
Parkway Hardware
1815 Park Blvd.
R.N. Paints
2969 Broadway
Steele Hardware
4247 Macarthur Blvd.
Yates Blevel Pr. & Hdwe.
3312 Lakeshore Ave.
Yates Window Shade
7633 MacArthur Blvd.

PITTSBURG
Carpetta Paint & Supply
15 E. 6th Street

PLEASANT HILL
Dunning Paint &
1494 Contra Co

PLEASANTON
Pleasanton Decorat
172 Neal Street

RICHMOND
McNeese Paints
921 - 23rd Stre

SAN LEANDRO
Hub Leloy Paint
1798 E. 14th

Made on the West Coast for West Coast homes



NEW *LUCITE*® HOUSE PAINT

Incredibly durable... so easy to use

DU PONT

BETTER THINGS FOR BETTER LIVING...