

# LUCITE\* LACQUER

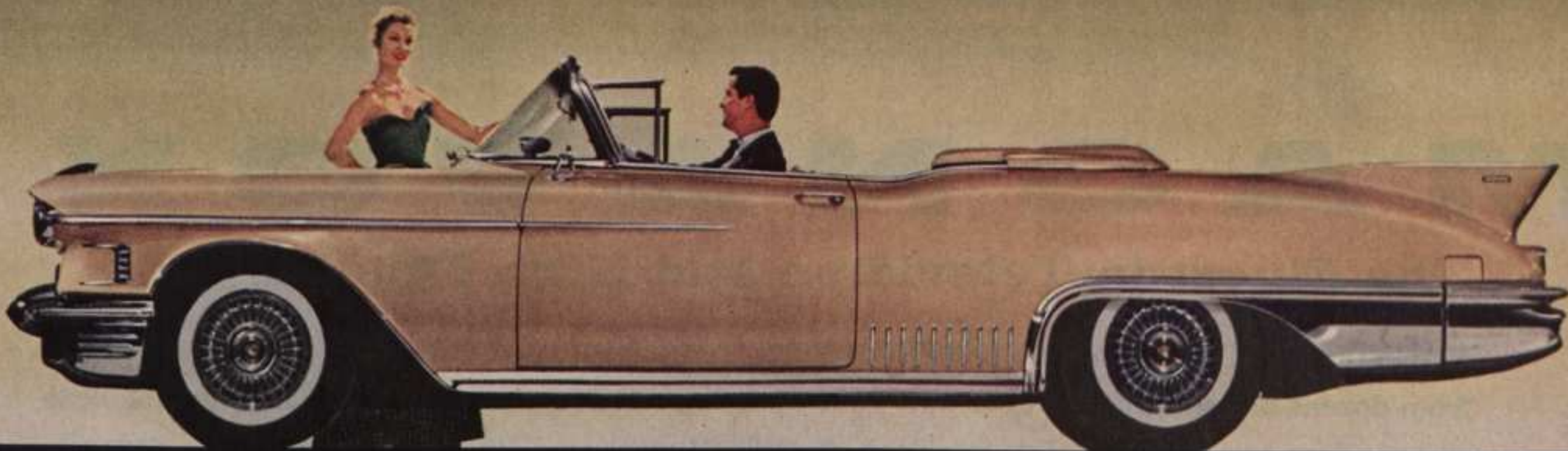
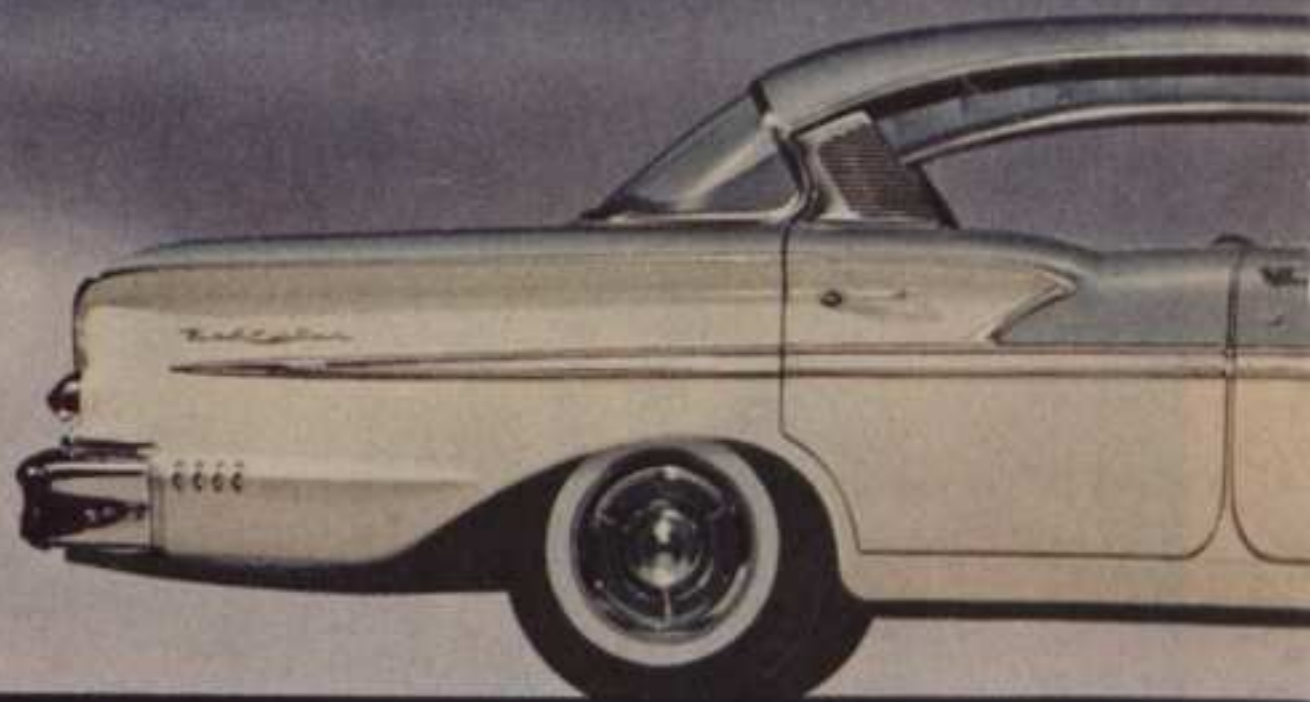
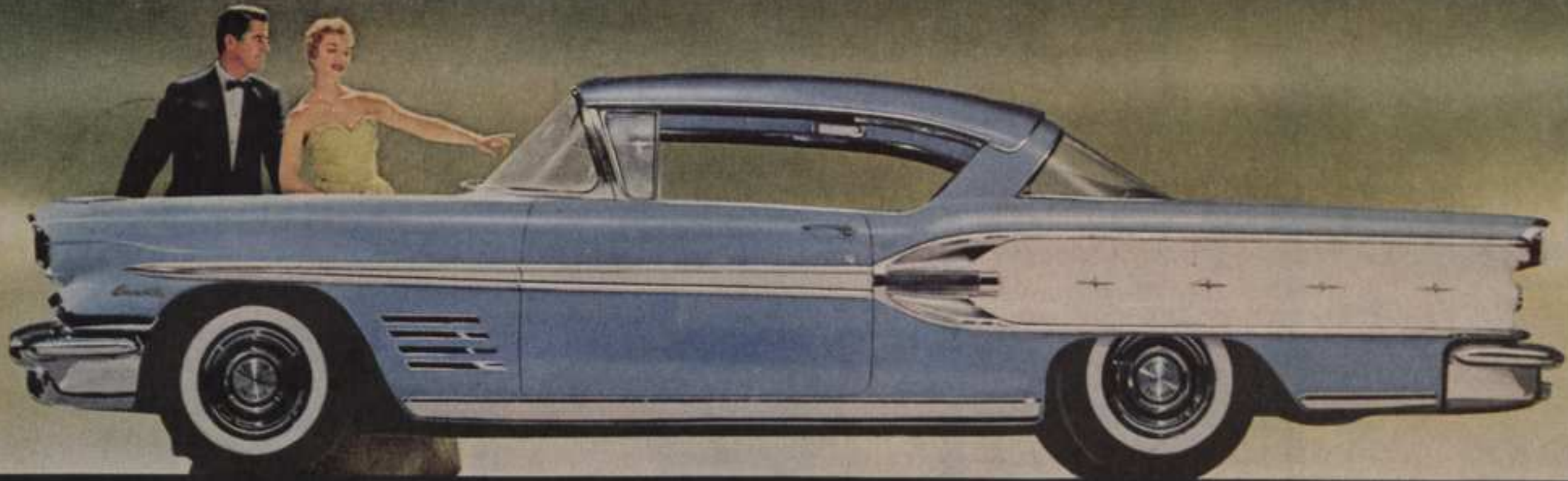
*You'll thrill to color so deep you can "see into" it—and this finish keeps its showroom brilliance three times longer!*

On display now are startlingly beautiful '58 cars finished in new Du Pont "Lucite" Acrylic Lacquer. Easier to care for than any previously known finish, "Lucite" Lacquer achieves dramatic new hues with metallic powders and pigments that sparkle in a diamond-clear "Lucite" base. The color effects are so rich and exciting you'll have to see them to appreciate what happens. It's like looking into a pool of liquid color and seeing the subtle changes from pastels

to deeper values. And whether in the new metallics, or in traditional colors, Du Pont "Lucite" Lacquer is so *durable* it stays bright and beautiful three times longer than the best conventional finishes. Water rolls off . . . dirt slides off the jewel-smooth surface. So it is easier to clean and stays clean longer. You'll want this remarkable new finish on your new car. Look for the many makes and models now available in Du Pont "Lucite" Lacquer.

\*REGISTERED TRADEMARK FOR DU PONT'S ACRYLIC LACQUER





COMPARE BRILLIANCE of Du Pont "Lucite" Lacquer finish (right) with weathered appearance of conventional finish (above) after both cars have gone 36 months with no more care than ordinary washing. "Lucite" Lacquer is not only more durable and stain-resistant, but also far easier to clean!

*They're here now in*  
**NEW DU PONT**



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 ... THROUGH CHEMISTRY

1957