



What a difference...when your home has been freshened-up, with several coats of colorful Fuller Paints! Paint gives a house such a crisp, clean, "successful" look. It makes it look "just like new"!

Why not call in a painter right now? But don't buy the job on price. Give the painter a chance to give you a good job. Insist, above all, that he use nothing but Fuller Paints.

Made of the best materials... with the most modern equipment... and tested and re-tested, under the most severe conditions... Fuller Paints have demonstrated, over a period of 81 years... their beauty of texture, their durable wearing qualities, their greater covering capacity, and ease of application.

Look for the Fuller name on the can. Sold throughout the West... by Fuller Paint Stores, and Fuller dealers everywhere.

W. F. FULLER & CO.

Paints... Varnishes... Lacquers... Enamels... Glass

Why it's important to paint Stucco...

Not only does it enable you to get the same striking color effects that are possible on wood; but paint is essential, on stucco... for protection.

Like other building materials... stucco absorbs rain, and any dirt and soot that the rain carries into the pores... if it isn't protected with paint. That's why an unpainted stucco building often has dark spots on it, in wet weather.

Impervious to moisture, frost and dirt,

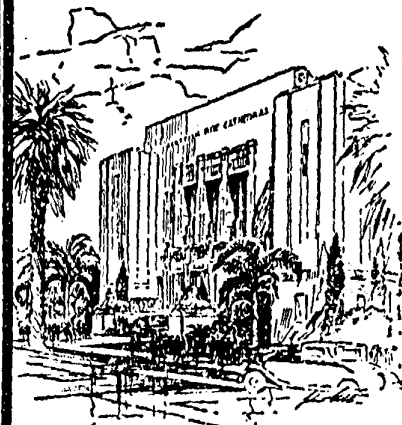
Fuller Concreta seals these pores... and the water is thus shed, instead of being absorbed.

Ordinary paint, however, should not be used on stucco and concrete. Because, paint used for such surfaces must resist the action of lime, present in all stucco and concrete, and must dry with a dull, mellow finish similar to the texture of unpainted stucco.

Time-tested by extensive use, and perfected in the famous Fuller laboratories, Concreta is a paint made especially to meet these requirements. Consult your Fuller painter. Also sold by dealers and Fuller stores... throughout the West.

San Francisco office for a copy of the free book, "Your Home as Others See It". It's full of helpful and valuable painting ideas. If you have any special color problems, write to Zena Dare, of our Home Decoration Department, also at San Francisco.

And listen in to Zena Dare's helpful chats on interior decoration... over the N.B.C. Network at 1:10 a. m. every Wednesday; and over KSL and KCIR.



Scottish Rite Cathedral Pasadena

Architect, Joseph Bilek—

Painting Contractor, W. G. Pesenecker.

Exterior painted with FULLER CONCRETA

CONCRETA

Add an attractive stone-like texture to stucco, concrete and brick... and protect them against moisture absorption... with Fuller Concreta. Twelve colors to choose from. Extensively used for homes, apartments, office buildings, hotels, schools, city halls, etc. Demand it of your painter. Sold by Fuller dealers everywhere... and at Fuller Paint Stores.

FULLER PURE PREPARED

For exterior woodwork... demand a paint that will adhere firmly to the surface; dry to a tough, elastic film, and be moisture-repelling for a maximum length of time. Fuller Pure Prepared is such a paint. Sold by Fuller Paint Stores, and by Fuller dealers. Insist that your painter use it.

FULLER Paints

FOR EVERY

PURPOSE



Oakland Tribune

April 29, 1930

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