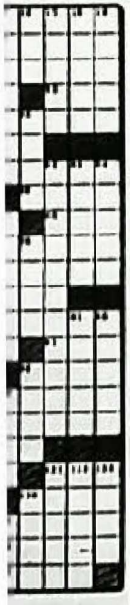
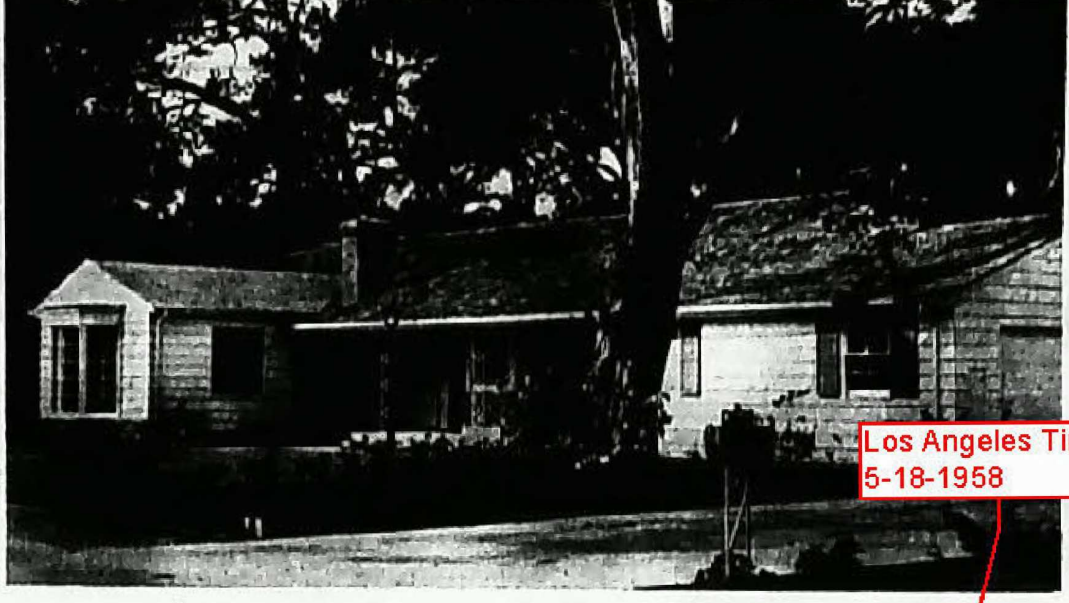


Week's Puzzle





Los Angeles Times
5-18-1958

FULLER'S SPECTACULAR NEW HOUSE PAINT

ADDS AT LEAST 2 EXTRA YEARS OF PAINT BEAUTY TO YOUR HOME

Revolutionary new kind of paint for wood! Gives your home a fresh new-painted look for 2 years longer than the finest paint you've ever used! Holds its colors, keeps its gloss for years! Spreads faster, easier than the best of them! Dries hours sooner! And costs no more than ordinary house paint!

THERE'S NEVER BEEN A PAINT LIKE IT BEFORE...

The original formula was developed in 1951.

Fuller chemists, through know-how and continuous research, found that by combining certain new "miracle" materials, they could produce an exterior paint so resistant to wear, so amazingly superior in every way that it made even *the finest* house paint seem old-fashioned by comparison.

Two of America's largest chemical laboratories tested and confirmed these findings.

FULLER WANTED TO BE SURE

Out into the field went Fuller's men. Homes all over the West were painted with this astonishing new kind of paint. As the number of these test-painted homes grew ... and today there are hundreds of them ... Fuller's chemists watched, tested, compared.

RESULTS WERE PHENOMENAL

Fuller House Paint met every rigorous test of weather and wear ... it outperformed the finest house paints.

Today, because of this tremendous 7-year field experience, Fuller can offer you this revolutionary new house paint, without qualification, as THE FINEST HOUSE PAINT YOU CAN BUY.

If you're going to paint ... get *2 extra years* of beauty for your home ... at no extra cost! Get new Fuller House Paint!

HERE'S HOW NEW FULLER HOUSE PAINT COMPARES WITH THE FINEST PAINT YOU'VE EVER USED

	Finest traditional house paint	New Fuller House Paint
General appearance:	Can resist rigorous Western weather only a few years.	Keeps fresh, new appearance at least 2 years longer than the finest house paint.
Gloss:	Starts to lose glossy appearance after first few months.	Keeps glossy lustre for years.
Colors:	Starts to fade after about 5 months.	Keeps color brightness for years.
Wear:	Readily stained with rust from nails, screens, gutters, etc.	Cannot be rust stained.
Application:	Goes smooth and easy.	Goes on faster and easier than finest house paint.
Drying:	At least 6 hours; target for dust, leaves, fog, rain.	Dries dust free in 2 hours. Fog or rain won't harm it.

For stucco surfaces where a flat finish is preferred, use famous Ful-Color Exterior Latex Paint. 42 beautiful colors.

FULLER
PAINTS · GLASS