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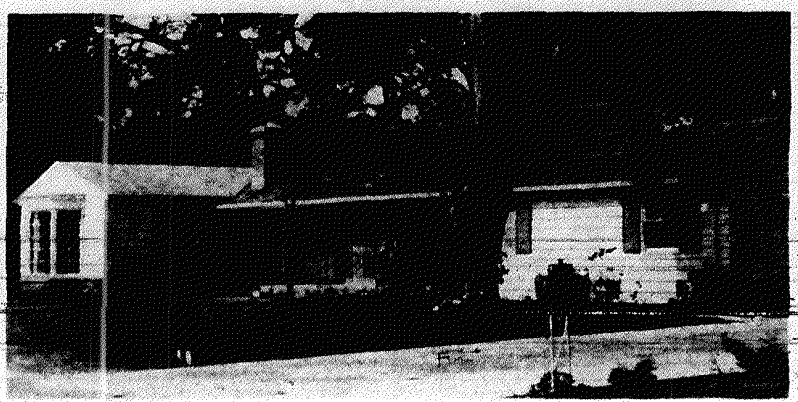
Oakland Tribune May 10/1959 RS T-4

"NOW! 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! Holds its colors, keeps its beauty years longer! Spreads faster, easier than the best of them! Dries hours sooner! Costs no more than traditional oil-type paint!



Never before a paint like this!

In 1951 Fuller chemists found that by combining certain new "miracle" materials they could produce an exterior paint so outstanding that it made even the finest house paint old fashioned.

Fuller wanted to be sure

All over the West, homes were painted with this astonishing new kind of paint. As the number grew, Fuller chemists watched, tested, compared.

Results were phenomenal

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

Today Fuller can offer you this revolutionary product, without qualification, as *the finest house paint you can buy.*

If you're going to paint . . . get *2 extra years* of beauty . . . at no extra cost. Get new Fuller House Paint now! 42 western colors to choose from.

By W. P. Fuller & Co., makers of

- **New Fuller Semi-Gloss Interior Enamel** — the easiest-painting enamel you've ever used!
- **Famous Fuller Interior Latex** — unsurpassed for ease, speed, lasting beauty!

COMPARE ITS ADVANTAGES!

	Finest Traditional House Paint	New Fuller House Paint
General Appearance:	Can resist *rigorous western* weather only a few years.	Keeps fresh, *new look* at least 2 years longer than finest house paint.
Colors:	Starts to fade after about 6 months.	Keeps color brightness for years.
White:	Readily rust stained from nails, gutters, etc.	Cannot be rust stained.
Application:	Goes on fast and easy.	Goes on faster, easier than the finest.
Drying:	At least 6 hours; target for dust, leaves, fog, rain.	Surface dries in as little as 2 hours. Rain won't harm it.

FULLER PAINTS • GLASS