

Only Fuller makes smart decorating so much easier to do!

and all Fuller's new and practical decorating helps are FREE!



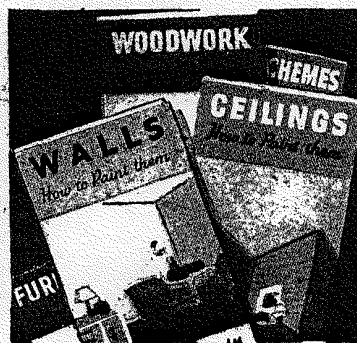
Fuller makes color selection easier! Look—144 big, loose interior paint color swatches in Fuller's spectacular Jewel Case. Pick out several. Fan them in your hand. Experiment. Try rich deep tones. Try sunny

All your life you've wanted an easier, surer way to bring your room color planning to a satisfying decision. Now Fuller gives you that help—in three simple steps. 1. Choose interior colors from Fuller's Jewel Case—the West's widest selection. 2. File the color swatches you select in Fuller's Color Plan visualizer folder. 3. Follow paint-

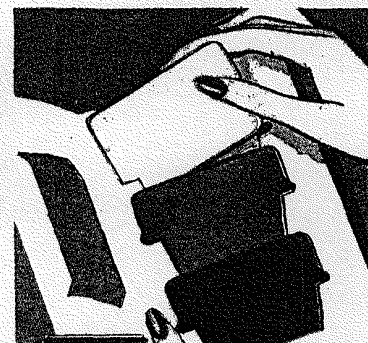
ing pointers in Fuller's "How-to-Paint" folders. Here's a decorating procedure that will guide you to good results—in color selection, in color harmonizing and in color application on your walls. It's your best chance to know in advance exactly the room effect you will get. Only Fuller offers you so much! Fuller offers it free! W.P. Fuller & Co.



Fuller makes color matching easier! Yes, take your Color Plan folder shopping with you. It's your "color memo" to drapers, upholsterers, household furnishers. Helps clerks help you. Saves error in color matching. Saves time! Makes you sure, secure! It's today's easier way to bring everything together into the harmony of colors you've selected. Try it. You'll agree!



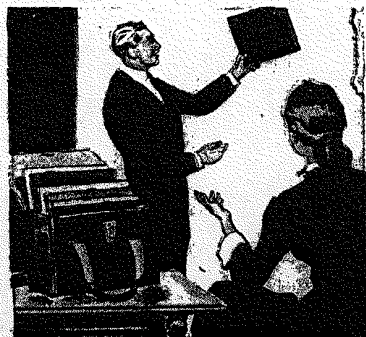
Fuller makes actual painting easier! If you do your own painting, first get a Fuller "How-to-Paint" folder. Follow its simple, "know-how" pointers conscientiously to get good results. A free folder for each painting job. Today's best folders for those who like to do their own decorating. Try them. You'll agree.



Fuller makes color visualizing easier! Slip your Jewel Case swatches into a Fuller Color Plan folder—your floor color, your wall color, your ceiling color. There! That's your room color scheme, filed conveniently in this free purse-size "memo folder."

Take it home for comparison. Take it shopping for matching fabrics. It's today's handiest, most practical way to have your color scheme with you wherever you go. Try it. You'll agree!

THERE'S A FULLER PAINT DEALER NEAR YOU



And Fuller makes it easier to work with your Painting Contractor. You can get the advantages of Fuller's color-plan procedure from your Painting Contractor if he has Fuller's Color Control kit. If he hasn't he can get one! His kit contains big eleven inch color cards, as well as free Jewel Case swatches and a free Color Plan folder for your personal use. Ask your Contractor about it.

Only Fuller
GIVES YOU
so much help!

