from Fuller's famous laboratories comes this revolutionary

New

velvet-flat finish for interior walls and woodwork

FUL-COLOR MAKES HOME DECORATION *eight* WAYS EASIER



Until you try Ful-Color you can't know how easy, how fast, how completely satisfying interior painting can be.

If Ful-Color promised you just *one* easier way to enduring room beauty—it would merit consideration.

Ful-Color promises you *eight* easier ways to attain beautiful modern rooms. Eight easier ways—from actual application to walls and woodwork to the "umpteenth" time you wash off hand smudges along a wall surface or finger marks around light switches.

Ful-Color is a *new kind* of interior paint—a tough rubber latex formulated with hard pigments. As it dries, it self-seals to a smooth hard-wearing surface, utterly unlike any flat wall finish you've ever known.

On *your* walls the result is profoundly gratifying—a velvet-sheen, glareless, washable finish that will last for years and keep its colors bright and beautiful.

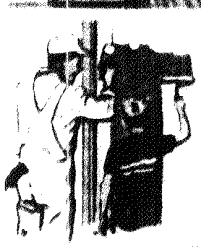
Ful-Color colors *are* bright and beautiful—decorator-selected to enhance present furnishings or harmonize with any new fabrics you have in mind.

Before you plan any interior painting—talk to your Fuller Paint Dealer about Ful-Color!



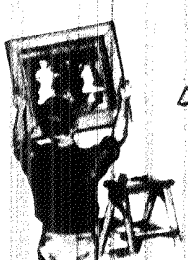
Washes clean in a wink

Grease, smudges and finger prints and ordinary kitchen soil—we tested them all on Ful-Color. They wash away *clean* in a wink with ordinary soap and water, without destroying Ful-Color's velvet-soft finish.



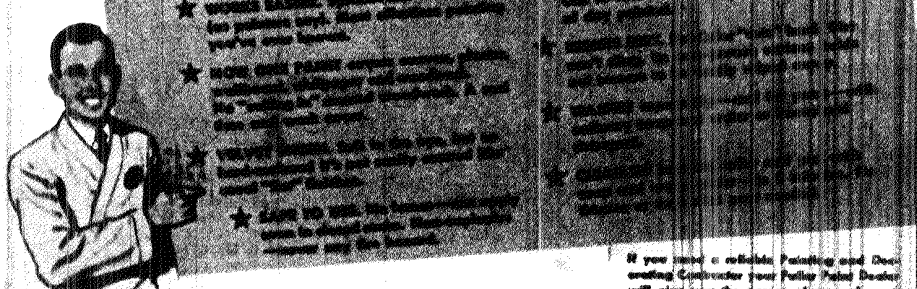
Easiest-to-apply paint you've ever known

Whether your Painter or your husband applies it—Ful-Color brushes or rolls with amazing ease and speed on plaster, wallpaper, wallboard and woodwork.



Dries in one hour!

Dries to touch in 30 minutes! Dries so thoroughly in an hour you can rehang pictures or curtains. Actually you can two-coat a room in one day with Ful-Color. No objectionable odor! Use your room *that night!*





Everything you've ever wanted in a flat interior paint

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