FUL-COLOR

(Revolutionary new velvet-flat wall and woodwork paint)

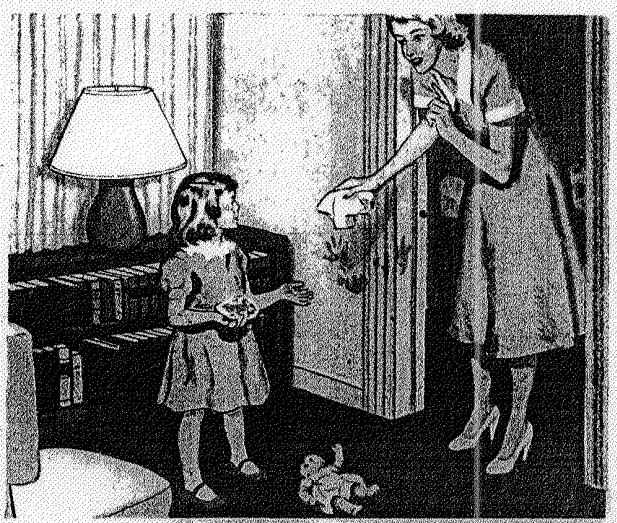
washes clean in a wink

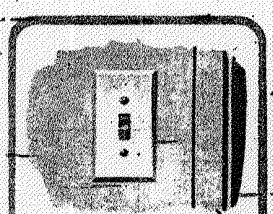
True, children should *not* make spots on your walls. But, no longer need you exclaim. "Look, you've simply *ruined* Mother's nice, clean wall!" No, not when your walls (or woodwork) are finished with FUL-COLOR—Fuller's NEW Latex base interior paint.

Ful-Color washes *clean* with ordinary soap and water. Yes, all those usually so-hard-to-clean spots—oily finger prints, sugary deposits, lipstick, ink or grease—wipe off Ful-Color easily, quickly, almost effortlessly!

You see, as Ful-Color dries, its moisture *evaporates*, and its millions of Latex "beads" bind tightly together into a hard, smooth, *non-porous* surface that actually *resists* dirt. Non-porous Ful-Color gives dirt no place to cling—holds dirt ON its surface—not UNDER its surface.

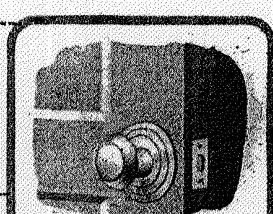
You'll like Ful-Color. It's a remarkable NEW KIND of interior finish—so easy to use, so quick to dry, so easy to keep clean, so velvet-lovely on walls *and* woodwork. Do try Ful-Color!





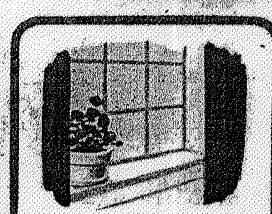
AROUND LIGHT SWITCHES

You reach for that switch by instinct—and *miss* it often! Result: many finger prints on the wall. On Ful-Colored walls they'll wipe off with a damp cloth—easily, quickly, completely!



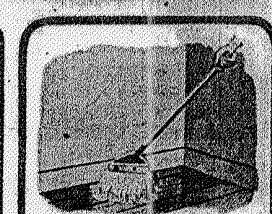
ALONG DOOR EDGES

Doorknobs are not used as much as you think. Door *edges* take the soil! Ful-Color flat paint washes clean in a wink—makes clean doors a rule, despite careless hands. Good housekeeping!



ON WINDOW SILLS

Air-borne dirt settles on sills. Neglected, it forms an unsightly crust! Ful-Colored sills will clean instantly with just soap and water—stay clean with so little effort on your part.



BASEBOARDS, TOO

Despite your care, waxing and polishing mops *do* leave marks on baseboards. *Non-porous* Ful-Color holds this wax ON its surface—easy to reach—easier for you to wipe away.

FUL-COLOR makes decorating 8 ways easier

★ WORKS EASIER. Spreads like "hot butter" (as Painters say). Most effortless painting you've ever known.

★ NOW ONE PAINT covers canvas, plaster, wallboard, wallpaper and woodwork. No "cutting in" around woodwork. A real time and work saver.

★ VELVET SHEEN. Soft to the eye, but so hard-surfaced it's not easily marred like usual "flat" finishes.

★ SAFE TO USE. No fumes—can apply even in a closed room. Non-explosive—never any fire hazard.

★ DRIES FAST. Can touch in 30 minutes. Can re-coat in 3 hours! Use room night of day painted.

★ RESISTS DIRT. Ful-Color "sets" to a hard, smooth, non-porous surface that gives dirt no place to cling. Holds out smears, to be easily wiped away.

★ WASHES repeatedly—and for years—with ordinary soap and water or household detergents.

★ CLEAN UP brushes, roller and pan with soap and warm water—in 5 minutes. No thinner ever needed.

If you need a reliable Painting and Decorating Contractor, your Fuller Paint Dealer will give you the names of several.

Everything you've ever wanted in a flat interior paint

FULLER PAINTS

They last