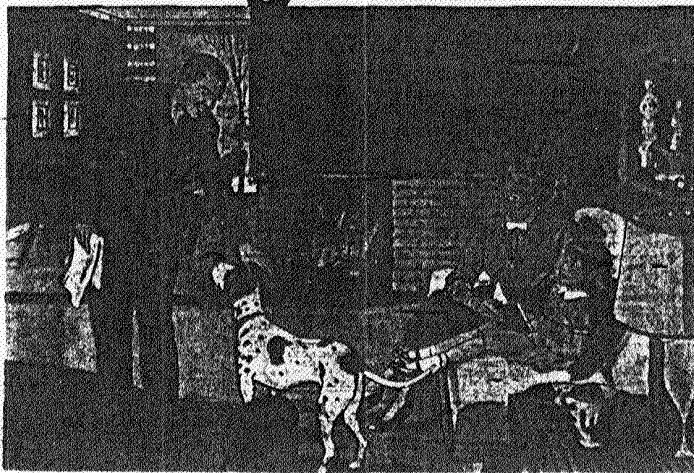


from Fuller's famous
laboratories comes
this revolutionary

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 your thoughtful 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!



All these eight remarkable qualities in this one flat wall and woodwork paint

- ★ **WORKS EASIER.** Spreads like "hot butter" (no painter boy), least tedious painting you've ever known.
- ★ **HOW ONE PAINT** covers canvas, plaster, wallboard, wallpaper and woodwork. No "coming in" around woodwork. A real time and trouble 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 closed room. Non-explosive—never any fire hazard.
- ★ **DRIES FAST.** Can touch in 30 minutes. Can rehang in 1 hour. The room right at day's end.
- ★ **RESISTS DIRT.** Ful-Color "self" cleans. Dirt washes off. In two hours surface holds dirt loosely to be easily wiped away.
- ★ **WASHES PROVED.** Washed for years with ordinary soap and water or household detergent.
- ★ **CLEAR UP** kitchen, walls and you with soap and water wash in 3 minutes. No tedious or expensive scrubbing.



FULLER PAINTS

They last

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