

FUL-COLOR

(Revolutionary new velvet-flat wall and woodwork paint)

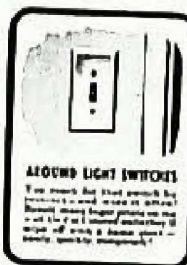
washes clean in a wink

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—oil 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" bond tightly together into a hard, smooth, non-porous surface that actually resists dirt. Non-porous Ful Color gives dirt no place to cling—hides 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!



ALONG LIGHT SWITCHES

You won't be that smooth by accident—and make it better! Remove many finger prints on the wall of a light switch by simply wiping with Ful Color.



ALONG DOOR HANDLES

Disturbance not want to touch the door handle, then wipe it with Ful Color. It will be as good as new—no more dirt or grease. Good housekeeping!



ON WINDOW SILL

It's hard to get paint to stick to a window sill. But Ful Color will stick to it. It will be as good as new—no more dirt or grease. Good housekeeping!



BATHBATH, TOO

Disinfectant paint, staining and peeling soap on the bathtub. But Ful Color will stick to it. It will be as good as new—no more dirt or grease. Good housekeeping!

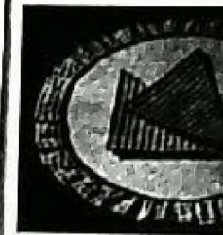
FUL-COLOR makes decorating 3 ways easier

- ★ **WORKS EASIER.** Smooth like "flat butter" (as Father says). Most difficult painting you've ever done.
- ★ **HOW ONE PAINT DOES MANY THINGS.** primer, undercoat, topcoat and wood work. The "putting in" around woodwork. A real time and work saver.
- ★ **VELVET GREEN.** Soft to the eye, but so hard to rub off. Not easily rubbed down. "Flat" finish.
- ★ **SAVE TO USE.** No brush—just apply with a cloth, mop, then mop again—no more dry flat brush.

- ★ **WORKS FAST.** Can touch in 30 minutes. Can be used in 1 hour! The room right of day painted.
- ★ **REMOVES DIRT.** Ful Color "gets" in a hard, smooth, non-porous surface that gives dirt no place to cling. Rubs and washes, be it easily wiped away.
- ★ **MAINTAINS IMPERIALITY.** and for years—with ordinary soap and water or household disinfectant.
- ★ **CLEAN UP.** Washes, rubs and put with soap and water—no more. In 3 minutes, the brush is as good as new.



Everything you've ever wanted in a flat interior paint



CRISP CHECKS in cotton make a pretty pattern. There are matching napkins in red, blue, brown or green.



IMPORTED. This is just one of a group of fine books and books imported from Italy in rich tones of red, green and brown. Each is hand bound in gold. There are also gifts for production of the book.



NO RUBBING in the absence of a new surface, brown and chrome paint is hard. Just wipe it on and press it off. The difference in the half-chained put shows. There's