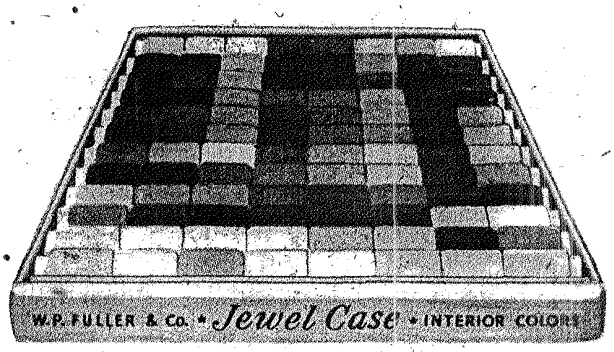
you're not sure about?



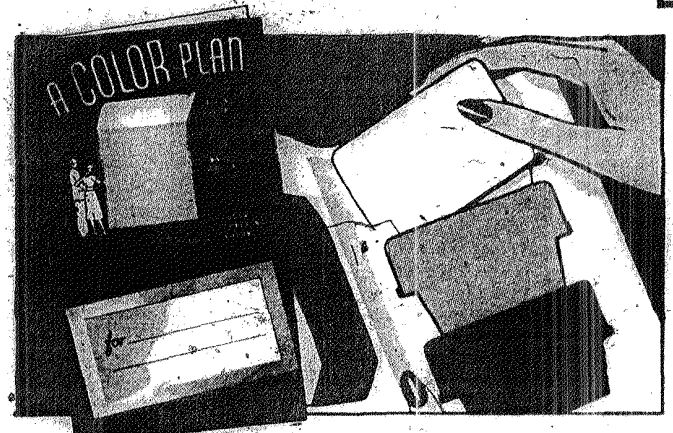
FULLER'S COLOR FESTIVAL

will show you how easily every decorating problem can be solved—

For *you*—here's practical decorating help. Lots of it! All free! If color selection bothers you—Fuller helps you. If it's harmonizing room accessories—Fuller helps. If you feel you lack painting "know-how"—Fuller helps. Come to Fuller's gala Color Festival. See for yourself how *much* help you can get. Then *get* it—*free!*

1 SEE these hundreds of modern decorating colors

They're all here—pastels, darker tints and shades, deep tones. All on large, *loose* Jewel Case color swatches. You can pick them up—hold one swatch against another—compare many color combinations to choose the ones you like. The easiest way to pick colors—the finest colors to pick! And keep chosen swatches. They're free!



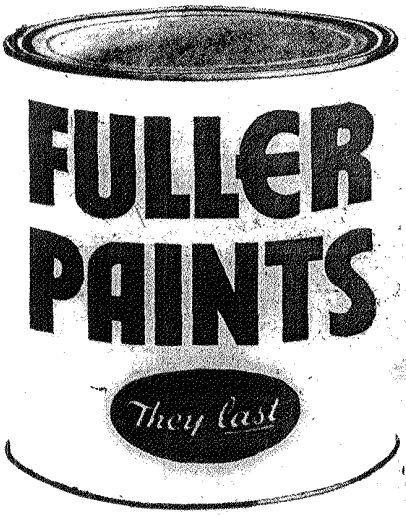
2 SEE how this Color Plan folder helps you visualize your room color scheme—before you paint

File Jewel Case swatches in this purse-size "window" folder—ceiling color, wall color, floor covering color. See your whole room color scheme in its true color relation *before you paint*. Use it, too, for color-matching fabrics *in the store, before you buy*. Get one, free!



3 SEE how these folders help make painting easy and help you get good results

Painting "know-how" reduced to simple step-by-step directions! How to get ready. What you need. How to use each material. Successfully used by thousands. Folders are free, of course. If you prefer to call a reliable Painting and Decorating Contractor, get the names of several from your nearby Fuller Paint Dealer.



See this faster, smoother way to paint



"Slick," say men. "Really easy," say women. Fuller's lamb's wool FULLCOATER rolls paint faster, smoother. No overlap marks. Adapts automatically to any surface. Easy to use—easy to clean. You'll use it often, thankfully! Try it yourself before you buy, during Fuller's Color Festival. Then buy it at Fuller's special Festival price!



THIS EMBLEM on door or window of Fuller Paint Dealer means all these helps are available—FREE!

7-inch Lamb's wool **FULLCOATER** with heavy enamel tray **$1.99**

Special Festival Price only through October 7th

FULLER'S COLOR FESTIVAL SHOWS YOU HOW!

SF Examiner, September 24, 1950 p 40 American Weekly Section