

ADDS AT LEAST 2 EXTRA YEARS OF PAINT BEAUTY TO YOUR HOME

Los Angeles Times
5-11-1958

Revolutionary new kind of paint for wood! Gives your home a fresh new-painted look for 2 years longer than the finest paint you've ever used! Holds its colors, keeps its gloss for years! Spreads faster, easier than the best of them! Dries hours sooner! And costs no more than ordinary house paint!

THERE'S NEVER BEEN A PAINT LIKE IT BEFORE...

The original formula was developed in 1931.

Fuller chemists, through know-how and continuous research, found that by combining certain new "miracle" materials, they could produce an exterior paint so resistant to wear, so amazingly superior in every way that it made even the finest house paint seem old-fashioned by comparison.

Two of America's largest chemical laboratories tested and confirmed these findings.

FULLER WANTED TO BE SURE

That into the field went Fuller's men. Homes all over the West were painted with this

astounding new kind of paint. As the number of these test-painted homes grew... and today there are hundreds of them... Fuller's chemists watched, tested, compared.

RESULTS WERE PHENOMENAL

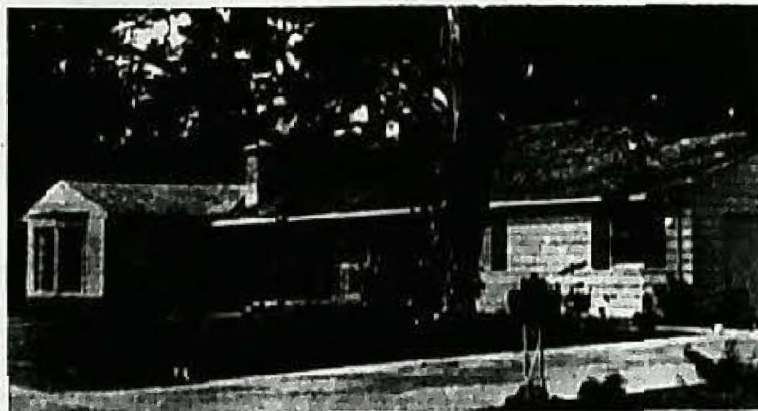
Fuller House Paint met every rigorous test of weather and wear... it outperformed the finest house paints.

Today, because of this tremendous 7-year field experience, Fuller can offer you this revolutionary new house paint, without qualification, as **THE FINEST HOUSE PAINT YOU CAN BUY.**

If you're going to paint... get it *extra* years of beauty for your home... at no extra cost! (Get new Fuller House Paint!)

HERE'S HOW NEW FULLER HOUSE PAINT COMPARES WITH THE FINEST PAINT YOU'VE EVER USED		
	First Traditional House Paint	New Fuller House Paint
General Appearance	Can stand rigorous weather weather only a few years	Keeps fresh, long appearance at least 2 years longer than the best house paint
Shine	Starts to lose gloss immediately after 1st few months	Keeps glossy lustre for years
Colors	Starts to fade after about 6 months	Keeps color brightness for years
White	Quickly stained with dirt from soaps, grease, oil, etc.	Cannot be easily stained
Application	Goes on fast and easy	Doesn't penetrate and seepers than best house paint
Drying	At least 2 hours, largely not dust, smoke, fog, etc.	Dries fast too in 1 hour. Fog or dust won't harm it

H. P. FULLER & CO.



For stucco surfaces where a flat finish is preferred, use famous Full-Color Exterior Latex Paint, 42 beautiful colors.

FULLER
PAINTS • GLASS