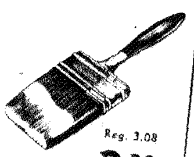
Oakland Tribune May 6, 1951 sec. A p. 22

BUY IT AT SIMON'S



New FUL-COLOR LATEX BASE PAINT



Reg. 3.08

2.33

4" NYLON BRUSH

Deco-Resists nylon bristles with needle-like points that feel like a fountain pen. Won't wear out!

Say "Charge It!"



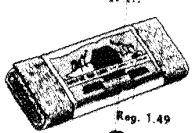
Reg. 1.10

88¢

1½" PAINT BRUSH

Soft Tientsin-type pure Chinese hog bristle brush preferred by professionals. For quality that really lasts!

Say "Charge It!"



Reg. 1.49

88¢

Painter's DROP CLOTH

Protect floors and furniture with this tough 9x10-foot crinkle paper drop cloth. Can be used over and over again!

Say "Charge It!"



Reg. 8.98, 6 ft. STEPLADDER

Made of seasoned ladder stock, reinforced with steel rods. Cauter-anteed strong and sturdy. Rust-resistant hardware throughout!

4.89

5-ft. size, Reg. 5.75 ..... 4.39

8-ft. size, Reg. 9.30 ..... 6.85

No Money Down—12 Months



Washes clean in a wink

Grease, smudges and finger prints and ordinary kitchen soil are no match for Ful-Color. They wash away clean in a wink with ordinary soap and water, without destroying Fuller'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!

AMAZING!

Makes Home Decoration Easier Eight Ways!

Not just one easier way to attain beautiful modern rooms—but eight! 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, completely unlike any flat wall finish you've ever known. The result on your walls is unusual—a velvet-sheen, glareless, washable finish that lasts for years. In addition, Ful-Color colors are bright and beautiful—decorator-selected to harmonize with your fabrics. Believe us—until you try Ful-Color you can't know how easy, how fast, how wonderfully satisfying interior painting can be!

1.59 qt. **4.97** gal.

OPEN A CHARGE OR BUDGET ACCOUNT

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

★ DRIES FAST. Can touch in 30 minutes. Can re-coat in 2 hours. Use room night of day painted.

★ RESISTS DIRT. Ful-Color "sets" hard. Dirt can't cling. Its non-porous surface holds out smears to be easily wiped away.

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

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

★ WORKS EASIER. Spreads like "hot butter" (so 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 closed room. Non-explosive—never any fire hazard.

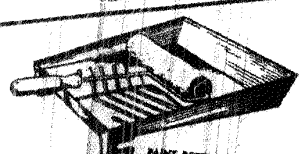


Reg. 2.98 ROLLER & TRAY

3 times faster and easier than using a brush! Smooth lamb's wool roller, large aluminum tray. Guaranteed to give quick, satisfactory results!

1.99

Say "Charge It!"



PAINT DEPT. — MAIN FLOOR

OPEN THURSDAYS 'TIL 9 P.M.

FREE PARKING

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SIMON HARDWARE CO.

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