

Mrs. Mary Kramer, 3163  
a national body's second  
woman, Mrs. Louise Leon-  
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Leonberger; Mrs. I. J.  
Norman Schammel, San  
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# DON'T PAINT YOUR HOUSE

until you learn these important facts  
about Fuller's spectacular new house paint!

**1** It's a new kind of paint for wood! So revolutionary that it makes the *finest* traditional house paints seem old-fashioned by comparison!

**2** So durable, so resistant to weather and wear that it gives your home a fresh, new-painted look at *least 2 years longer* than the best paint you've ever used!

**3** It holds its color, keeps its gloss *for years* instead of months! White cannot be rust-stained!

**4** It spreads faster and easier than the best of them . . . with either roller or brush. Dries dust free in 2 hours.

**5** It's premium paint yet it *costs no more* than ordinary house paint!

## HERE'S HOW NEW FULLER HOUSE PAINT COMPARES WITH THE FINEST PAINT YOU'VE EVER USED

|                     | Finest traditional house paint                               | New Fuller House Paint                                                           |
|---------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------|
| General appearance: | Can resist rigorous Western weather only a few years.        | Keeps fresh, new appearance at least 2 years longer than the finest house paint. |
| Gloss:              | Starts to lose glossy appearance after first few months.     | Keeps glossy lustre for years.                                                   |
| Colors:             | Starts to fade after about 6 months.                         | Keeps color brightness for years.                                                |
| White:              | Readily stained with rust from nails, screens, gutters, etc. | Cannot be rust stained.                                                          |
| Application:        | Goes on fast and easy.                                       | Goes on faster and easier than finest house paint.                               |
| Drying:             | At least 6 hours; target for dust, leaves, fog, rain.        | Dries dust free in 2 hours. Fog or rain won't harm it.                           |

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

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

There's no other paint exactly like it on the market today! And only Fuller makes it!

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

Out into the field went Fuller's men. Homes all over the West were painted with this astonishing 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 . . . completely 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.**

### HERE'S WHAT THIS GREAT PAINT DISCOVERY MEANS TO YOU:

You'll save time, money, work because repainting won't be needed so often. You'll do the job faster, easier, better than you ever dreamed possible.

The colors you choose, deep or light, will stay bright and lustrous for the full life of the paint.

The white you use won't show ugly stains from nails, screens, gutters.

Your home will look beautiful now . . . and for years to come! At least 2 years longer than the best paint you've ever used before!

**FULLER**  
PAINTS • GLASS

Oakland Tribune May 18, 1958 PG T8