

THE CAMPAIGN

By A. W. Brett, assistant manager of the National Lead company and member of the Alameda county Home the Surface campaign committee.

Cleanliness and orderliness in every community in this nation, which is the watchword of the national Home the Surface campaign committee, has become the byword in 7000 cities and towns in the United States, which have heeded the cry to paint-up, not only their homes and factory sites, but entire towns.

Another great lesson taught by the nation-wide educational campaign is the great value of paint from a sanitary standpoint, making homes and whole communities not only safe from the ravages of disease, but from fire and deterioration.

Communities where the greatest advancement has become noticed are those cities and towns where a spirit of safety, happiness and health prevails, and where ambition in its highest conception is to dream big dreams and make them come true. An ambition to have a city clean, well painted and beautiful, will soon, through a spirit of co-operation, become a reality.

In this everyone must help, because once it is generally understood the great value of paint, not only as a preservative, a beautifier, a sanitary agent, and its aid in enhancing property value, then will those who fail to heed the call of common sense be pointed out as not being interested, either in the upkeep of his own property or in the spirit of the times in his own neighborhood, district or city.

SPY LINCOLN FIRED.

VIENNA, May 16.—Ignatius T. Lincoln, notorious as an "international spy," on trial before the Central Criminal Court of Vienna on the charge of high treason, has been acquitted. It is reported he will sail for the United States.

Announcement

TO ALL STOCKHOLDERS AND WELL-WISHERS OF THE HARVEY WHIEL AND WHEEL CO.

Call upon us at our new office and receive latest information and literature from our factory. We are able to state that we are in position to install wheels and rims on your car and paint them to suit individual taste. If you can't call, please write and we will mail you literature, but let us hear from you.

HARVEY WHIEL RAILER CO.
2500 Webster St.
Oakland, Calif. Oakland 1921



There's nothing strange about the methods we use when you send your family apparel and linens to us. Just the expert application to your laundry of what every woman knows.

And it applies to everything you send in the family laundry bag. You'll be delighted with our home family laundry service and its moderate cost.

PIEDMONT 514

"ANTISEPTIC" LAUNDRY CO.

PAINT-UP WEEK



Paint! This Week

EVERYBODY is going to paint everything that needs any paint—this week! It is "Civic and Home Pride Week" as well as "Paint-up Week." Do your part. Make everything about your place look new.

When you do yours, your neighbor will want to do his. Your neighborhood will look like a "brand new" community. There is nothing that can outwardly improve the looks of houses as much as paint. Inwardly, too, because housewives will want the inside to look as well as the outside.

And remember—it's not only going to make things look better, but Paint-up Week will make things last longer. Paint protects all surfaces. Constant exposure to weather eventually makes your paint crack and become faded and dull. So "Paint-up Week" may be just the thing your house needs, anyway. Take advantage of this special "Paint-up" time to make your home an object of pride.

FULLER'S Specification Paints

There's only one way to save on paint; that way is to use the best of paints. You will find Fuller's the ideal paint for every purpose. For 72 years we have been making specification paints—a special paint for every need. Our experience shows itself in the lasting qualities of our products.

—not merely a saving of a few cents per gallon in the purchase price of paint.

Don't allow surfaces to rot—it costs less to paint them.

GOOD Paint Is Cheaper

Good paint spreads easier and covers more square yards than cheap paint does. Figure in extra gallons of cheap paint that you must buy, and the extra cost of application—because cheap paint is harder to apply.

The best materials—pure Pioneer White Lead, Pure Linseed Oil, Zinc and color—are combined with long-time skill in Pure Prepared and Phoenix House Paint.

Cheap paint costs—a good paint saves money. Remember that when you buy your paints for "Paint-up Week"—and ask for Fuller's.

Free Advice

Ask our agents and dealers for the Color Cards which show these attractive shades of paint. We have a Fuller Specification Department which will tell you about the most desirable color schemes, color harmony, and those other details that you want to know.

Take advantage of Fuller "Home Service" Paints. Take steps to paint now. Don't let weather depreciate your investment.

Mail us the coupon below, too—let us send you a free copy of "Save the Surface," a book that tells why good paint is important.

Also a booklet on "Home Service" Paints that will show the housewife how she can economically improve the appearance of floors, walls, beds, buffets, bureaus, cabinets, chiffoniers, clothes



Women Can Do This.

Old tables, chairs, beds, buffets, bureaus, cabinets, chiffoniers, clothes chests, doors, fireplaces, kitchen cabinets, porch furniture, rattan products, refrigerators, screen doors, nursery furniture, tables, tea wagons, breakfast sets, bath room furniture, wicker-ware, floors, bath tubs, etc., are old really ONLY on the surface. Paint, varnish and enamel AND THEY'RE NEW!

We make a special line of paints, varnishes, etc., for just this kind of home work—Fuller's "Home Service" Paints for YOU to use.

Meet the booklet included in free offer below. Send coupon today for booklet about interior painting.

chests, doors, fireplaces, kitchen cabinets, porch furniture, rattan products, refrigerators, wicker-ware, screen doors

Oakland Tribune May 16, 1921 Page 7 (Part 2 of 2)