esterday:

"Raising this money to continue ie work of Californians, Inc., is a atter that should appeal to every usiness man of San Francisco as othing more than a sound invest- ent. Every dollar subscribed to ie fund is an investment, not a onation nor a contribution in the rdinary sense. The $400,000 in- ested in Californians, Inc., last ear already is paying dividends to an Francisco in a great many orms, some tangible in the shape f increased business and others in- angible in the shape of effective dvertisement and good will.

"We decided that the old-time ethods of raising funds—what I ight call the 'shoe leather and sport luncheon' method—should be iscarded in order to save the time f our business men and the ex- ense this method involved. We re raising this fund by mail and he task involved is being per- ormed by the office organization f Californians, Inc., with very little xpense. It is an experiment that ill be watched with a great deal f interest, but I think it will be uccessful."

**PLAN LAUDED**

In the flood of congratulatory etters which have already been re- eived from representative business en since the opening of the drive s the following from the president f the Hibernia Savings and Loan ociety:

"Mr. K. R. Kingsbury, President "Californians, Inc.

"Dear Mr. Kingsbury:

"Referring to your letter of May , in reference to the advertising ampaign of Californians, Inc., and he excellent results obtained there- rom, as shown by Mr. Rastall's ummary, I beg to say that I per- onally feel satisfied that this move- nent has been productive of much ood for the northern portion of his State. I trust the work will ontinue even on a larger scale or the coming year. Congratulat- ng you upon your successful novement in this affair, I remain,

"Yours very truly,

"E. J. TOBIN, President.

"The Hibernia Savings and Loan Society."

In an equaly enthusiastic letter gnatius Beck, president of the Fillmore Improvement and Mer- hants' Association, commended he work of the organization and tated that he personally knew of three families, two from the Mid- le West and one from the East, who had recently located in his icinity, after being tempted to ome to California through the pub- licity of Californians, Inc.

Potatoes grow only to the size of walnuts in Iceland.







"And it's washable, too!"

# Walls that make you "sing at your work"

ISN'T IT WONDERFUL what a little paint will do? How it seems to flood the room with sunlight, sweep it with breezes, and leave you singing over the dreariest, "drudgiest" task a kitchen can know!

For finishing every part of the kitchen there is a Fuller product just suited to its needs. Fuller's Washable Wall Finish can be kept clean by occasionally wiping with a damp cloth. For woodwork, there is Silkenwhite Enamel or Decoret, and for floors, Fuller's Rubber Cement Floor Paint.

And the nicest part is that you can easily do the work yourself and enjoy it thoroughly.

For 74 years W. P. Fuller & Co. has been producing paints, varnishes, enamels, wall finishes and stains. A local dealer has them. Our Service Department will gladly give advice and mail a little "Home Service" booklet without charge. Whatever your painting need, W. P. Fuller & Co. makes a paint for the purpose.




W · P · FULLER & CO.

301 Mission Street, San Francisco

91 Branches in Pacific Coast Cities—Factories: San Francisco and Los Angeles

# FULLER

PAINTS Since 49 VARNISHES

5-523



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J. L. ASH & CO., 52 Sixth St.
BOCKMANN & RUSCH, 514 Market St.
CHAS. BROWN & SONS, 871 Market St.
BUILDING SUPPLIES CO., 623 Sacramento St.
JOHN A. BUNNEY, 1169 Market St.
GRANUCCI HDWE. CO., 645 Front St.
ED. JONES HDWE. & TOOL CO., 1172 Market St.
JOOST BROS., 1053 Market St.
C. J. KNOBLOCH, 808 18th St.
LEVENSON & CO., 825 Market St.
MARSHALL NEWELL PAINT CO., 1274 Market St.
MONTROSE & JENSEN, 445 Jones St.

**Mission and Hayes Valley Districts**

H. J. AXT, 3277 Mission St.
S. L. CLONSKY, 6041 Mission St.
T. WHITE EASTMAN, 2744 Mission St.
FERRARA HDWE. CO., 4540 Mission St.
GRIFFIN & SONS, 1051 Valencia St.
H. ICKLER, 46 Sadowa St.
S. M. ISING, 225 Church St.
C. R. JEFFRESS, 2251 Market St.
JOOST HARDWARE CO., 3043 16th St.
J. H. KRUSE, 23d and Shotwell.
H. C. LIND, 479 Chenery St.
S. MARIANI & SONS, 2881 23d St.
S. MARIANI & SONS, 3264 Mission St.
JAS. D. MINER, 3324 Mission St.
GEO. V. NICHOLLS, 2647 24th St.
PAGE & CO., 600 Bosworth St.
JOS. H. QUADT, 672 Castro St.
J. SILVA, 3477 Mission St.
SPRING VALLEY LBR. YARD, 2401 San Jose Ave.
WM. TUGGEY & SON, 2885 24th St.
W. O. HDWE. CO., 2688 16th St.
WOLFE LBR. & HDWE. CO., 2299 Folsom St.
F. G. NORMAN & SONS, 882 Valencia St.
J. D. O'BRIEN, 5160 Mission St.
WALKER & BRODERICK, 4107 24th St.

**Fillmore District**

M. J. BLACKMAN, 1248 Divisadero St.
C. A. BOWMAN, Sutter and Divisadero Sts.
HERBERT E. BRACE, 312-14 Divisadero St.
BROWNLEE-ALLEN HDWE. CO., 1508 Fillmore St.
CALVERT & MURPHY, 250 Divisadero St.
DEMARTA MARINO CO., 2011 Fillmore St.
DIMMER HDWE. CO., 1715 Polk St.
FICK BROS., 520 Haight St.
FILLMORE HARDWARE CO., 1524 Fillmore St.
THEO. H. FREDERICKSEN, 2029 Fillmore St.
M. GIBBS, 2116 Fillmore St.
O. D. GRAVES, 420 Divisadero St.
J. A. MOHR & SON, 2216 Fillmore St.
S. F. ELEC. & HDWE. CO., 1006 Fillmore St.

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BAY VIEW HDWE. CO., 26th Ave. and Geary St.
GEARY HDWE. CO., 5549 Geary St.
E. E. GILLON, 3944 Geary St.
A. GODDARD, 431 Balboa St.
G. E. JACKSON & SONS, 852 Clement St.
MacKILLOP HDWE. CO., 658 Clement St.
PRESIDIO PLB. & HWDE. CO., 3326 Sacramento St.
F. E. RUGGLES, 3215 Sacramento St.
STANDARD HDWE. CO., 5219 Geary St.

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DANIEL FOLEY, 1049 Lincoln Way.
M. ANDERSON, 34 Leland Ave.
WILLIAM MAUNDRELL, 937 Cole St.
RUGGLES & ALLEN, 1556 Ocean Ave.
TUNNEL HDWE. CO., 51 West Portal Drive.

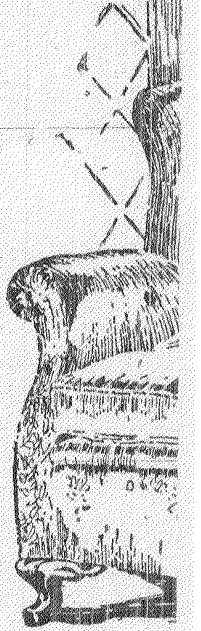
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BUN SON & CO., 749 Grant Ave.
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Colma—M. BELLI & CO., Colma, Cal.

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Reed davenport, deco
lavender enamel, upho
Large maple rocker in
able for porch or gard
Maple settee to match
Maple table to match
inches .....
4-piece bedroom suite
end bed, dresser, chif
table, mahogany or wa
Solid mahogany living
legs, Tudor finish ....
Large overstuffed easy
and spring arms, cover
of tapestry.


"Leona
Off
$
10 Reasons V
This Leo
1. Six walls of insul
2. Quartered oak a
corners.
3. White enamel fo
4. Circulation system
5. Removable non-s
tom of food char
6. Self-closing, air-ti
7. Retinned woven-
8. All-metal ice rac
9. Handsome in app
10. Ice capacity 85
A Leonard Ref
31 styles