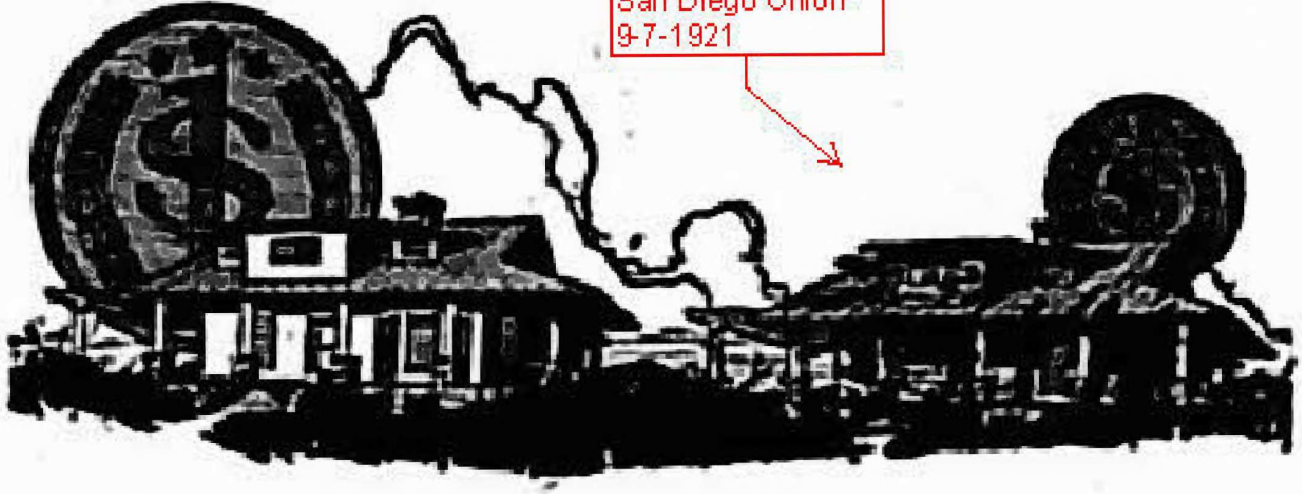
San Diego Union
9-7-1921



Your Paint Dollar

—How Big in 5 Years

THE best paint will be good five or more years hence, if properly applied. Cheap paint, on the average, starts cracking in twelve months.

It's what paint *covers* that you want to save—not merely a few cents per gallon in *first* cost.

Cheap paint does not spread as easily or as far as good paint. So when you figure labor and square yards covered, cheap paint on the house costs just as much as good paint.

• • • •

Cheap paint is practically every instance, is the most expensive you can buy.

Don't allow anyone to sell it to you. It costs less the paint does.

The paints specified by Fuller are the result of 72 years' experience in the making of all kinds of paints, varnishes, etc., for western use.

We use the best materials, PURE PIONEER WHITE LEAD, pure linseed oil, zinc and color as others do, but we combine them with a 72 years' knowledge and long-cure skill.

Our whitelead base is finely ground pure white. It must pass through a silk screen with 40,000 meshes to the square inch. We use special machines for mixing the materials in scientifically exact proportions.

So Fuller colors are exceptionally clear-toned and Fuller house paints are noted for covering capacity, ease of spread and great durability.

If you want from five or more years' protection for your property investment, get Fuller's western paint for western weather conditions—a paint you know.

Fuller's

House Paints

Pioneer Paint Builders
Paints Prepared Right
Manufactured by W. P. Fuller & Co.



"Two Paints" and "Thumb" are Fuller's combination for house painting. Use either and you have the best that science and technology enable paints.

Where To Buy Them. These paints are important to you as it's important to get to the right stores to get them. Agents' names and addresses are printed in the center column to the right. Call in and get it in your paint now.

For all exterior jobs of painting it is advisable to obtain the services of a Master Painter



Free Advice on Painting



All mail orders for our free booklet, "Fuller Specifications," which shows you how to obtain the most durable color schemes, color harmony and other details you want to know.

Take advantage of Fuller House Paints. Take pains in paint use. Don't let mention dispose your investment.

W. P. FULLER & CO.
Dept. 49, San Francisco
Pioneer Manufacturers of Paints, Varnishes, Stains, and producers since 1849
Branches in 18 Cities in the Pacific Territory

The name of Fuller Covers Pure Paint, Varnish, Enamels, Stains, Wood Fillers, Floor Paints, Roof Paints, and Pure White Lead.

SAVE THIS

Clip this out and paste it in your note book as a reminder

If interested in painting, Fuller's Specifications House Paints are sold by the following Agents:

W. P. Fuller Co. The word of Mouth Pioneer Paint Builders Fuller Paints

For Other Merchants Who Sell Fuller Paints Regularly Ask Your Dealer

Fuller Paints, Varnishes, Pioneer Prepared Paints, Fuller's Specifications House Paints, Fuller's Pioneer White Lead, Fuller's Floor Paints, Fuller's Roof Paints, Fuller's Stains, Fuller's Varnishes, Fuller's Enamels, Fuller's Wood Fillers