ESTABLISHED 1849

W. P. FULLER & CO.

Manufacturers of Paints, Enamels, Stains, Varnishes and Pioneer White Lead

MAIN OFFICE

SAN FRANCISCO, CAL.

BRANCH OFFICES IN THE STATE OF CALIFORNIA

FRESNO, HOLLYWOOD, LONG BEACH, LOS ANGELES, SANTA BARBARA, OAKLAND, PASADENA, SANTA MONICA, SACRAMENTO, SAN BERNARDINO, STOCKTON, SAN DIEGO, SANTA ANA

BRANCH OFFICES IN THE STATE OF WASHINGTON

SEATTLE, SPOKANE, TACOMA, WALLA WALLA, YAKIMA

OTHER BRANCHES

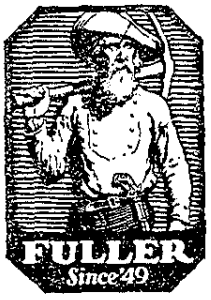
NEW YORK, N. Y., PORTLAND, ORE., SALT LAKE CITY AND OGDEN, UTAH, BOISE, IDAHO

FACTORIES: SAN FRANCISCO and LOS ANGELES, CAL.; PORTLAND, ORE.

Products

PIONEER WHITE LEAD.
PURE PREPARED PAINT.
PHOENIX PURE PAINT.
SILKENWHITE ENAMEL (Gloss and Eggshell).
SILKENWHITE UNDERCOAT.
FULLERLITE (FACTORY WHITE ENAMEL).
FULLERLITE PRIMER.
CONCRETA.
WASHABLE WALL FINISH (Flat).
FULLERGLO.
PIONEER SHINGLE STAINS.
ARMORITE DAMP RESISTING PAINT.
FIFTEEN FOR FLOORS VARNISH.
FORTY FOR FINISHING VARNISH.
FIFTY FOR FLATTING VARNISH.
FULLERSPAR VARNISH.
FULLERWEAR VARNISH.

Also agents for Glass: Plate, Window or Sheet, Wire, Rough and Polished Ornamental.



TRADE-MARK

Pioneer White Lead

A strictly pure, basic carbonate of lead made by the Old Dutch process of slow corrosion, a method that insures maximum density, hiding power and spreading properties. It is extraordinarily white, due to our patented process which removes all foreign material from the dry white lead before it is combined with refined linseed oil. The white lead paste is then ground between double buhr-stone mills to a degree of fineness that enables it to pass through a silk bolting cloth having 30,000 meshes to the square inch.

It is one of few leads in the United States to pass government specifications for chemical purity, whiteness, opacity and covering qualities.

Pure Prepared Paint; Phoenix Pure Paint

These paints are composed of pure white lead, pure oxide of zinc, pure linseed oil, coloring pigments and the correct percentage of dryer and thinners.

In our Pure Prepared Paint and Phoenix Pure Paint we use pure white lead to give body and elasticity; pure oxide of zinc to secure spreading capacity and hardness and pure linseed oil because it is the life of all paint. We thoroughly grind and perfectly mix the ingredients by specially devised and powerful machinery.

Fine grinding greatly increases the covering capacity, insures ease of application and admits of the use of a greater percentage of linseed oil. Thorough mixing perfectly fixes the bond between the pigments and oil, thus securing the greatest possible durability.

Directions for Using—*For Inside Work*—Add about 1 pt. turpentine to each gallon of paint for all coats.

New Work, Outside Surfaces, Three Coats—*Priming*—Add about 4 pt. raw linseed oil to each gallon of paint. Dark colors will stand addition of more oil than light ones.

Second Coat—Add 1 pt. each, turpentine and raw linseed oil, to each gallon of paint.

Finishing Coat—Use the paint as put up at factory or reduce with linseed oil if necessary.

Silkenwhite Enamel (Gloss)

Our highest grade enamel for exterior and interior surfaces. Dries with a full, brilliant gloss, stays white and wears well. It has perfect flowing and leveling properties.

Silkenwhite produces a rich, beautiful enamel finish on interior woodwork. It is unexcelled for enameling walls, doors and woodwork of bathrooms. Dries hard in 72 hours and can be safely rubbed in 4 days.

Made in white, ivory and gray tints.

Covering Capacity—1 gal. covers approximately 700 sq. ft., 1 coat.

Specifications—*Preparation of New Wood Surfaces*—Open grain woods should be filled with our Pioneer Paste Filler before priming and undercoats are applied. Always sandpaper with the grain of the wood. To properly build up a hard, non-porous and elastic foundation, a priming coat of flatted lead must be applied to open grain woods. When the flatted lead coat is dry, 2 foundation coats of Silkenwhite Undercoat should be applied.

Close grain woods do not need to be filled. Surface of work should be dry, carefully cleaned, sanded smooth and dusted off. All knots and sappy places must be coated with pure white shellac. Priming coats applied to pine or cedar will harden in about 48 hours. When new redwood is primed, allow 3 or 4 days for the coating to harden.

Priming Coats—Apply a good brush coat of No. 1 flatted lead. Brush out evenly. In 48 hours, when coating is thoroughly dry, sandpaper with No. 00 sandpaper. Fill all indentations with pure linseed oil putty. When work is sufficiently dry, sandpaper smooth and dust off. For the next coat of priming use No. 2 flatted lead. Brush out evenly. Allow 48 hours to harden. Sand to a smooth surface; then apply 2 coats of Silkenwhite Undercoat. Flow on and brush out well. Allow 24 hours between coats. Lightly sandpaper each coat very smooth, and dust clean.

Finishing Coats—Stir enamel thoroughly before applying. Flow on and brush out evenly. Allow 3 days for the first coat of enamel to dry thoroughly. Then lightly sandpaper the surface of work with No. 00 sandpaper. Dust clean and follow with finishing coat of enamel.

Silkenwhite Enamel (Eggshell or Semi-gloss)

For interior woodwork and furniture. Resembles perfectly an enamel finish that has been rubbed. A very attractive velvet toned enamel, beautiful in its depth and richness. Has protective as well as ornamental value.

Made in white and old ivory. Special tints to order.

Covering Capacity—1 gal. covers approximately 700 sq. ft., 1 coat.

Specifications—See specifications under Silkenwhite Enamel (Gloss).

Continued on next

Silkenwhite Undercoat

A high grade, uniform, and dependable quality of flat white. Designed for use as a foundation coat for our Silkenwhite Enamels. Produces a very smooth, firm and hard surface. Has superior hiding and covering properties. Can be applied to wood, metal or plaster surfaces. Sets dust free in about 6 hours and dries hard in 24 hours.

Covering Capacity—1 gal. covers approximately 900 sq. ft., 1 coat.

Fullerlite (Factory White Enamel)

For daylighting interiors. An enamel of high gloss and snowy whiteness adapted for enameling interior walls and ceilings of mills, factories, creameries, packing plants, bakeries, warehouses, washrooms and lavatories.

By its use full benefit of daytime hours may be taken advantage of indoors.

In the manufacture of Factory White Enamel research has enabled us to select and use ingredients of proved sanitary and protective value. Non-poisonous pigments are combined in correct proportions with an elastic and durable long oil varnish, producing an enamel finish that is non-absorbent and washable, also oilproof and moistureproof. Can be applied with a brush or sprayed.

Covering Capacity—Approximately 325 sq. ft., 1 coat.

Fullerlite Primer

Is especially prepared for use as a first coater for interior surfaces of concrete or brick. It is made of carefully selected pigments and an elastic, moistureproof vehicle. It spreads easily, covers perfectly and hermetically seals the surface so that the enamel will not strike in and dry flat in spots. Can be applied with a brush or sprayed.

Directions for Applying on New Concrete or Brick Walls—Clean the surfaces of walls with a steel brush and apply 1 or 2 coats of primer. Allow a reasonable time for first coat to dry before applying the second coat. When second coat of primer is thoroughly dry, apply a coat of Fullerlite. The hiding qualities of the primer and enamel are such that 1 coat of each will often be found sufficient to produce a satisfactory finish.

For spraying purposes add from 5 to 10% of gasoline to the primer.

Do not add more than 5% of gasoline to the enamel if it is to be sprayed.

Concreta

A superior quality paint made expressly for finishing exterior and interior surfaces of concrete, brick, stucco, etc. Has ornamental value as well as excellent protective and wearing properties.

Concreta covers well, adheres firmly and dries with a dull finish that resembles the texture of concrete.

Made in twelve colors, also inside and outside white.

Covering Capacity—1 gal. covers approximately 200 sq. ft., 2 coats, on a smooth surface.

Directions for Using, Brush Coat Work—Paint must be thoroughly stirred. Extreme care must be observed in the painting of concrete surfaces. Some are porous and inclined to crumble, while others are as hard as flint, demanding different treatment.

All new concrete contains a percentage of free caustic lime, which can only neutralize by aging for at least six months.

Surface of work should be dry before paint is applied. At least 48 hours should be allowed between coats.

For first coat on concrete surfaces, thin each gallon of Concreta with from 1 to 2 qt. of pure boiled linseed oil.

For second coat, thin each gallon of Concreta with ½ pt. pure raw linseed oil and from 1 to 2 pt. mineral spirits.

Dark shades, particularly dark grays, should be thinned with as much pure boiled linseed oil as possible without impairing their hiding properties. Second coat should be thinned with a mixture of 1 part pure raw linseed oil and 2 parts mineral spirits.

First coat should be thoroughly brushed into the concrete sealing the pores and producing a hard, non-porous surface.

Do not apply Concreta over a surface previously coated with "water paints" of any kind unless the "water paint" has been entirely removed. All loose and crumbling material must be carefully brushed off the surface before painting.

Directions for Spraying—For spraying it is necessary that Concreta be thinned. In order to obtain the proper consistency more mineral spirits must be added for spraying than is required for brush coat work. No definite amount of mineral spirits to be added for spraying can be given, as much depends on the type of spraying machine and pressure used.

Fuller Washable Wall Finish

A decorative, durable and sanitary finish for interior walls of plaster, metal or wall board. Dries with a velvetlike finish of very fine texture, and while resembling a water color finish, is far superior to it.

Extreme durability combined with decorative qualities make it very desirable for use in the home, hospitals, hotels and other public buildings.

Made in twenty attractive tints, also white.

Directions for Using—*Preparation of New Plastered Walls*—New walls must be thoroughly dry and hard and should not contain free lime. Fill cracks and wall imperfections with a putty made of plaster of paris and Washable Wall Finish mixed to a stiff consistency. When putty is dry, sandpaper to a smooth surface.

Sizing Coat—To obtain a reliable and satisfactory sizing coat apply a mixture of 3 parts Fuller's Stopping Liquid and 1 part Washable Wall Finish. This will seal all wall imperfections. The sizing coat should be flowed on, well brushed, and laid off smooth. Allow coating 24 hours to harden thoroughly.

Finishing Coats—Apply a good flowing coat of Washable Wall Finish. Use as it comes in the can. Allow 24 hours for the first coat of finish to dry, then apply a second coat.

Fullerglo

A semi-gloss finish for walls and ceilings, but can be used with great satisfaction on woodwork.

When dry, it is remarkably tough, resists abrasion and will not easily chip.

Fullerglo is particularly useful for hallways and walls of apartment houses, banks and other public buildings, where constant use necessitates frequent washing.

Walls or woodwork finished with Fullerglo can be washed often without spoiling its satinlike finish.

Made in twelve colors, also white.

Directions for Use—

New Walls (Plaster)—New walls should be thoroughly dry and with no trace of free lime.

Putty all cracks and wall imperfections with a stiff putty made by mixing plaster of paris with Fullerglo Undercoat of suitable color. When dry, smooth the rough places with sandpaper and dust the surface clean.

Sizing Coat (New Work)—Apply a mixture of equal parts Fuller Stopping Liquid and Fullerglo Undercoat. The sizing coat should be flowed on, well brushed out and laid off smooth. Allow 24 hours to harden. Follow with a good flowing coat of Fullerglo Undercoat as it comes in the can. Brush out evenly. Allow 24 to 36 hours to dry.

Finishing Coat (New Work)—Apply a good flowing coat of Fullerglo. Brush out well and lay off smooth.

Pioneer Shingle Stains

Our best grade of shingle stain intended for use on shingles and all classes of rough woodwork. Made from creosote, linseed oil and special pigments selected for their preservative properties. Pioneer Shingle Stains possess superior penetrative and preservative qualities that prolong the life of shingles by retarding decay.

Manufactured in 12 colors. These are soft and mellow in tone and wear well.

Covering Capacity—For brush coat work 1 gal. will stain approximately 125 sq. ft., 2 coats. When shingles are dipped it will require 2½ gal. of stain for every 1000 shingles.

Directions for Applying (New Work)—Shingle stain should never be applied to wet or unseasoned wood. Shingles should be dipped to about 8 in. of their length and then a good

Continued on next page

brush coat applied after they are laid. Pioneer Shingle Stain must be thoroughly brushed into the pores of the wood, otherwise the wood fiber will not properly absorb it.

Armorite Damp Resisting Paint

Applied to wood, metal, cement, plaster, brick, stone or concrete. Unequalled for dampproofing foundations, fresh or salt water tanks, reservoirs, flumes, swimming tanks, irrigation runways, storage and septic tanks.

Insoluble in water or acid; will not contaminate drinking water; a remarkable anticorrosive paint.

When applied to inside walls before plastering, it prevents discoloration due to moisture.

Manufactured in black only. Can be brush or spray applied.

Covering Capacity—1 gal. covers approximately 150 sq. ft. on smooth metal; on rough concrete 1 gal. covers approximately 50 sq. ft.

Directions for Applying—*Dampproofing Basement Walls—Outside*—Apply 2 coats Armorite on outside walls, brushing the paint well into the pores of the cement.

Inside—Apply 2 coats Armorite on the inside walls, brushing the paint well into the pores of the cement. One coat Dekorato or Fuller's Hot Water Kalsomine, color as selected.

Dampproofing Concrete Walls—No. 1—Apply 2 coats Armorite on the outside wall of concrete [brick] under the stucco [brick] facing, brushing well into the pores of the surface.

No. 2—Apply 2 coats Armorite on the outside surface of the concrete [brick], brushing well into the pores.

Preserving Wood in Contact with Earth—For posts or any wood in contact with earth, apply 2 coats of Armorite.

Fifteen for Floors Varnish

This varnish combines the qualities of quick drying, toughness, durability, beauty of finish and resisting qualities to hot or cold water. In wearing quality it is unsurpassed. Dries dust free in 4 hours and hard overnight. May be rubbed or polished. Three coats of varnish are advised as specified below for best work; very satisfactory results may be obtained with 2 coats.

Specifications—Floor shall be sanded smooth and in a proper condition to be finished.

Apply 1 coat Fuller Oil Wood Stain, color as selected, for close grained woods; or 1 coat Pioneer Paste Filler, color as selected, for open grained woods.

Three coats (or 2) Fifteen for Floors Varnish (or Fullerwear Varnish) thinning first coat with 10% pure turpentine.

After staining, knife putty all holes, coloring putty to match wood; sand between coats.

The last varnish coat shall be: (1) left in the natural gloss, or (2) rubbed to an eggshell finish with pumicestone and oil, or with steel wool for less expensive work.

For a natural finish, omit stain coat for close grained woods; use Pioneer Paste Filler, natural, for open grained woods.

Forty for Finishing

This is W. P. Fuller & Co.'s highest quality of interior varnish. Dries with a fine natural gloss, dust free in 4 hours and may be rubbed or polished in 2 or 3 days.

Specifications for Staining and Varnishing Standing Woodwork—Wood shall be sanded smooth and in a proper condition to be finished.

Apply 1 coat Fuller Oil Wood Stain, color as selected, for close grained wood. For open grain wood apply stain as above, followed by 1 coat Pioneer Paste Filler, color to match stain. Three coats Forty for Finishing Varnish. For a less expensive job apply 2 coats of varnish instead of 3.

After staining, knife putty all holes, coloring putty to match wood; sand between coats. Shellac knots and sappy places after staining.

The last coat shall be: (1) left in the natural gloss, or (2) rubbed to a dull finish with pumicestone and water, or (3) rubbed to an eggshell finish with pumicestone and oil.

On all window mouldings and sills, around washbowls and kitchen sinks substitute Fullerwear Varnish for the last 2 coats of Forty for Finishing.

Fifty for Flatting Varnish

Produces a soft, semi-gloss finish, imitating with accuracy the effect of a rubbed varnish, thereby saving the expense of rubbing. It is not a wax varnish and will not mar or scratch white and is highly satisfactory for floors or standing woodwork. Dries dust free in 3 hours and hard overnight.

Specifications for Flat Varnish Finish, Standing Woodwork—Wood shall be sanded smooth and in a proper condition to be finished.

Apply 1 coat Fuller Oil Wood Stain, color as selected, for close grained woods. For open grained woods apply stain as above, followed by 1 coat Pioneer Paste Filler, color to match stain. Two coats Forty for Finishing Varnish. One coat Fifty for Flatting Varnish.

After staining, knife putty all holes, coloring putty to match wood; sand between coats. Shellac knots and sappy places after staining. If used on floors, apply over a first coat of Fullerwear or Fifteen for Floors.

Fullerspar Varnish

This is a very long oil, tough and elastic varnish of the slow drying navy spar varnish type. It is the most durable varnish that can be manufactured for extreme endurance when exposed to sun and weather. It sets dust free in 6 hours and may be rubbed in 4 or 5 days. For a much quicker drying varnish for front doors, and for porch floors and ceilings, use Fullerwear.

Specifications—Wood shall be sanded smooth and in a proper condition to be finished.

Apply 1 coat Oil Stain, color as selected. One coat Pioneer Paste Filler, color to match stain. (Filler should be omitted on close grained woods.) One coat Fullerwear Varnish and 2 coats Fullerspar Varnish [Fullerwear Varnish].

After staining, knife putty all holes, coloring putty to match wood; sand between coats.

The last varnish shall be: (1) left in the natural gloss, or (2) rubbed to an eggshell finish with pumicestone and oil.

Fullerwear Varnish

Fullerwear Varnish is remarkable as a tough water resistant varnish for either interior or exterior use and should be specified not only for the purposes mentioned under the heading "Fullerspar," but for all interior surfaces such as window sills, in bathrooms, around kitchen sinks, etc., which are subjected to what practically amounts to exterior exposure or frequent splashings of soapy water. For this reason it is also an ideal varnish for floors and may be substituted in the specification for Fifteen for Floors. Fullerwear positively will not turn white in either hot or cold water. Dries hard enough to walk on in 15 hours.

Specifications—See specifications under Fullerspar, or Fifteen for Floors.

Plate Glass

We are agents on the Pacific Coast for the Pittsburgh Plate Glass Co., largest manufacturers of plate glass in America, and we carry at all points large stocks and are equipped to handle any orders of plate glass for all building purposes.

Window or Sheet Glass

All sizes of single and double thick window glass of the best manufacture are stocked. We are able to fill any order for full box lots on short notice, as well as to contract for furnishing and glazing any glass required for building purposes.

Wire Glass—Rough and Polished Ornamental Glass

We handle the product of the Mississippi Wire Glass Co. of New York, and stock their glass at all points. Prompt delivery of any specification can be made.