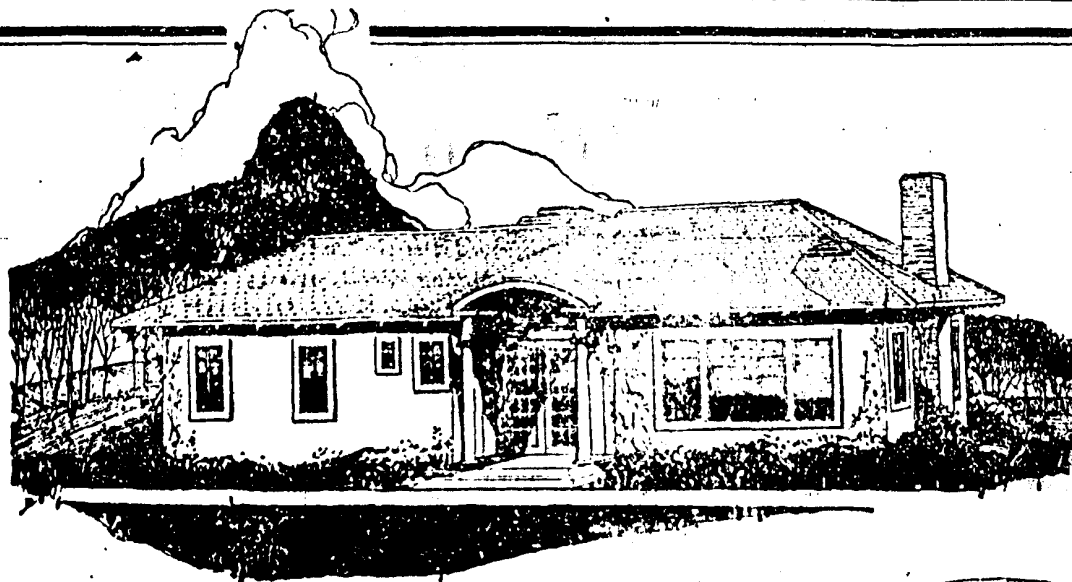


have relied on S. B. Fuller & Co. for all their paint needs. S. B. Fuller & Co. is the only paint company in the world that has a record of 72 years of service to the building industry.

White Lead



"Save the surface and you save all—this is the secret."

Wrong Ideas on Paint Economy

THERE'S one way to save on paint. That way is to use the best paints.

Some think of paint economy as "cost per gallon." That is wrong. Cheap paint doesn't cover as much surface—you need more gallons.

Cheap paint is more difficult to spread, requires more labor, so the best paint costs no more when you've put it on the house than cheap paint does.

More than that, it lasts five or more years longer, if properly applied, while cheap paint on the average begins cracking in twelve months. Good paint is an investment that saves money by preventing deterioration of the house.

"Cheap" paint is the only paint that really costs you anything.

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

We've made paints for western use for 72 years. We use pure PIONEER WHITE LEAD, pure linseed oil, zinc and color, but we mix them in scientific proportions with long-time skill.

Our white lead base must be fine enough to pass through a silk screen with 40,000 meshes to the square inch. That means covering capacity and ease of spreading. We super-purify the lead to make it "whiter" which means clearer-toned colors.

The finished product on the house is a beautiful, elastic, tough protective coating. We call these paints "Fuller's Specification House Paints" because they are the very best made for the purpose.

Fuller's SPECIFICATION House Paints Phoenix Pure Paint Pure Prepared Paint

Manufactured by W. P. Fuller & Co.



"Pure Prepared" and "Phoenix" are Fuller's specifications for house painting. Get either and you have the best that anyone can make—long-service paints.

Where To Buy Them? These

paints are important to you so it's important to go to the right stores to get them. Agents' names and addresses are printed in the memo. coupon to the right. Cut it out and put it in your pocket now.

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

Free Advice on Painting

ASK our agent for our free advice. He will show you a color card which shows 32 shades of this desirable paint.

We have a Fuller Specification Department which will tell you all about the most desirable color schemes, color harmony and those other details you want to know.

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



W. P. FULLER & CO.

Dept. 16, San Francisco

Pioneer Manufacturer of Paints, Varnishes, Enamel, Stains, and PIONEER WHITE LEAD for 72 Years. Established 1849.

Branches in 16 Cities in the West—Dealers everywhere.

Also makers of Rubber Cement Floor Paint, All Purpose Varnishes, Silkenwhite Enamel, Futerniflor Floors Varnish, Washable Wall Finish, Auto Enamel, Barn and Roof Paint, Porch and Step Paint and PIONEER WHITE LEAD.

SAVE THIS

(Cut this out and paste it in your note book as a memo.)

My house needs painting. Fuller's Specification House Paints are sold by the following Agents:

OAKLAND.
MAXWELL HARDWARE CO., 1329 Washington St.
N. M. RUSSELL, Clarendon and 4th Ave.
CASHERLY BROS., 2029 Telegraph Ave.
W. E. HOWELL, 2411 Ave. 44th St.
S. J. YAPPE, 1102 7th St.
RUDOLPH MERCANTILE CO., 6833 E. 14th St.
PERRY C. IRVY, 3300 E. 14th St.
BERKELEY.
COLLEGE HARDWARE CO., 2311 Telegraph Ave.
SUNSET HARDWARE CO., 214 Shattuck Ave.
ALAMEDA.
E. MAZZINI, 1615 Park St.
WILLIAM HORST, 900 Santa Clara Ave.

Oakland Tribune Oct 5, 1921 Page 5