



Best Paint Covers This Far →



← Cheap Paint Goes This Far

Same  
Size  
Can

# Which Paint Costs Less?

**NOTE** how the best paint spreads easier and covers more square yards than cheap paint does.

Figure in the extra gallons of cheap paint that you must buy and the extra cost of application.

It means that cheap paint costs just as much as good paint on the house.

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The best paint then gives five or more years' protection to your property investment. Cheap paint, on the average, starts cracking in twelve months. Which paint costs less?

The house paints we specify for your home are the result of 72 years' experience in making paints and varnishes for every purpose. Made to stand the peculiarities of western weather.

The best material—PIONEER WHITE LEAD, pure linseed oil, zinc and color—are combined with long-practice skill in scientifically exact proportions.

Our white lead base must pass through a silk screen with 40,000 meshes to the square inch. A patented purifier makes it "whiter," so Fuller paints are exceptionally clear-toned. The paint when finished and applied on the house is a beautiful, elastic, tough, protective coating.

Such paint costs but a trifle more to buy per gallon and is five to ten times more economical in service.

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

## Fuller's SPECIFICATION House Paints

Phoenix Pure Paint  
Pure Prepared Point

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 paint.

Where To Buy Them. These

paints are important to you so it's best to go to the right source to get them. Agents' names and addresses are printed in the margin, opposite 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. 4, San Francisco

Pioneer Manufacturer of Paints, Varnishes, Stains, Enamels, and PIONEER WHITE LEAD for 72 Years. Established 1848.

(Branches in 16 Cities in the West—Dealers everywhere.)

Also makers of Rubber Cement Floor Paint, All Purpose Varnishes, Adhesive White Enamel, Floor Paint, Washable Wall Paper, Anti-Rust Paint, Best Paint, Pure and Soap Paint and PIONEER WHITE LEAD.

## SAVE THIS

(Cut this out and paste it in your note book or a pocket.)

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

San Francisco, California: W. P. Fuller & Co., 400 Montgomery St.  
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Oakland Tribune May 4, 1921 P. 13