



Pure Paint says: "WEATHER, keep your hands off!"

SUN and rain play havoc with exposed surfaces. An unprotected frame structure will lose *more* by deterioration in three years than the cost of one application of *good* paint—an established fact.

But—*good* paint, *pure* paint—is the only kind that can protect. Cheap paint *cannot* protect because the price requires the use of ingredients *unsuited* for making paint—cheap oils, rosin, low-grade pigments. They merely color the surface and do not form a *protective film*.

Fuller Pure Paint protects because it is made of Pioneer White Lead, pure zinc, pure linseed oil and pure colors thoroughly ground, mixed and intermixed in correct proportions. Remember that labor is two-thirds the cost of painting. Don't waste it on cheap paint.

For all large painting jobs consult a master painter.

W. P. FULLER & CO.

301 Mission Street, San Francisco

81 Branches in Pacific Coast Cities - Factories: San Francisco and Los Angeles

FULLER

PAINTS Since 49 VARNISHES

PIONEER WHITE LEAD

Pure Prepared or Phoenix Pure Paint is sold by the following:

DOWNTOWN DISTRICT
Maxwell Hardware Co. . . 1120 Washington St.
SAN PABLO AVENUE
Golden Gate Hardware Co. . . 5705 San Pablo Ave.
TELEGRAPH AVENUE
Cassidy Bros. . . 5020 Telegraph Ave.

GROVE STREET
Santa Fe Hardware Co. . . 5617 Grove St.
S. J. Yaffe . . . 4026 Grove St.

COLLEGE AVENUE
N. M. Russell . . . Claremont & College Ave.

EAST OAKLAND
Boulevard Hdw. Co. . . 7405 Foothill Blvd.
Perry C. Fry . . . 3300 E. 14th St.
L. P. Johnson . . . 3320 Foothill Blvd.
W. F. Howlett . . . 3401 E. 14th St.

Rudolph Merc. Co. . . 8601 E. 14th St.
Melrose Hardware Co. . . 4561 E. 14th St.
Theodore Weitzel . . . 4011 Hopkins St.

ALAMEDA
L. Mazzini . . . 1515 Park St.
Wm. Horst . . . 9th & Santa Clara Ave.
U. S. Gardner . . . 1311 Park St.
H. L. Betten . . . 1219 Lincoln Ave.

BERKELEY
College Hdw. Co. . . 2411 Telegraph Ave.
Warren Hdw. Co. . . 1125 Adeline St.
Sunset Hdw. Co. . . 2104 Shattuck Ave.

RICHMOND
R. G. Armstrong Hardware Co. . .
John Opman . . . 262 16th St.

Headquarters

Armstrong's Linoleums

Complete stocks of the
new 1924 patterns.
Bright, new Spring
colorings.

The Ashby
FURNITURE CO.

Adeline and Alcatraz

Take Grove Car

Business Floors of

Armstrong's Linoleum

Linoleum, cemented in place
over a lining of builders' dead-
ening felt, makes the ideal floor
covering.

You can select a business
floor from many colors and de-
signs.

Over 30 years devoted ex-
clusively to floor coverings in-
sures to you both proper mate-
rials and installation.

Recent Installations

The Tribune Tower, Olin
S. Grove Phonograph Shop,
the Lorraine Millinery, the
New Peerless Cafe on 17th
St., Gundlach's on Broad-
way and the Rel's Shoe Co.
store.

Anderson's

Since 1891

CARPET HOUSE

519-21 13th Street

Rugs—Carpets—Linoleums

SPENCER
"EFFICIENT ELECTRICAL SERVICE"
The Thrill of "Revolving"
HARD SEVEN AND EIGHTS
Expert service and advice
is yours for the asking.
580-18th ST. OAKLAND, CAL.
ELECTRIC CO.

Wireless Courses

Private Classes
Western Radio Institute
Hotel Oakland

page 7

Oakland Tribune April 14, 1924

Los
CIR
from
the l