

MODERNIZE YOUR HOME!

SD Union
Sept. 1929

According to government figures, there are over 12,000,000 obsolete homes in America today! The equally as many homes that have no definite style of architecture, are an eyesore, a detriment to beauty, and a drug on the market, as a result of the building boom of 1925 and 1926, during which thousands of "styleless" homes were quickly and cheaply built. HOME MODERNIZATION to sweeping the nation. It is up to San Diego to MODERNIZE and get her share of the benefits to be de



You can't paint a house with "apple-sauce"!

"Cheap" paint lures you on with a low price—then laughs up his sleeve. The price is a bait—a finger. You think it's economical. But on the wall "cheap" paint costs you two to five times as much as high grade paint—because it has no covering powers and can't face the weather. For best results and lowest cost, use Sherwin-Williams



In the MODERNIZATION of YOUR HOME there is nothing that will add more beauty or value than Sherwin Williams Paints, Enamels and Lacquers.

Our Half Price Sale On Wall Paper Continues Through The First Week In September



"Pride in appearance is the first thing in home ownership"

—CONCRETUM—
Cement Center

for Stucco Buildings

A FULL LINE OF WALL PAPER AND PAINTS

National Paint & Varnish Co.

MANUFACTURERS

WILLIAM M. ALLEN, Manager

Phone Main 1-1000 Fifth Avenue, San Diego, Calif.

W. J. THOMAS CO.
PLUMBERS

General Repairing
a specialty

Paint is One of the Most Valuable Materials for Use in Home Modernization

An Editorial by the Home Modernizing Editor

There are an infinite number of national manufacturers of building materials who, recognizing the force of the Home Modernization movement, and quick to realize the influence this movement is exerting on the building material trade, are manufacturing and marketing materials and merchandise which is adaptable to Home Modernization. Others are directing the major portion of their advertising efforts to present to the home-owner certain of their products, especially suited to repair work, which have hitherto been presented solely to the tradesmen—contractors, builders, architects and decorators.

One class of products, paint manufacturers, which has not found it necessary to invent a new product to meet the demands of modernization, but which, in the past, concentrated their advertising efforts on the tradesmen, are now recognizing the ever increasing buying power of the ultimate consumer, the home owner.

Paint, in its multiplicity of forms, is one of the greatest helps to the Home Modernizer. For almost every type of coloring it will accept actual staining in construction, there is some form of paint to meet every need and taste.

There are quick drying lacquers, in every conceivable brilliant color, for painting furniture and cabinets, or even glassware and bric-a-brac. Lacquer is very wearable, durable; when properly applied will not peel or crack and is readily washable.

There are new, inexpensive interior finishes to replace the old wallpaper. The new finishes are really more like all enamel, will not rub off or discolor and are easily washed with soap and water.

There are new pliable paints which, when dry, appear like marble and wood like plaster. Any finish of texture desired can be imparted to the surface without the necessity of approximation.

There are staining stains which more than double the life of either floor or wall linings, and carry out any color scheme that may be desired.

Then, of course, there are any number of different brands and grades of interior and exterior paints. The main thing which should be remembered in buying paint is to be sure of the quality. It is far better and cheaper to pay a little more per gallon for good paint, sold by reputable firms, and be sure of the long lasting results, than to get some off grade paint at a little cheaper price and have to have the work done over at the house long predilection within less of three years.

Persons who, in the advertisements on this page, are contributing their space to promoting Home Modernization in San Diego, because they can see the great benefit that it will bring to every property owner, and by consulting with them they will gladly give you information and free material on painting and decorating.

Modernize Your Home ... with ...

"SUNSET"

Unequaled and Guaranteed Plumbing Fixtures

(White—Acid-Resisting or Colored)

Sunset Sanitary Mfg. Co.

R.W. RANKIN, Local Representative

347 Fourth Street, San Diego, Calif.

TELEPHONE F RANKLIN 7155

See Our Display at 2nd and G Streets in Architects Building Material Exhibit

TO HELP OUR READERS

As a help to our readers who are interested in modernizing their homes, the Union has initiated a new department to help them solve their problems, without charge, on a non-profit basis. There is a wealth of information in our files on details connected with Home Modernization, which is for your use. Address the—

HOME MODERNIZING EDITOR
San Diego Union
Union Building
San Diego, California

The Same Price

THIS WONDERFUL

Multi-Service Paint

HAS NOT ADVANCED

\$2.95 Per Gallon

WILL SPREAD AS FAR
WILL COVER AS WELL
WILL WEAR AS LONG

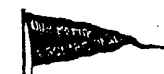
As Any Paint Manufactured—
Regardless of Price

Supported by a written money back guarantee, signed by a half century old manufacturer reputed for honesty, integrity and reliability.

We have proven our story in San Diego. Join the thousands of satisfied customers.

Pabco Paint Store

2877 University Ave. Ph. Hill. 0131.



"Truth wears rags while insincerity is clothed in robes of purple."

But a well painted house is a credit to its owner and an honor to the neighborhood.

Modernize with T. O. Paints, Enamels, Decotone, Flex and Quick-Step.

They are recognized by the trade as being well balanced in every way and containing the latest Vogue shades of color. They are made for the finest as well as the modest homes.

Our specialists can help you.

Jones-Moore Paint House

Fifth Ave. at A St.

Phone Main 5123

"IF YOU MODERNIZE"
"YOU ALSO BEAUTIFY"

Fuller's

PAINTS
LACQUERS
ENAMELS

Will change the old house into a modern home with little effort and at moderate cost.

CALL W. P. FULLER & CO.
Main 0182

Even to you—a booklet showing complete color schemes for the modern home. We can and will solve your painting problems. Give us a ring.

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