

OLLIES

CLEAN-UP AND PAINT-UP PAGE

PAINT-UP WEEK OPENS TODAY

By CHRIS LAUSTEN
Manager, Paint Dept., Maxwell's.

Today marks the start of Oakland's Fall "clean-up and paint-up" week. Backing the campaign are clubs, civic leaders, schools and other organizations, including painting and decorating firms.

This "clean-up and paint-up" campaign, now a nation-wide movement, originally started in Oakland and has spread over the United States.

Beautifying the community is one of the major ideas behind the movement, but the fact that "cleaning-up and painting-up" also safeguards health, promotes thrift and increases fire protection have naturally followed.

Fire hazards, caused by piles of rubbish, are decreased by the clean-up and the promotion of health comes with the removal of the accumulated trash. Health is also promoted with the painting of interior surfaces which tends to make for more sanitary surroundings.

This campaign will give work to painters, decorators, gardeners and laborers. In addition to creating work, the campaign will also beautify our city and surroundings. Practically every paint store in the Eastbay territory has announced special low prices on paints and painting supplies for this week. The home owner may save money by purchasing his needs during this time.

First impressions are the most lasting ones and every home owner should be proud of the first impressions his friends receive when visiting him. A freshly painted porch and steps; having the trim on a stucco bungalow looking bright and fresh; floors with the brightness of fresh wax; walls glowing with the glad welcome of new wallpaper; and the yard all cleaned up with the shrubbery looking well cared for, to say nothing of having a green lawn to greet the guest, are but part of the ideas back of this "clean-up and paint-up" campaign.

Driver Blamed for Death of Woman

RICHMOND, Oct. 17.—Death of Mrs. Ollie O'Dell, 2900 Barrett Avenue, following an automobile acci-

Quality Should Be Chief Objective in Buying Paint

By H. C. SWANSON, President Swanson & Co.

Practically all paint men concur in the opinion that paint should be purchased with one point in view. That point is "quality."

Paint was originally used for one purpose and that was the preservation of the surface upon which it was applied. As time went on paint manufacturers discovered ways and

means of adding color to the most drab colors that were used.

In this day and age the average housewife wants color and brightness in the paint used to preserve her home. The paint manufacturers have devised ways and means to give her practically any color she wishes.

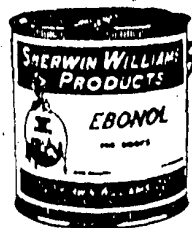
Maxwell

HARDWARE CO.

WASHINGTON AT 14TH ST.

Sherwin-Williams Paint Headquarters

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ROOF PAINT

Sherwin-Williams Ebonol and
Liquid Roof Cement

Protects your roofs against the
winter storms and prevents leaks.
1 gal. can with 3-inch paint brush,
all for \$1.00.

\$1

Sherwin-Williams ENAMELOID

Quick Drying decorative enamel. 16
colors and white and black. Pint can
and 2-inch varnish brush of superior
quality. Special.

Both for
\$1.00



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m Saturday afternoon

ITS SHOW INCREASE

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