



Your Paint Dollar

—How Big in 5 Years

THE best paint will be good five or more years hence, if properly applied. Cheap paint, on the average, starts cracking in twelve months.

It's what paint *covers* that you want to save—not merely a few cents per gallon in *first* cost.

Cheap paint does not spread as easily or as far as good paint. So when you figure labor and square yards covered, cheap paint on the house costs just as much as good paint.

Cheap paint in practically every instance, is the most expensive you can buy.

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

The paints specified by Fuller are the result of 72 years' experience in the making of all kinds of paints, varnishes, etc., for western use.

We use the best materials, PURE PIONEER WHITE LEAD, pure linseed oil, zinc and color as others do, but we combine them with a 72 years' knowledge and long-time skill.

Our white-lead base is finely ground pure white. It must pass through a silk screen with 40,000 meshes to the square inch. We use special machines for mixing the materials in scientifically exact proportions.

So Fuller colors are exceptionally clear-toned and Fuller house paints are noted for covering capacity, ease of spread and great durability.

If you want from five or more years' protection for your property investment, get Fuller's western paint for western weather conditions—a paint you know.

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

Manufactured by W. P. Fuller & Co.

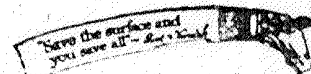


"Pure Prepared" and "Phoenix" are Fuller's specifications for house painting. Get either and you have the best that anyone can make—long service paints.

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 dictate your investment.



W. P. FULLER & CO.

Dept. 16, San Francisco

Pioneer Manufacturer of Paints, Varnishes, Enamels, 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, Sikeswhite Enamel, Fifteen-Floor 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 paint. I want Fuller's Specification House Paints are sold by the following Agents:

OAKLAND.

MAXWELL HARDWARE CO., 1249 Washington St.
S. M. RUSSELL, Claremont and College Ave.
CASSELLY, 2808, 1823 Telegraph Ave.
W. F. HOWLETT, 34th Ave. and E. 14th St.
B. J. TAFFER, 1100 10th St.
RUDOLPH MERCANTILE CO., 5805 E. 14th St.
FERRY C. EST, 2200 E. 14th St.

BERKELEY.

COLIFOR HARDWARE CO., 2111 Telegraph Ave.
SUNSET HARDWARE CO., 2124 Shattuck Ave.

ALAMEDA.

L. MAZZINI, 1515 Park St.
WILLIAM HOBBS, 500 Santa Clara Ave.

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