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Wrong Ideas

on Paint Economy

THERE'S one way to save on paint. That way is to use the best paints. Some think of paint economy as "cheap paint." That is wrong. Cheap paint doesn't cover as much surface—you need more gallons.

Cheap paint is more difficult to spread, requires more labor, so the best paint costs no more when you've put it on the house than cheap paint does.

How does that, is here they are more years longer, if properly applied, while cheap paint on the average begins cracking in twelve months. Good paint is an investment that saves money by preventing the deterioration of the house.

"Cheap" paint is the only paint that really costs you anything.

Don't allow workmen to substitute some low-priced paint.

We've made paints for customers now for 72 years. We use pure PIONEER WHITE LEAD, pure linseed oil, zinc and color, but we grind them in scientific proportions with long-time skill.

Our white lead has spent in five months in pure through 4 silk screens with 32,000 meshes to the square inch. This assures covering capacity and ease of spreading. We superpurify the lead to make it "whiter" which means clearer-toned colors.

The finished product on the house is a beautiful, elastic, tough, permanent coating. We will show paints "Fuller" Specifications that "Know Paints" because they are the very best made for the purpose.

Fuller's

House Paints

Manufactured by W. P. Fuller & Co.

"Pure Prepared" and "Thoroughbred" are Fuller specifications for house paints. Use the other and you have the best that money and technology can produce.

Where To Buy Them. Those paints are important to you so it's important to go to the right source to get them. Against brands and substitutes we protect by the name stamped on the right. Look for and insist on the genuine article.

For all exterior jobs of painting it is advisable to obtain the services of a Master Painter

Free Advice

on Painting

ASK and spend the most for advice. We will show you a better paint plan, show you choice of this delicable paint.

We have a Fuller Specifications Department which will give you all about the most durable and economical paint, Remodeling and other jobs. Consult you free of charge.

Take advantage of Fuller House Paints. Take them in paint form. Don't be another disappointed paint investment.

W. P. FULLER & CO.

Paints, Oils, Glass, Varnishes

Branches in 50 Cities in the West—Pacific Coast

Also makers of Fuller Pioneer Floor Paints, Fuller Brushes, Fuller Varnishes, Fuller Stains, Fuller Enamels, Fuller Wall Finish, Fuller Roofing, Fuller Pioneer White Lead.

SAVE THIS

Also see and paint paint in your own home as a guide.

Fuller's Specifications Department Free to the Building Agents.

W. P. Fuller Co., Pioneer Paint Prepared, Pioneer Paints, Pioneer Varnishes, Pioneer Brushes, Pioneer Stains, Pioneer Enamels, Pioneer Wall Finish, Pioneer Roofing, Pioneer Floor Paints, Pioneer White Lead, Pioneer Linseed Oil, Pioneer Turpentine, Pioneer Japan Dryer, Pioneer Varnish Remover, Pioneer Shellac, Pioneer Wood Filler, Pioneer Paint Brushes, Pioneer Varnish Brushes, Pioneer Stain Brushes, Pioneer Enamel Brushes, Pioneer Wall Finish Brushes, Pioneer Roofing Brushes, Pioneer Floor Paint Brushes, Pioneer Paint Remover, Pioneer Paint Thinner, Pioneer Paint Specifications, Pioneer Paint Prepared.

W. P. Fuller Co., Paints, Oils, Glass, Varnishes, Brushes, Stains, Enamels, Wall Finish, Roofing, Floor Paints, Lacquers, Paint Prepared.