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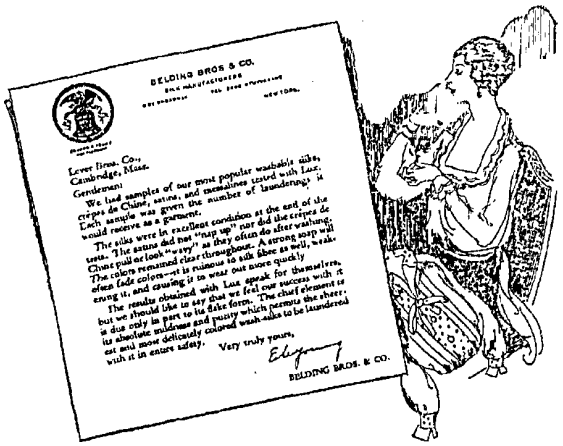
Silks keep their fine sheen washed this way, say Belding Brothers



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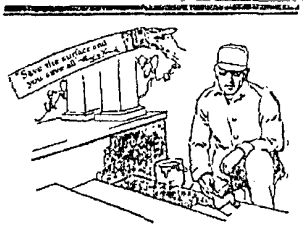

The Danger Point

in trying to save on painting

Repairs Cost More Than Paint

WHEN the paint on your property begins to check and crack, it is time to paint again. Unless your house is protected by a smooth, elastic film of durable paint, decay will set in and rapidly depreciate it.

Decay is expensive and wasteful. Place lumber alone, to get an idea of what it will cost to repair or rebuild. Paint saves this cost.

The best paint is the most economical in the long run. It spreads easily—saves labor cost. It covers a larger area per gallon than "cheap" paint.

But most important, the best paint serves five or more years longer than "cheap" paint.

We have been making the best paints for 73 years. They are scientific in formula and preparation. They meet the weather conditions in the West.

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