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for that enormous expenditure today unless it be the smouldering ruins that seemingly do not even serve to remind us that 150,000 human beings, 80 per cent of whom were women and children, paid with their lives for our carelessness.

This is more than twice the num-

did not vary to any great extent.

With the beginning of the World War American industry awakened to feverish activity and an unprecedented era of prosperity dating from that time has continued unabated upon the present date.





PAINT
for Your Home
$14.25

Based on 30' x 36' house 12' high with surface in average condition, using regular colors, for a two-coat job, you will need only:

3 gallons of Acme Quality New Era House Paint	$12.00
½ gallon for trim color	2.25
Total	$14.25

A well-painted home is worth more, and well-painted does not only mean that the workmanship is good, but that the right paint has been used. Cheap paint is not economical because it costs just as much to apply and only lasts one-half as long. Use New Era Paint for lasting satisfaction.

New Colors! Rapid Drying!
In New Acme Quality Enamel-Kote



Delightful new colors along with the rapid drying feature make Acme Quality Enamel-Kote the ideal finish for any interior surface or for furniture.

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In order that you may try this wonderful rapid-drying finish, we offer a quarter-pint of Acme Quality Enamel-Kote and a brush (55c value) for 25c.

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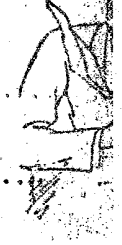

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Vallejo Times Herald October 6, 1929 P. 21