

*"Save the surface and
you save all"—Paint & Varnish*

Ever Hear of Raisin Pie?

A generation ago, only a few housewives made raisin pie. It was unheard-of in restaurants.

Raisin pies were popularized by the raisin growers of California. They wanted to sell more raisins—and instead of each one trying to take business away from the others, they set out to create a bigger raisin market. One of the means adopted was to popularize raisin pie, by means of clever advertising.

The same sound, sensible idea is back of "Save the Surface."

Manufacturers, jobbers, dealers, painters won't have to try to take business away from one another if the whole paint and painting industry increases in volume. And the "Save the Surface" campaign is having just this effect.

Hundreds of letters on file at "Save the Surface" headquarters bear witness that people have been induced to paint surfaces to which paint on surfaces they had not previously thought of saving.

This means more work for all painters, more business for all who make and sell paint and allied products.

Are you helping your business by putting your individual impetus into the "Save the Surface" campaign?



NATIONAL LEAD COMPANY

New York	Cleveland	Boston	Buffalo
Cincinnati	Chicago	San Francisco	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

Dutch Boy

Flatting Oil and White-Lead

Save the surface and you save all

White-Lead saves the surface

This advertisement, with minor changes, will appear in the following Magazines:

Hardware Age—October 7th.
American Paint & Oil Dealer—November.
Drugs, Oils & Paints—October.
American Paint Journal—Sept. 13th and Nov. 8th.
Oil, Paint & Drug Reporter—Sept. 20th and Dec. 6th.
Paint, Oil & Chemical Review—Sept. 15th and Nov. 3rd.