

This advertisement will appear in the March 30th issue of the Paint, Oil and Chemical Review
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The Day of Reckoning

"No," he said, "there are other things the house needs more than painting."

He was wrong—although he didn't realize it until the day came when his house needed new shingles, new gutters, new leaders and other miscellaneous repairs.

Now he appreciates the truth of "Save the surface and you save all."

When you, and we, and all other manufacturers, wholesalers, dealers and painters make more people realize the money-saving importance of paint and varnish, we will be building business for ourselves.

Are you doing your part?

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.