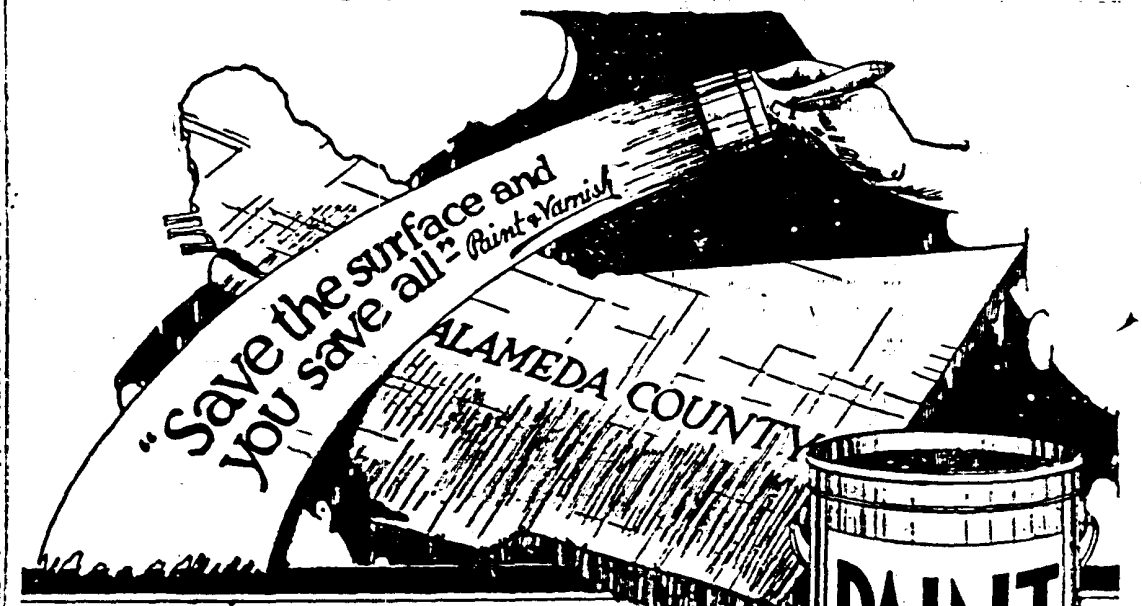


Today April 14

Alameda County begins a brighter, more attractive future.

Farewell, apathy—welcome, enterprise!

From this time forward the citizens of Alameda County will cooperate with the Nation in promoting thrifty-looking, attractive homes.

From this day, wasteful neglect of property will cease.

Prosperity and cheerfulness will henceforth radiate from every home in city and county.

Shabby, unattractive dwellings will be transformed into things of beauty.

The wealth and progressiveness of this community will be reflected as never before when Alameda County completes the work now expected of her.

A NATIONAL "Save the Surface" CAMPAIGN IS IN PROGRESS. ALAMEDA COUNTY MUST JOIN AND PAINT, *NOW!*

Because of the war and other disturbing conditions, many property owners have neglected to protect their buildings with paint.

This neglect is apparent, not only in the shabby appearance of the structures, but in their run-down physical state as well.

Unless buildings are kept painted, the elements crack the joints, while rain, fog, wind and sun combine to further ravish the investment.

Ignore civic pride, love of beauty—discount every aesthetic argument if you will, but the economical value of paint remains to challenge the thrifty property owner who would protect his buildings.

The people of Alameda County are urgently requested to join in the great National movement to prevent the loss of property through neglect.

Paint now! If you "save the surface," you save all! Don't wait—get in touch with your painter, or dealer *at once!*

Now Is the Time to Paint!

ALAMEDA COUNTY *"Save the Surface"* CAMPAIGN

Merchants Exchange Building
Oakland, California