

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

The Other 99 Eskimos

Suppose one Eskimo, in a village of 100, discovered the joys of the bath, and bought a tub.

The bathtub manufacturers wouldn't compete for his business, they would try to show the other 99 Eskimos the advantages of bathing.

That would be the way to sell bathtubs. The way to sell paint is the same. Show people the wisdom of "Saving the Surface" by painting oftener, by using paint where it hasn't been used before—and there will be more painting done, more paint used.

Dealers who are working together in their communities for "Save the Surface" report increased sales of paint and varnish. Painters tell of more jobs of painting.

Hundreds of letters on file at "Save the Surface" headquarters relate actual instances in which people have used paint and varnish in ways they had never expected to, just as a result of the "Save the Surface" advertising.

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 the 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.



NATIONAL LEAD COMPANY

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

This advertisement appears in the following publications:

Amer. Paint Journal—Nov. 15th.
Drugs, Oils & Paints—Nov.
Paint, Oil & Chemical Review—Nov. 10th.

Oil, Paint & Drug Reporter—December 27th.
Hardware Age—Jan. 6th.
Painters Magazine—Dec.