

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

The Barn That Jack Built

It was a good barn—but Jack let it get weather-beaten and warped for lack of re-painting.

Then came the "Save the Surface" campaign, and the barn got a new coat. Now it will be repainted oftener. Its owner knows that frequent painting is real economy.

All over the country people are painting houses, barns, garages and outbuildings which would have gone paintless had it not been for the "Save the Surface" advertising.

Paints, varnishes and stains are being used on floors, woodwork and furniture by those who have got the message of "Save the Surface."

People will continue to use more paint and buy more paint if all of us—manufacturers, jobbers, dealers, painters—stick together and work together in the "Save the Surface" campaign.

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.

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

Save the surface and you save all



White-Lead saves the surface

The above advertisement appears in the following publications:

Hardware Age—Feb. 3rd.
American Paint Jnl.—Nov. 29th.
Drugs, Oil & Paint—Jan.

Painter's Magazine—Jan.
Paint, Oil & Chemical Review—Dec. 1st.
Oil, Paint & Drug Reporter—Dec. 20th.

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