

This advertisement will appear in the December 22d issue of the Paint, Oil and Chemical Review.



Bigger Pie—More Pie for Everybody

The paint business is a big round industrial Pie. The business each man does is his slice of the pie—whether he is a manufacturer, a dealer, or a painter.

A bigger slice for one fellow doesn't need to mean a smaller slice for some other fellow—if we just make the pie bigger.

That's what the "Save the Surface" campaign is doing. Thousands of letters on file at "Save the Surface" headquarters show that this advertising is teaching people the benefits—and the real economy—of using more paint.

It is paying painters, and it is paying dealers, to get together in their communities for "Save the Surface". They soon produce the bigger pie—the bigger slice for each. More for the dealer, the painter, the wholesale distributor, the manufacturer.

National Lead Company

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland 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 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.