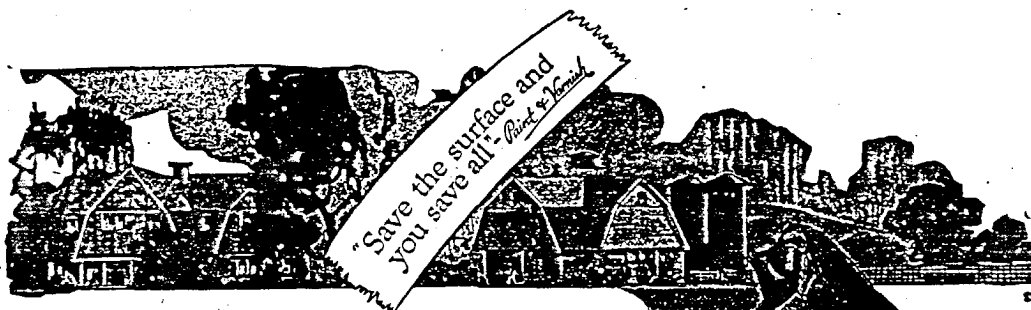




What the Save the Surface Advertising is Doing

We reprint below a few letters that are indicative of the thousands that have been received by the Save the Surface headquarters, proving that the Save the Surface advertising is having a powerful influence on paint sales.

These letters are open to inspection at any time.

"You may be interested to know that your campaign has even caused me to invest in paint for my automobile.

"Yours truly."

"Since I read your book you sent to me it has given me a new point of view as regards to Surface Protection.

"Save the Surface Campaign has much of real value to me.

"Yours truly."

"I first sent for your literature through curiosity, being struck by the ingenious form of your advertising.

"I must admit that a perusal of your booklet has led me to a fuller realization of the value of paint, and has led me to speed up where delay would inevitably have cost more than the money value of the paint and labor.

"I believe your work of encouraging preservation is especially useful to the country in these days when replacement is so expensive.

"Truly yours."

"I wish to advise that upon your recommendation I have covered entire floors in my house with one coat of varnish.

"Very truly yours."

"Please send information on your helps for painters in house-painting, as there are so many people who think a house needs to be painted once in a lifetime.

"In these cases a slogan may wake them up.

"Hoping to hear from you at your earliest convenience.

"Yours truly."

"Since receiving your booklet I most undoubtedly believe in your slogan, 'Save the Surface and You Save All.' I am using paints, varnishes and stains most liberally and believe as you do that they save far more than they cost.

"Wishing you success in your efforts to influence the public along these lines, I am

"Very truly yours."

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 BUFFALO CINCINNATI ST. LOUIS
BOSTON CHICAGO CLEVELAND SAN FRANCISCO

(John T. Lewis & Bros. Co., Philadelphia)

