

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

Peters Didn't Think of That

It hadn't occurred to Peters that the money he was "saving" by not painting his house was really no saving at all, because rain and wind and sun and frost were doing a greater amount of damage.

One day Peters read a "Save-the-Surface" advertisement, and the next thing he did was to telephone to a painter.

Peters' letter is on file at "Save-the-Surface" headquarters. He says all his buildings are going to be painted twice as often as formerly, strictly as a measure of economy.

Painters, paint and varnish dealers, jobbers and manufacturers are all getting the benefits of the "Save-the-Surface" campaign, which is teaching people the economy of using more paint.



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	

Dutch Boy Flatting Oil and White-Lead

Save the surface and you save all

White-Lead saves the surface

Hardware Age—Nov. 11th.
Amer. Paint & Oil Dealer—Jan.
Drugs, Oils & Paints—Dec.

Painters Magazine—Oct.

Paint, Oil & Chem. Review—Nov. 17th.
Oil, Paint & Drug Reporter—Oct. 18th—Dec. 13th.
American Paint Jorl—Oct. 18th—Dec. 6th.