

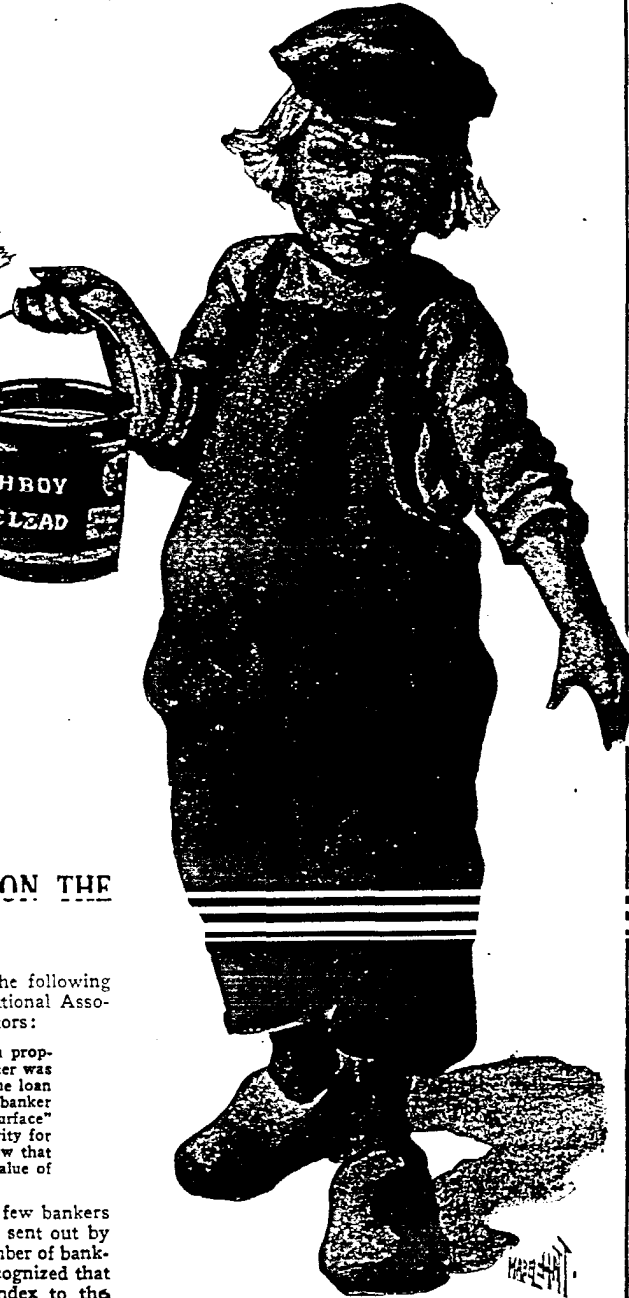
Drugs, Oils & Paints Amer. Paint Journal

This advertisement will appear in the March 24th and 31st issues of the PAINT, OIL AND DRUG REVIEW *also*



Paint & Varnish

NICH ROY
OIL LEAD



THE BANKERS' INFLUENCE ON THE PAINT MARKET

One of New York's master painters told the following story at the recent Convention of the International Association of Master House Painters and Decorators:

"I was called into a conference between a property owner and a banker. The property owner was applying for a loan and the banker refused the loan until the man had his property painted. The banker said: 'I have been reading the "Save the Surface" advertisements and I am looking to the security for my money three years from now, and I know that three coats of paint will increase the credit value of the security'."

This incident is typical of the attitude of a few bankers thruout the country. A questionnaire recently sent out by the "Save the Surface" Campaign to a large number of bankers demonstrated that the majority of them recognized that the painted condition of a property is an index to the owner's credit but we doubt if the bankers of the country realize as fully as they should the economic function of paint and varnish.

The "Save the Surface" Campaign is helping to educate bankers as well as property owners.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

(John T. Lewis & Bros. Co., Phila.)
(National Lead & Oil Co., Pitts.)

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 in the promotion of this co-operative work.