



"Spare the paint and spoil the house"

An old adage with a new twist—and what a lot of people it hits!

The "Save the Surface" campaign is directed at just these people. By co-operative effort, paint and varnish manufacturers, wholesalers, dealers and painters are showing them their mistake.

This benefits you, and everyone engaged in making or selling paints and varnishes. It means more business for us all.

Are you spreading the gospel of "Save the Surface"?

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis 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 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.

The above advertisement appears in the following publications:

American Paint Jnl.
American Paint Jnl.—March 7.
Oil, Paint & Drug Reporter—Jan. 31.

Oil, Paint & Drug Reporter—Mar. 7.
Paint, Oil & Chemical Review.
Paint, Oil & Chemical Review—Mar. 2.

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