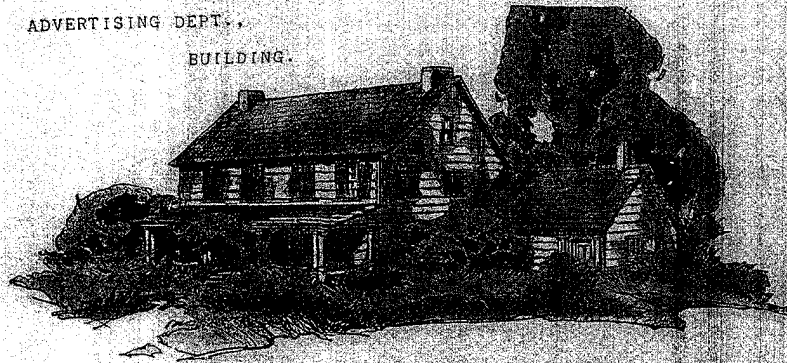


ADVERTISING DEPT.,
BUILDING.



Dobson finds dollars in a "haunted" house

THE Shirley House had a reputation. People said it was haunted. Certainly it was an eyesore as it hid in an overgrowth of brush, with shutters tightly locked, its boards bare and unpainted.

Dobson, master painter, didn't believe in ghosts. But he saw in the Shirley House an idea for a money-making "Save the Surface" campaign.

He approached the owner with some "Save the Surface" facts, and agreed to paint the Shirley House at cost, with a small share of the profits if the house could be sold. In a few weeks' time, the Shirley House took on a new and brighter look. Then Dobson launched his "Save the Surface" campaign.

The local newspapers carried Dobson's invitation to inspect the much changed Shirley House. The local movie theatre flashed his message on the screen. Dobson also sent an invitation to all his prospects asking

them to come to see how paint had put an end to ruin and decay, the only real ghosts that ever haunted old Shirley House.

Dobson not only got every cent of his money back when the Shirley House was sold at a neat profit. He also secured so many painting contracts from people who had come to see the renovated Shirley House that two new men were added to his paint crew. And the cream of all painting work still goes to Dobson.

Not all painters have Dobson's opportunity. But with the help of the "Save the Surface" campaign, any painter can profitably emphasize the civic and personal value of well-painted homes.

Your fellow townspeople want better homes and a better town. Tell them what it means to *save the surface*. You'll find that a real, live interest in your home town will uncover enough painting work to keep you busy every month of the year.



NATIONAL LEAD COMPANY

Makers of Dutch Boy white-lead and other

Dutch Boy paint products

New York, 111 Broadway; Boston, 151 State Street; Buffalo, 116 Oak Street; Chicago, 500 West 18th Street; Cincinnati, 609 Freeman Avenue; Cleveland, 322 West Superior Avenue; St. Louis, 723 Chestnut Street; San Francisco, 422 California Street; Pittsburgh, National Lead & Oil Co. at Pa. 816 Fourth Avenue; Philadelphia, John J. Lewis & Sons Company, 437 Chestnut Street.

Save the surface and
you save all. *Don't know? Ask a friend.*

This advertisement appears in the following publications:

Page—*Painters' Magazine*—April
American Painter & Decorator—April
Master Painter & Decorator—April