

Drugs, Oils & Paints, & Oil, Paint & Varnish Reporter
 This advertisement will appear in the July 7th and 14th issues of the PAINT, OIL and CHEMICAL REVIEW *also*

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

Results From Save the Surface Advertising

These few letters are representative of many hundreds on file at the Save the Surface headquarters. They are an indication of the thousands of paint sales that have been influenced by this Save the Surface advertising.

They are open to inspection at any time.

"I have been led to paint not only my own house, but have varnished a lot of furniture and it looks like new. I have a new view-point in regard to paint and varnish and shall not let my property run down for lack of paint and varnish, but paint and varnish more often.

Yours truly,

"Since writing you, the total cost of painting I have done is about \$400 to date.

Yours truly,

"Your booklet on Surface Protection certainly put the advantage of using good surface protection forward in a very clear manner, so that I can appreciate the value of it. I am part owner in a house, and have had the floors and walls varnished and painted again, largely

due to studying your booklet, and it will also lead to better use of paint in other directions.

Yours truly,

"Since reading your literature I've done a little painting and it has so enhanced the appearance of my building that I am going to paint the entire building. I find it real economy to paint.

Yours truly,

"I wish to advise that I have benefited quite a bit from the information obtained from your book and advertisements, and have taken each of your suggestions and have 'saved the surface' of some of my property.

Thanking you for this information I am,

Yours truly,

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 cooperative work.

National Lead Company

New York
 Boston

Buffalo
 Chicago

Cincinnati
 Cleveland

St. Louis
 San Francisco

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

(National Lead & Oil Co., Pitts.)

