

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

He Didn't Take Susie's Advice

"Frank," said Susie, one day in March, "you ought to paint the barn this spring. It needs it."

"No," said Frank, "I'd rather save the money for something else."

Frank "saved the money" for a couple of years—then he spent it all, and some more, to put on a new roof, repair other damage the weather had done to the barn—and paint it.

The "Save the Surface" campaign aims to make property owners realize that a good way to save money is to paint their barns, houses, fences, furniture, wagons, farm implements.

Paint and varnish manufacturers, wholesalers, dealers and painters, working co-operatively in this way, increase the country's paint and varnish business, and each one's share increases in proportion.

You can increase your sale of paints and varnishes by co-operating in the "Save the Surface" campaign.

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 co-operative work.

National Lead Company

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

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

(National Lead & Oil Co., Pittsburgh)



The above advertisement appears in the following publications:

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