

Save the surface and
you save all Paint & Varnish

Increasing the Market for Paint

Recently, in the Philadelphia offices of the "Save the Surface" Campaign, we were shown the following extract from a letter received from an outdoor advertising sign company. The letter, we are told, is typical of hundreds which have been received by the association. It struck us as being very indicative.

"I always knew that if the surface was kept protected, all would be protected, but it was such a common truth that I did not think anything about it until I read your advertisement about it. This impressed it upon me, and though oil is high, I have been doing considerable construction of outdoor advertising signs and have painted all of the woodwork on all signs, something I have never done before."

I think your education campaign is a good one and will actually bring money to the sellers of paints and varnishes, in addition to doing a great deal of good to those who use them."

We believe that the total volume of painting done in this country can be greatly increased. We believe the "Save the Surface" advertising is a powerful influence in that direction. And because we feel that we, as a matter of course, receive our share of the benefits from this advertising, we are glad to devote this space to the promotion of this co-operative work.

NATIONAL LEAD COMPANY

NEW YORK BUFFALO CINCINNATI ST. LOUIS
BOSTON CHICAGO CLEVELAND SAN FRANCISCO
(JOHN T. LEWIS & BROS. CO., PHILA.)
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