



Kent House, Montmorency Falls, P.Q. Built 1778, by General Sir Frederick Haldimand, Governor General of Canada. Later the home of His Royal Highness, Edward Augustus, Duke of Kent (fourth son of King George III and father of the good Queen Victoria).

What the Duke of Kent's Famous House tells us

LOOK at this house. Who would ever realize that it is 140 years old! What an example of property preservation by surface protection.

But it is only an example. The real point to appreciate is that if it is a house we own, or any other thing, its surface is its danger point. That is where disintegration begins.

Your floors—wood or cement—your doors. Their damage is sure, without surface protection. That's wear. Your steel garage, metal roof, metal parts of your wooden house. Their ruination is certain without surface protection. That's rust.

Stucco, and even cement, have their durability aided by protective coatings as well as their appearance enhanced.

Every manufactured article you own—your desk, your chair, comes to you with a necessary surface protection.

Everything with a surface needs surface protection—save the surface and you save all.

And so, may we say; don't paint and varnish merely for appearance. Watch the surfaces of all your property of every kind and see that they are given a coat of fresh protection as soon as it's needed. Loss from neglect is so much greater than the cost of protection.

THIS ANNOUNCEMENT is issued by the Canadian Save the Surface Campaign Committee, for the purpose of educating the public in the preservative and protective value of Paint, Varnish and Allied Products for the Conservation of Property, and has received the approval of the Canadian Trade Commission in the following words:

"The realization of the above objects will lead to employment during the Reconstruction Period and bears our entire approval.

THE CANADIAN TRADE COMMISSION



Harry M. Tanner
Commissioner.

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"SAVE THE SURFACE AND YOU SAVE ALL" Paint & Varnish



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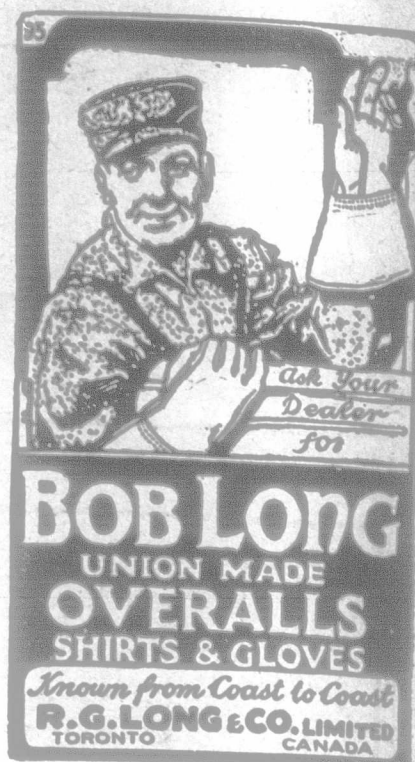
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