Reprinted from the March 1926, issue of The Painters Magazine, 12 Gold Street, New York

Use these two effective ways to persuade members of the Close family to paint

1 *Tell them of the profit in well-painted houses.*

2 *Have the Never Fail Plan help you land the job.*

A PROPERTY-OWNER like Samuel Close thinks he saves money by not painting his house. But he always loses—just as Close did. *He does not realize* that a well-painted house is worth more money in the real estate market than a house that looks weather-beaten and worn.

You have more than an even chance of getting contracts from such an owner. Relate to him the story of Samuel Close. Tell him that houses left unprotected by paint against the weather are sure to become eye-sores—sure to decay and decrease in value.

If his house shows it needs paint very badly when he wants to sell, ten to one he will have to take less than his asking price. On the other hand, paint increases the value of a house so that the owner can usually sell it at a profit.

Recommend to your prospects the use of paint, made of Dutch Boy white-lead and pure linseed oil, to keep up the value of their property. Point out to them that its per-gallon cost is low—that its cost applied is a drop in the bucket compared with their money invested in the property. Let them decide then whether they want to protect that money. They can do it with Dutch Boy white-lead paint—a standard for generations—a beautifier and a sure protector of the surface against decay and deterioration.

Tear out this coupon and mail it today to learn how the Never Fail Plan can help you get more business.

Call on the Never Fail Plan

Let the Never Fail Plan help you break down the objections of an owner like Samuel Close, get his name on a contract. The plan is especially designed to get the hard-to-persuade prospect. It works so simply—directly. It supplements your efforts and does it effectively, *as painters everywhere have told us.*

All you need do at this moment is to fill out the coupon. Tear it out and send it to our nearest branch office. By return mail you will get complete information about the Never Fail Plan. Act now. Clear up the list of prospects who are holding off.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

National Lead Company

Please tell me how the Never Fail Plan can help me get more painting contracts.

Name....................................

Street....................................

Town....................................

State....................................

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House-Owners I Have Known

(from a painter's note-book)

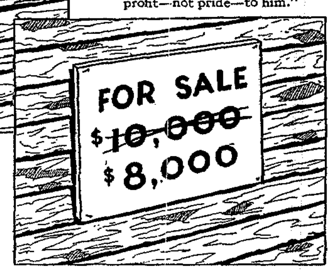
Nº 3
Samuel Close

"I can't make a good picture of Sam. One of his friends said once, 'Sam is so close with everything he owns that he doesn't let us see enough of himself to become properly acquainted.' Sam was *another of my painting prospects whom I failed to* land. Said he wouldn't spend the money. As a result *he cheated himself out of about $2,000.*"

1 "A year ago Close's house was the dingiest on his block. I appealed to his pride and showed how bad his house looked compared with the others. He said, 'I don't care what my neighbors think. My house is good enough for me. I'll not spend a cent for paint.'"

2 "Three months later Close moved his business to another town. He tried to sell his house for $10,000. Several people offered $7,500, $8,000—even $8,500. But he said, 'I'll be danged if I'll take less than $10,000.'"

3 "Now the old house is a real eyesore. Close will take $8,000 now. But he hasn't sold. A real estate agent told me the other day, 'If Close had painted his house a year ago, I could have sold it for $10,000 easily.' Poor old Close! I should have talked profit—not pride—to him."



Do you find it hard *to land house-owners who "save" their money?*