

Are there *Deep Valleys* in your Business Chart?

These valleys are the off months that all painters are trying to eliminate. Here is a plan that puts you a step nearer that goal.

CHART, month by month, the average painting business, and you get a line of peaks and valleys. Unprofitable, slack months follow the busy seasons. Every painter wants to eliminate those valleys, which represent "dull" periods. His ambition is to build a steady, all-year-round business.

The Never Fail Plan can help you toward that goal. While we don't claim it will straighten out your business line entirely (that's too much to expect of any one plan), we do say it will help considerably. It has put many painting businesses on a steadier keel. This plan has been amazingly successful in landing contracts for painters.

The Never Fail Plan has back of it a record of success which extends over fifteen years. Scores of painters give this plan credit for landing a large percentage of their prospects.

"A sure go-getter"

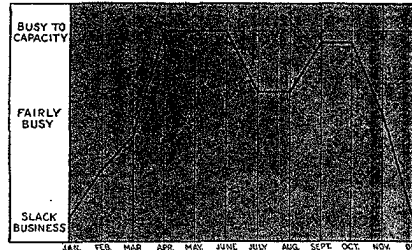
"I have more work than I can do," writes Albert E. Clark, of Spokane, Wash. "Your Never Fail Plan is a sure go-getter. I tried the plan on ten prospects. I got all but one."



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The Painters Magazine—February 1927
Master Painter & Decorator—February 1927*



The lower line gives a fair picture of how the average painter's business is distributed. Too many off months. The upper broken line shows the goal of all painters—the ideal distribution of business. The Never Fail Plan helps to approximate that straighter, level line.

C. L. Andrews, of East Durham, N. C., says, "I landed 80% of my prospects with your plan. But the plan is really more than 100% effective. First because a good job well done for one home-owner often means a new job from one of his friends. And second because the literature you send out is very often handed along to others."

SEND THIS COUPON TODAY

Clip the coupon below. Fill it out. Send it to our nearest branch office. You will receive full details about the Never Fail Plan. You will learn how this plan can increase your business and keep you and your men busier.

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Dear Sir: I want more new business. Show me how the Never Fail Plan can help me get it.

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