

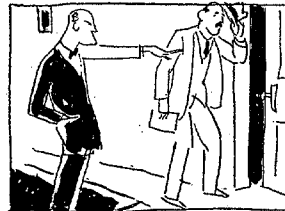
House-Owners I Have Known

(From a painter's note-book)

No. 4 . . . ~~Jack Strong~~ Violet Strong



"I wrote down 'Jack Strong' before I thought. His wife's name and picture should go on this page. She really gave me the painting contract. Violet Strong has always been one of those small, clinging-vine women who get what they want. She wanted Jack and got him. Since then she has been the real boss of the family. Jack said their house didn't need paint. Violet decided it did. The house was painted."



"I started after the Strong job by seeing Jack. But I struck rough going. Gosh, he was a stubborn bird! 'Nothing doing,' he said on two occasions. On my third try he exploded. 'I won't paint this year and you can't make me,' he said. 'The paint on that house is good for two years yet. Don't bother me again.' Did I say he was stubborn?"

"One day I met Mrs. Strong. It didn't take her long to agree that the house needed painting. Then for my master stroke. 'You know, Mrs. Strong, I heard Mrs. T— say the other day that she intended to have her house painted.' Mrs. Strong's eyes flashed. 'If her house needs paint, I'm sure ours does, too. Just let me talk to Mr. Strong about it.'"

"A week later I got a call to go to Strong's house. There they stood—Mrs. Strong smiling, Jack looking sheepish. 'I've decided to let you paint the house,' he said. 'Guess it needs paint after all. Let's sign the contract. See my wife about colors, etc.' I didn't crack a smile. But Mrs. Strong did behind his back."

*You can make use of two influences
in landing stubborn prospects*



This advertisement appears in The Painters Magazine, May, 1926, issue.

0000-NLI-000017509

Feminine influence often persuades the Strong to paint

Your second source of help is the Never Fail Plan

EVERY once in a while painters run into prospects like Jack Strong. They are big, strong men, able in business, but likely to be stubborn about accepting suggestions on such matters as painting their property. If they decide not to let themselves be persuaded, no man's arguments can move them.

If you find a woman like Mrs. Violet Strong, enlist her aid. Tell her how badly her home needs paint. Appeal to her pride. Perhaps the fact that the house of one of her friends has just been painted will win her aid in persuading her husband. Such suggestions to her will most likely be more powerful than the fact that it is economical to keep a house well painted and protected against rot and deterioration. With some women, however, you can also make effective use of the economic and protective arguments. That matter is for you to decide.

After you have enlisted feminine aid and gotten the contract, a property-owner like Strong will expect the best job you can do. He will want you to use the finest materials and that is your cue to use pure lead-and-oil paint, such as that made of Dutch Boy white-lead and pure linseed oil. This paint has been for generations the standard for protecting and beautifying houses all over the country. From pre-Revolutionary days until now lead-and-oil has been the paint used on the finest houses in the land. Professional painters use it because they can be sure of doing a first-

class job with it and satisfy even the most particular house-owners. These painters have found also that houses painted with Dutch Boy white-lead paint serve to advertise their skill and thus help to land other contracts.

Call in the Never Fail Plan, too

The second way to overcome the opposition of any prospect is to employ the Never Fail Plan. This plan works successfully for painters all over the country. It is especially designed to get difficult prospects. Its influence added to the feminine aid you have obtained should break down the last resistance to signing a contract.

The beauty of the plan is its simplicity. All you have to do now is fill out the coupon on this page, tear it out and mail it to our nearest branch. By return mail you will get full information about the plan. Send the coupon to-day.

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

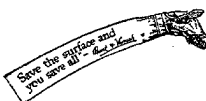
Please tell me how the Never Fail Plan can help
me get more painting contracts.

Name

Business

Street

Town State



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