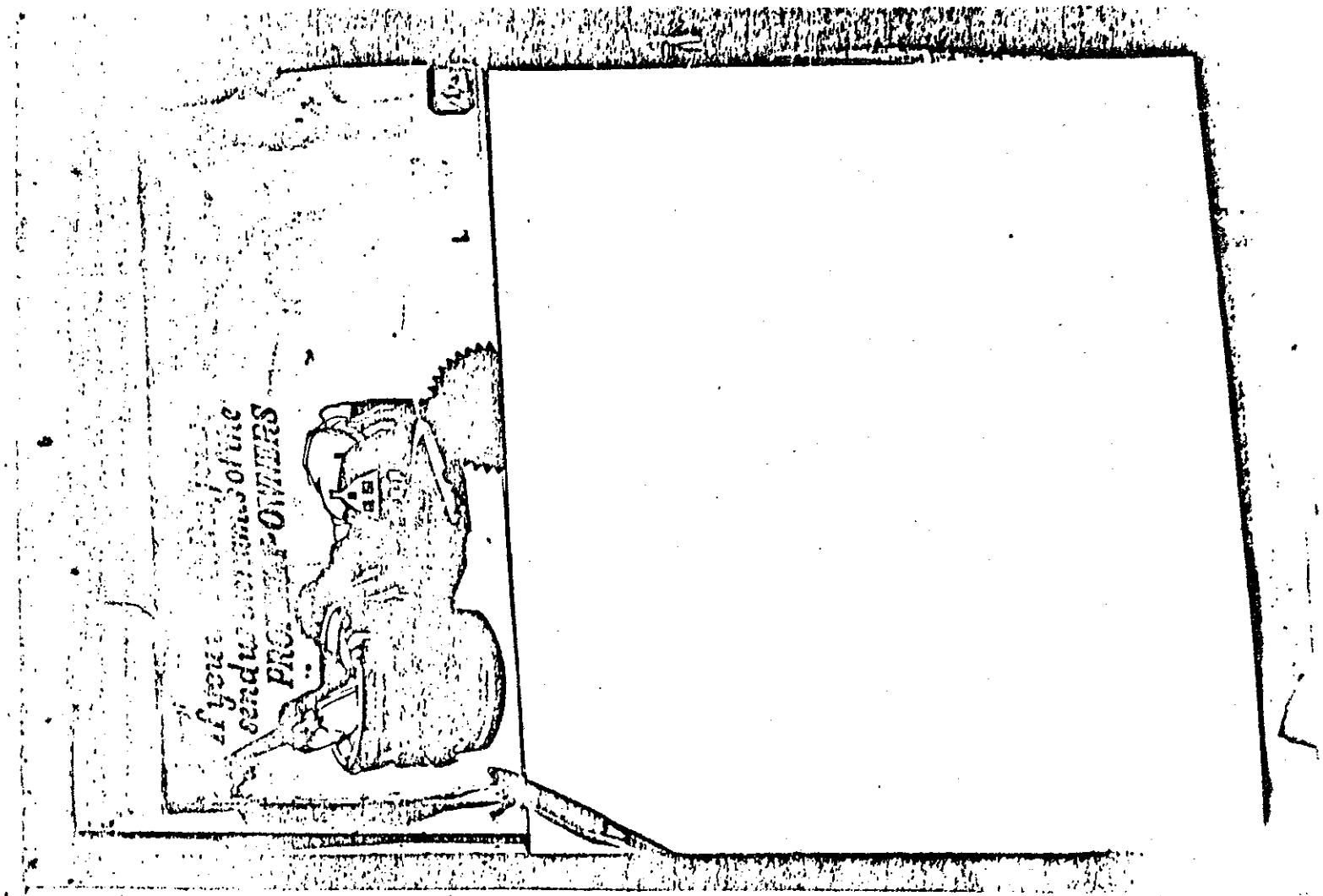
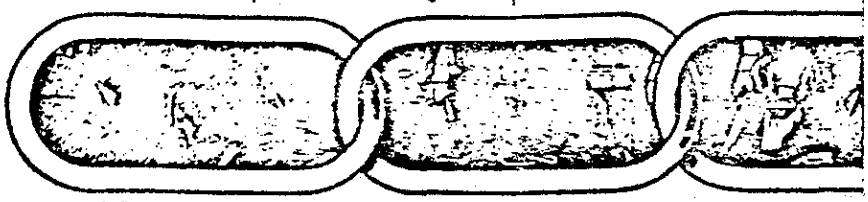
NOTICE: If the film image .. is less clear than this notice, it is due to the quality of the document being filmed

NLI 109840



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed



Here's how the Never Fail Plan gets profitable painting

It's a "Go-Getter" that has produced business for thousands of progressive painters thruout the United States. It is now ready to do the same for you.

THE property-owner usually thinks of painting chiefly in terms of what it is going to cost. He loses sight of the benefits to be derived in the way of improved real-estate value, protection from decay and the pleasure he and his family will take in the improvement.

The Never Fail Plan makes him look upon painting in the right light. It shows him that money spent for paint is well invested—it makes him want to paint. That's why it works in the majority of cases.

The Never Fail Plan will work for you as it has for other painters. We want to show you that it will work. Send us the names of ten property-owners in your neighborhood whose houses you want to do. Doubtless you can easily pick out ten houses that actually need painting.

The Never Fail Plan makes owners want to paint

Immediately upon receipt of your list of ten names, we mail to each a personal message on the subject of painting and a copy of a beautifully illustrated book in colors, full of interesting information to any owner of a home.

In this message we point out the advantages of properly painted homes and buildings from the standpoint of a color-and-cover investment for the owner. We show the owner that it is his money which is wasted, his property which deteriorates because of a lack of paint protection. This message is timed to excite his attention and increase his interest in painting.

We emphasize the importance of getting a good job, of engaging the right painter, of selecting the right materials. We explain the superiority of a first-class job done with Dutch Boy white-lead. We prove to him that good materials and good workmanship are cheapest in the long run. We overcome his resistance to the point where he is favorably inclined toward having the job done.

You go get the business

After mailing the personal message and the booklet, we notify you. At the same time, we send you a copy of the book and the letter, thus acquainting you with what we have done. You then make it a point to call on the owners within the next two or three days.

A welcome will await you in almost every home. The owner is ready to talk business. He wants to know all about materials, how long the job will take, how much it will cost.

You will find it easy to talk [illegible] owners after they have read the [illegible] page and the booklet. In fact, [illegible] find them in a receptive mood. You can [illegible] right down to brass tacks regarding the [illegible] without [illegible] advance [illegible]

Many painters [illegible] Plan have closed [illegible]

The Never Fail Plan makes it [illegible]

You must [illegible] property-owners [illegible] and can easily pick [illegible] that need painting.

Just right now! You already have a list of people in mind. Sit down and write it out. It will only take a few minutes of your time. The sooner we get your list the sooner we can start the Never Fail Plan working for you.

Fill in your list on the blank form herewith

At the right of this sheet we have attached a listing form. Use it for your names and addresses. Be sure that all names are spelled correctly and

00059

NLI 109842

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

gets profitable painting contracts for you

duced business for thousands of progressive
tes. It is now ready to do the same for you

You will find it easy to [illegible] owners after they have read the [illegible] and the booklet. [illegible] find them in a receptive mood. [illegible] right down to [illegible] without [illegible] advance [illegible]

Many painters [illegible] Plans have [illegible]

The Never [illegible] makes it [illegible]

You cannot [illegible] property-owners becau[illegible] and can easily pick [illegible] that need painting.

Start right now! You already have a list of people in mind. Sit down and write it out. It will only take a few minutes of your time. The sooner we get your list the sooner we can start the Never Fail Plan working for you.

Fill in your list
on the blank form herewith

At the right of this sheet we have attached a listing form. Use it for your names and addresses. *Be sure that all names are spelled correctly*—and

Fill Out This List *Now!*

Below are names and addresses of property-owners whose houses need painting. Put the Never Fail Plan to work on them for me. I promise to use Dutch Boy white-lead on all contracts which the Never Fail Plan leads.

1	6
2	7
3	8
4	9
5	10

TEAR OFF HERE

NOTE: Typewrite your list or print plainly in ink. Spell names correctly and give proper initials and addresses. Select names carefully. Submit only names of property-owners whose houses actually need painting. The better the list, the better the results.

Sign your name and address below, enclose in envelope and mail first-class postage.

Name_____

Street and No._____

City_____ State_____

Date_____

00059

NLI 109843

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

Thousands of painters tell the same story

We have taken at random a number of letters from our files and quote from them to show you how painters in every part of the country regard the Never Fail Plan.

THESE ARE ACTUAL FACTS

What They Have Done You Can Do

Your Never Fail Plan was a beauty. Four of the men came to see me about their jobs before I had time to go to them. I expect to get the rest.

E. C. Aarnes, Hancock, Iowa.

I used the Never Fail Plan two years ago with such wonderful success—securing also exterior contracts from the prospects—that I want to take it up again.

George B. Lindsay, Hartford, Conn.

I secured the jobs from the list sent you last fall.

Charles F. Wheaton, Bridgeport, Conn.

I landed five jobs thru the Never Fail Plan and I know it is a good plan.

Charles Ellerich, Jr., St. Louis, Mo.

Your Never Fail Plan has been very successful. I got the co-operation of the prospects whose names I sent you.

E. C. Aarnes, Hancock, N. D.

One of the eleven prospects you mailed the Never Fail Plan to, seven of them gave me their work. Two more have agreed to have their houses painted this spring, making a total of nine out of eleven.

Curtis Ross, Somerville, Tenn.

The Never Fail Plan applied to twenty of the hardest men in the country to do business with secured seventeen big jobs, none of which could be obtained before.

E. W. Kann, Archbold, Ill.

As a result of the two letters you sent out I landed seven jobs and one to do another in the spring. Thank you very much for the help.

Harry G. Timmons, Olds City, Ohio.

Out of twelve names sent you I secured ten jobs.

Frank Cowden, Ottumwa, Iowa.

00059

NLI 109844