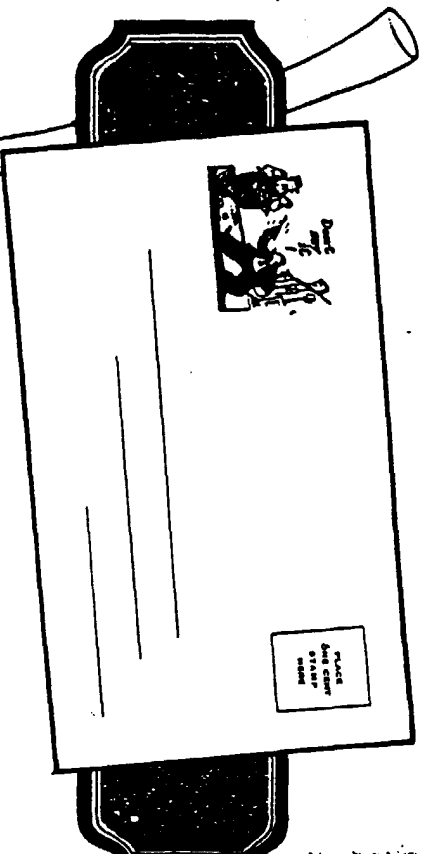




A Booklet Which Drives Home a Lesson

"I TOLD You So" is the title of a compact little booklet bound with a self-milling jacket for the painter to send to his prospective customers. The jacket is illustrated on this page.

If there's anything that will make a man wince, it is having someone triumphantly whisper "I told you so."

It implies that he lacked the foresight of his friend to peer into the future. He will be grateful for this booklet, because it tells him how to act now to meet future conditions. It convinces him that to paint in time is the way to prevent future annoyance.

His attention is directed to the painter who sends it by a logo.

letter printed on the last page with space for the painter's signature in ink. The letter cleverly points out the moral of the message and recommends the painter.

Here is a paragraph from the letter to give you an idea what sales-making proposition it is:

"We would like to inspect the paint on your house. If it does not need repainting we will be honest and say so. If the paint is not giving adequate protection, without obligation on your part we will gladly figure with you on repainting your house."

By all means order a supply of these well-printed booklets. They will increase your crop of business.

Insuring Business for the Years Ahead

LIKE Peter Pan, the boy who wouldn't grow up, the Children's Paint Book seems to remain ever young and able to interest the youngsters to the point of enthusiasm. Children love to dab paint

and instruction mixing them to match the colored pictures. Not only will the drawings afford him pleasure, but the story of lead, told in rollicking jingles, will capture his interest.



on paper and from their earnest manner while so engaged, it would seem that nothing less than a masterpiece should result from their efforts. The Dutch Boy Paint Book gives them the opportunity to satisfy their artistic tendencies to their heart's content. Each drawing is printed twice, one in bright colors and one in black and white outline. A card of real water color paints is enclosed with each book, and the youthful reader will get a lot of amusement

The dealer who presents the child with one of these books naturally earns his gratitude. Also, there is a booklet for adults bound with the paint book, so that a decisive paint message is placed in the hands of both parent and child. Thus business is built for the present and insured for the years ahead.

Send for a supply of these unusually attractive business producers and good will builders. On the card. Now.