

You know houses that need painting!

*You can land many of
these contracts—with
the Never Fail Plan*

IF you have never tried the Never Fail Plan, you don't know what it can do for you.

It is not new. It is not untried. It has been used for nineteen years—used by hundreds of painters all over America.

Time after time painters write in to us that the Never Fail Plan secured their biggest contract—got nine out of ten prospects—kept them busy until December—increased their business considerably.

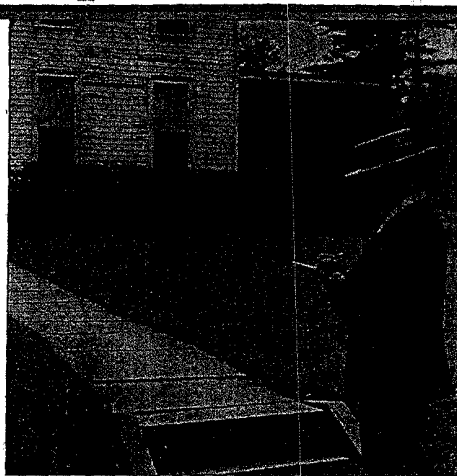
Read this letter, for example:

Six contracts and eight prospects

"I am writing you about your Never Fail Plan. Out of the ten names I sent you I have so far landed six contracts, and have prospects of eight more. I am only waiting now for a break in the weather to start working.

"I thank you very sincerely for this help, and hope every painter for whom you put this plan to work will accomplish as much."

—J. MITCHELL, Camden, N. J.



Whenever you see a house that needs painting, write down the street and number, and find out the name of the owner. Then call on the Never Fail Plan to help you get the contract.

We believe that the Never Fail Plan will help you, too. The only way to convince yourself is to try it.

With this plan—and Dutch Boy materials—you can build a bigger and a sounder business. The use of Dutch Boy white-lead paint gives you a reputation for careful workmanship. It is the paint that skilled professional painters have chosen since Colonial times.

Just fill in the coupon and send it to our nearest branch. By return mail we shall send you all the details of the plan.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 13th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 485 California St.
316 Fourth Ave.

DUTCH BOY WHITE-LEAD

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American Painter and Decorator, August, 1927
Master Painter and Decorator, August, 1927
The Painters Magazine, August, 1927*

National Lead Company

Gentlemen:

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

Name.....

Address.....

Town..... State.....

0000-NLI-000017604