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NLI 110528

No Postage Necessary if Mailed Here

ONE
LETTER
POSTAGE
NEEDS

National Lead Company

ATLANTIC BRANCH

111 BROADWAY

NEW YORK, N. Y.

119-30

THE BOOKLET attached is sent at the request of a painter near you. You will find his name on the cover.

THIS painter asked us to reply to you about paint. That naturally gives experience in paint. You probably will find the same way, for when a painter is anxious to lay the facts about paint before a prospective patron, it is pretty good proof that he wants to play fair.

It will take only a few minutes to read the booklet. Those few minutes may be the means of saving you many dollars on your painting bills—besides insuring you a satisfaction from the painting such as cannot be reckoned in dollars and cents.

If your property needs painting, inside or outside, now is not too soon to consider having the work done with good paint by a good painter. Delay means decay; decay means replacement. It is by far less costly to repaint now than to replace later on. "Save the surface and you save all."

Very truly yours,

119-31

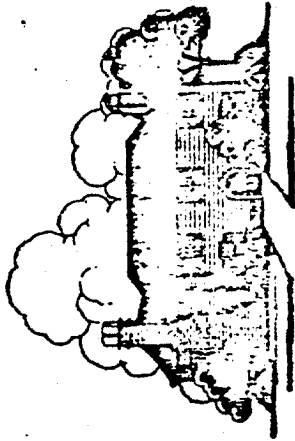
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*Nobody's
Business*

—but it can be yours!

THE Never Fail Plan will help you get it—and other painting contracts as well. What's more, this time-tried plan will get the jobs for you at the right prices—at a profitable figure. It has been doing just that for hundreds of painters . . . for a good many years.

The Never Fail Plan

is a smooth working, routine-free advertising and selling plan geared to meet the needs of the contracting painter. It produces results because it is simple and direct in operation. The only cost to you is the two-cent stamp necessary to mail the list blank.

And here's all you are asked to do:

1. Write plainly, on the enclosed blank, the names and addresses of 10 people whose houses *actually need painting now*, then sign your name (giving your address) and mail the blank.

2. After we have circulated the ten prospects, call on each one personally to check the jobs started in your direction by our mail work.

Our part in the plan is to put each prospect in the frame of mind to want to paint his house . . . to pave the way so that when you call it will be easy to get him to sign on the dotted line. We do this through the mail . . . by means of convincing paint literature sent by us to the property owners on your list. The material we mail talks high-quality painting—white-lens painting—and also is designed to sell your services to the house-owner. It asks him to let you do the best kind of work . . . the kind of work you like to do in the way you know it should be done.

No shop is too large or too small to take advantage of the Never Fail Plan. Contractors employing a dozen men or more get the same benefit as does the one or two-man business. Size doesn't matter . . . it's the desire to do a bigger and a more profitable business that counts.

Can You Sell as Well as You Can Paint?

Successful painters tell us that it is not enough nowadays merely to establish a reputation for doing good work and then sit back and wait for jobs to come in. It is becoming more and more necessary to take the aggressive, to go out and sell painting just as other things are being sold.

Your selling is made much easier if your call follows our call-by-mail. Through the Never Fail Plan we prepare the ground for your story . . . do what is called "the preliminary work" . . . create the desire to have painting done.

The Never Fail Plan simplifies your selling and raises your job-getting average.

You're in and you're out—for twenty-three years—the Never Fail Plan has been leading painting contracts for painters. It has worked with marked success for others . . . it will work equally well for you.



This Never Fail Plan looks good in the Queen I'll put out the blank and mail it in.



There's a lot of mail and so the best the painter's letter, and so, I don't think he ought to let the letter go any longer. It's worth your while.



You see when I go the back of right I gave the place and mail material. Let me know how you can get more with the same old.



I pushed around by me when. The letter came out on Queen Street. That's the best job you can have. The Never Fail Plan.

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??,000 PAINTING C

The Never Fail Plan is designed to produce t
for Master Painters in 1930 ~ What



Fill out and mail the blank now ~ It will start the plan

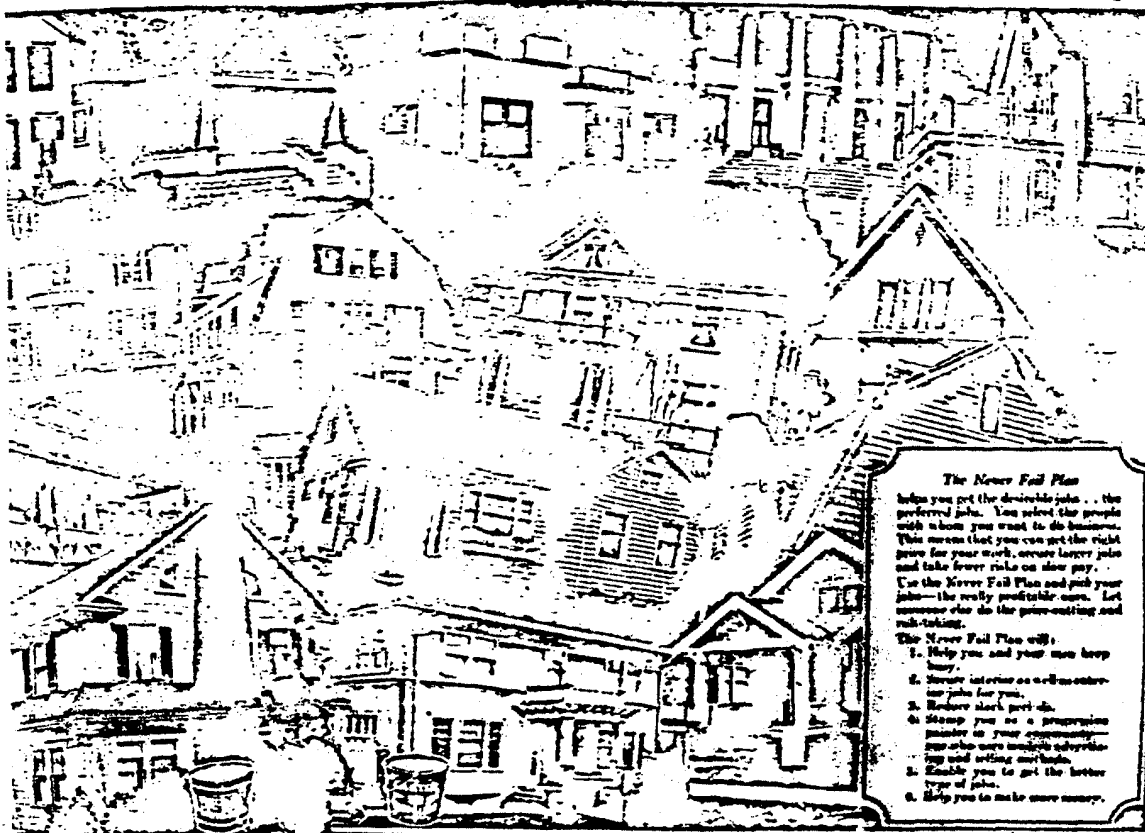
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PAINTING CONTRACTS

designed to produce thousands of contracts
in 1930 ~ What will be your share ?



now - It will start the plan that Never Fails to get results

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SECRET

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