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Millions for Painting Jobs

*Make Sure You
Get Your Share*



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Millions for Painting Jobs is no exaggeration.
Just look at these figures: It is estimated that
16,000,000 houses
and other properties need improvements and
repairs.

23% or nearly one-quarter
of all loans and 14% of the total money loaned
so far under the National Housing Act have
been for painting. Up to a billion dollars can

be loaned under the Act. 14% of a billion is
\$140,000,000
What a market to shoot at!

Of course, it is your share of this enormous
potential market that is important to you
... the share that exists at this moment
in your town and in your neighborhood.
How to go after this important business is
the question answered in this folder.

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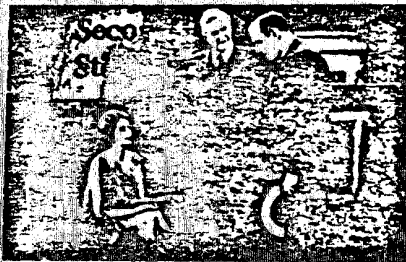
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First Step . . .

In doing other your share of painting done under the M. H. A. is to get together the best possible list of the most likely prospects for painting, especially those who might be interested in the new program plan. You have a good start for this list with those prospects you have marked on during the past year or two and who have offered the chance of "No money." Go through your records of former customers where house and painting. Spot inspection around your neighborhood that need paint repair. There are plenty of them. Check up on the others. Then, when you have decided how many prospects you have

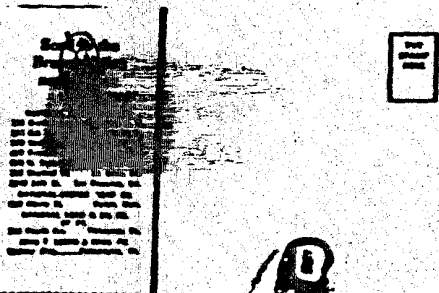
WRITE DOWN THE QUANTITY ON THE POST CARD ATTACHED. SIGN AND MAIL IT TO OUR NEAREST OFFICE



And on This Call . . .

At his home or place of business, tell him frankly that you have a plan for him that is very important to the upkeep of his property . . . that you want only a few minutes to explain it and present him with informative literature. In some cases you may find it advisable to phone for a definite appointment. Use your best judgment in this.

Take with you on these personal calls the envelope we furnish, containing a copy of HOW TO BUY A PAINT JOB and the folder explaining the necessary steps in securing a loan under the M. H. A. Go over this material with your prospect during your call, especially the booklet in which you will find an



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