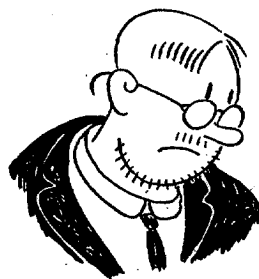


# House Owners I Have Known

(from a painter's note-book)

## Nº 1... William DeLay



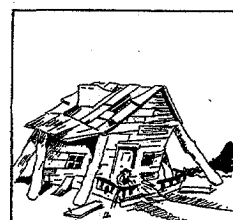
"This is William DeLay—'Put-it-off Bill' his friends called him—a house owner whom I almost persuaded to paint. He is dead now, God rest his soul. His dying words were, according to Sam Crowther, 'Wish I could put this off till next week.'"



"This is how Bill's house looked when I first saw it. I said, 'Your house needs paint.' He said, 'No; guess I'll wait a while.'"



"This is Bill's house 'later,' as they say in the movies. I said, 'Your house sure needs paint' bad now.' He said, 'No; there's still some paint on it. Guess I'll wait a little while longer.'"



"Bill waited—but the rot didn't. This was the condition of Bill's house the last time I talked to him."

You have 2 ways to persuade  
the "wait-awhile" prospect



This advertisement appears in the  
2 Facing Pages Painters

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DeLay

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*DeLay*

Here are the two ways to persuade the DeLays you know

1. Show them why it's cheaper to paint than not to paint.
2. Start the Never Fail Plan working for you.

THERE are plenty more of the DeLay family throughout the country. Why do they want to "wait awhile longer"? Many of them think that the present cost of painting is too high. When you meet such prospects you always have a strong argument with which to answer them. In a few words, it is this:

Houses left unprotected by paint against the attacks of the weather soon become unsightly—are sure to decrease in value—rot—decay. Extensive repairs must eventually be made to prevent total destruction of the unpainted property. Explain this to the home owner and let him decide which is better economy—to pay a reasonable sum now for painting, or a very much larger amount for repairs that will be necessary later to replace deteriorating property. It should not take him long to admit it would be better to paint now.

Then point out to him that lead-and-oil paint, such as that made of Dutch Boy white-lead and

pure linseed oil, is much cheaper than most people suppose. Not only is its per-gallon cost low, but its cost applied amounts to very little compared with the saving which comes from the complete protection it provides against sun, wind and storm. You know how good this paint is. Tell your prospect how it has been the standard for generations. Our forefathers used it. Painters everywhere use it today. They know they can depend on it to produce a painting job that saves and beautifies the surface.

#### Get the Never Fail Plan to help you

The second way to persuade men like Bill DeLay that you ought to paint their property now, is to employ the Never Fail Plan. The beauty of this Plan is its simplicity. While you are keeping in direct contact with your "hard-to-persuade" prospects, this Plan is supplementing your efforts. It will not do all the work alone. But it makes your arguments more effective.

All you need to do now is fill out the coupon on this page, tear it out and mail it to us. The coupon will bring complete information about the Never Fail Plan.

#### NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 909 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 810 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.



TEAR OUT AND MAIL THIS COUPON TODAY

National Lead Company

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

Name.....

Street.....

Town.....

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