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NLI 109579

You point out the job
We'll get the
for you

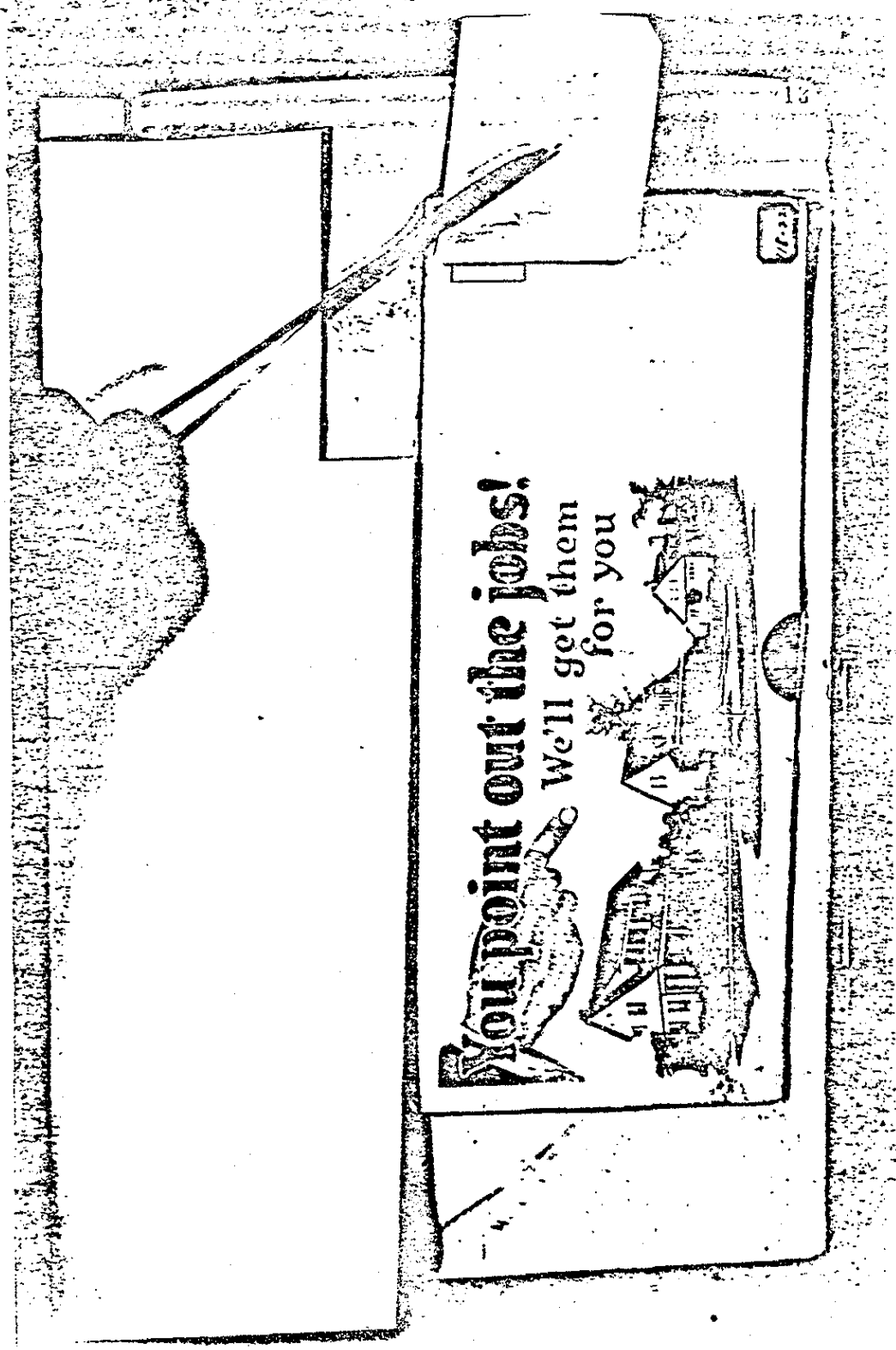


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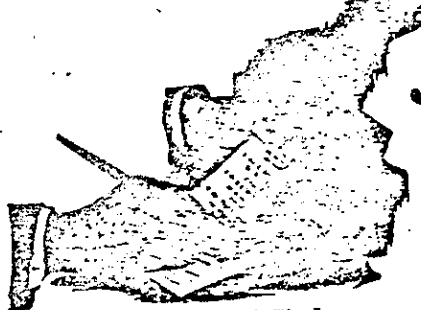
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NLI 109580



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Send Us the Names of Ten Property Owners Whose Houses Need Painting



JOIN hands with us now. Start the Never Fail Plan working for you right away by sending us today the names of ten property owners whose houses *actually* need painting. The best way to get the list is to make a tour of your vicinity and pick out ten houses which show the need of paint. *Use the enclosed blank.*

We'll Tell Them About You

AS soon as your list of ten property owners is received, we will work in your behalf. Thru the mails, we will go to each and point out the need for consideration. We will mention that we are taking up this request. Enclosed with each personal letter is a card pointing out the economy of painting—pointing out the economy of getting a good paint job and how to insure your name will be printed prominently on so that each property owner will associate with you. This done, we will notify you and—

business you are thought of as the good painter, for you to sign and mail to each of the owners we have given us. This card reminds the owner and says that you will call on him in

NEW YORK You go around and see each of the owners. You will be surprised how many of them will be waiting to do business with you. Many good, profitable contracts are closed on the first call.

THE way to get profitable business these days is to go after it and to go after it in the right way—the Never Fail Plan way. The Never Fail Plan has proved itself a winner. Working the Never Fail Plan together means more and better business for both of us. You point out the jobs—we'll get them for you. Mail your list today.

NATIONAL LEAD COMPANY

Be Sure Names and Addresses Are Correct

One of the most important things in using the Never Fail Plan is to be sure your ten names are correct—each property owner's name spelled right, his initials right. Next see that the address is correct and complete. If you are not sure of the spelling, initials or address, look up the name in the telephone book—or verify it in some other way *before* mailing your list.

Want To Be Successful?

Government figures show that only five per cent of those who own businesses are successful. About the same percentage of painters use the Never Fail Plan. It strikes us that this is more than mere coincidence.

No Envelope Necessary to Mail This Order

USE
LETTER
POSTAGE
HERE

NATIONAL LEAD COMPANY
ATLANTIC BRANCH

111 Broadway

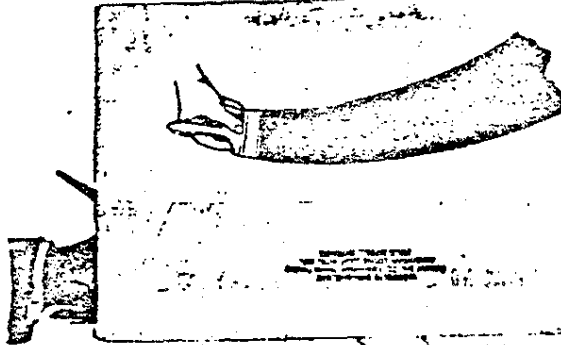


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NLI 109581

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Send Us the Names of Ten Property Owners Painting



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Tell Them About You

AS soon as your list of ten property owners is received, we will set to work in your behalf. Thru the mails, we will go to each property owner personally and point out the need for considering painting at once. We will mention that we are taking up this important subject at your request. Enclosed with each personal message will be a booklet on painting—pointing out the economy and the importance of insuring a good paint job and how to insure getting a good job. Your name will be printed prominently on the front of the booklet so that each property owner will associate you with good painting. This done, we will notify you and—

You Go Get the Business

TO make doubly sure that you are thought of as the good painter, we will supply post cards for you to sign and mail to each of the owners whose names you have given us. This card reminds the owner to read the booklet and says that you will call on him in a few days.

THEN, in a few days, you go around and see each of the owners personally. You will be surprised how many of them will be waiting to talk business with you. Many good, profitable contracts are closed on the first call.

THE way to get profitable business these days is to go after it and to go after it in the right way—the Never Fail Plan way. The Never Fail Plan has proved itself a winner. Working the Never Fail Plan together means more and better business for both of us. You point out the jobs—we'll get them for you. Mail your list today.

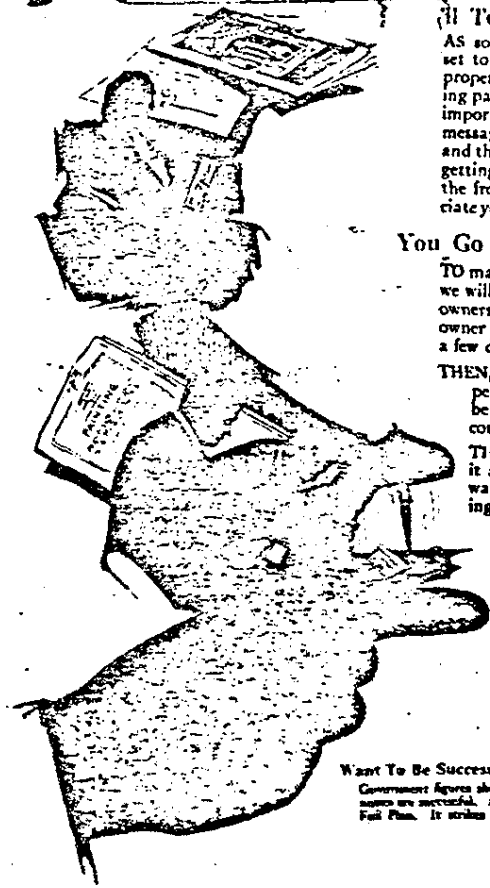
NATIONAL LEAD COMPANY

Be Sure Names and Addresses Are Correct

One of the most important things in using the Never Fail Plan is to be sure your ten names are correct—each property owner's name spelled right, his initials right. Next see that the address is correct and complete. If you are not sure of the spelling, initials or address, look up the name in the telephone book—or verify it in some other way before mailing your list.

Want To Be Successful?

Government figures show that only five per cent of those who own homes are successful. About the same percentage of painters use the Never Fail Plan. It strikes us that this is more than mere coincidence.



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NLI 109582

The NEVER FAIL PLAN

You can see the houses in your town which need painting. We are too far away to see them ourselves. Only thru your eyes can we see who in your vicinity ought to be thinking of painting.

If you will point out to us—pick out for us—those house-owners who are good prospects for painting contracts, we will get the jobs for you thru the Never Fail Plan.

This Never Fail Plan is just a simple, common-sense plan which develops more business *at profitable prices* for those who join with us in working it out. It is so-called because it never fails when the painter does his part.

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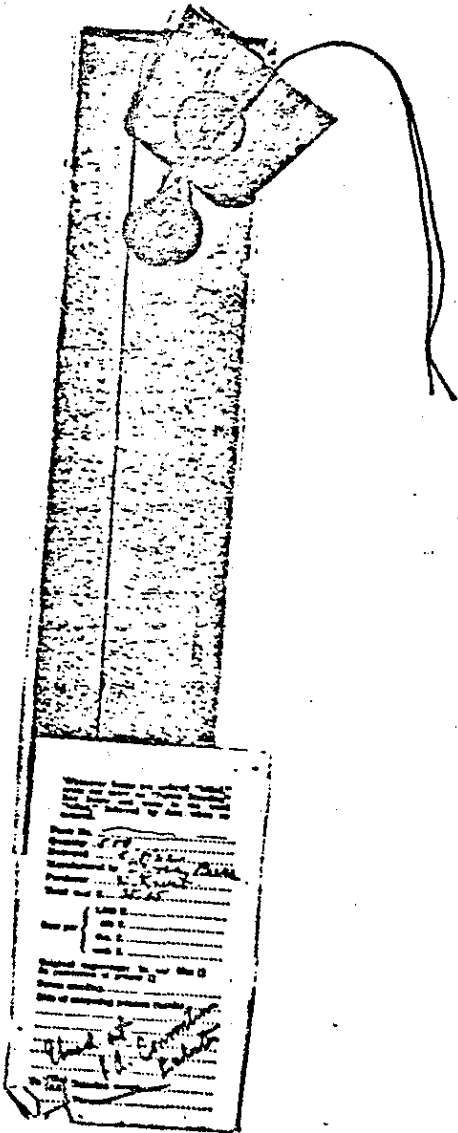
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They are ready
for you—

LETTERS and booklets, similar to samples herewith, were mailed today to the property owners whose names you sent us. You pointed out the jobs, we told the owners about you—now you get the business.

To help you sign up the prospects, we enclose a small lot of post cards. Address one card to each property owner on the list you sent us, sign your name on the reverse side and mail today.

You go get the contracts

About three days after you mail the cards, call personally upon the prospects. You will doubtless find most of them ready to talk painting with you as a result of the paint facts put before them by the Never Fail Plan. Sometime during the three days, read the booklet which we sent to your prospects. You will want to know what we said and

be ready to answer questions. In talking to prospects, talk good materials and first-class workmanship above all, as we did.

We hope you will land every one of the jobs. If you feel the need of special assistance we are here, write us again and we will go to work. By all means let us have as many of the jobs you sign up.

A Word about Estimates

In submitting estimates, figure a fair profit on all work. Unreasonably low estimates are dangerous. Painters who make them either lose their legitimate profits or might the job in some particular. Shoddy workmanship and shoddy materials are bound to result in dissatisfied persons. Dissatisfied owners understand more things, as well as you do, and respect the painter who maintains his price and defends his concern.



NATIONAL LEAD COMPANY
722 Chestnut St.
ST. LOUIS, MO.

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NLI 109585

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About the jobs
you pointed out



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MLI 109586

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NLI 109587

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

THIS painter asked us to talk plainly to you about paint. That naturally gives us confidence in him. You probably will feel 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 bill—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 isn't 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. "Have the surface and you save all."

Very truly yours,

NATIONAL LEAD COMPANY
ATLANTIC BRANCH NEW YORK
111 Broadway

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NLI 109588

You point out the jobs!
We'll go after them
for you



They are ready
for you—

THE enclosed booklet was mailed today to each of the ten property owners whose names you sent us. Accompanying each booklet was a personal letter pointing out the necessity of painting in time and urging the use of Dutch Boy white-lead applied by a reliable painter such as yourself. You pointed out the jobs, we went after the owners for you—the rest is up to you.

How to clinch the contracts

Wait about three days to give the owners time to read the paint facts put before them by the Never Fail Plan. Then try to call personally upon each prospect. You will doubtless find most of the owners ready to talk painting. Sometime during the three days, read the booklet which we sent to your prospects. You will want to know what we said and be ready to answer questions. In talking to prospects, talk good materials and first-class workmanship above all, as we did. We told

A Word About Estimates

In submitting estimates, figure a fair profit on all work. Lowballing and estimates are dangerous. Painters who make them either lose their legitimate profits or might the job in some particular. Skimping workmanship and shoddy materials are bound to result in dissatisfied patrons. Fair-minded owners understand these things as well as you do and respect the painter who charges his price and defends his work.

the owners to insist upon Dutch Boy white-lead to insure best results and the fact that you use this prime paint material will help you clinch the business.

We hope you will land every one of the jobs. Let us know how many you sign up and write us again if we can be of further service to you.

NATIONAL LEAD COMPANY
Champlain Ave. & Canal Rd.
CLEVELAND, OHIO

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As an Owner of Property

You will want to read the enclosed short paint talk. It is of extreme practical value to anyone interested in property upkeep, containing numerous pointers which may be the means of saving you many dollars on painting bills.

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

There are two things about painting which we cannot impress too deeply upon your mind: (1) hire a responsible painter; (2) use only first-class materials. A reliable painter and the best materials may cost a few dollars more at the outset but, figured on the basis of years of service, this combination is by far the cheaper.

In addition to valuable paint pointers you will find in the enclosed booklet some helpful suggestions on the selection of color schemes. We have tried to cover the color problem from all angles but, if you feel the need of further help and will send us full particulars, our colorists will be only too glad to give you the benefit of their counsel without obligation on your part.

Very truly yours,

NATIONAL LEAD COMPANY
ST. LOUIS, MO.

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About the jobs
you pointed out



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