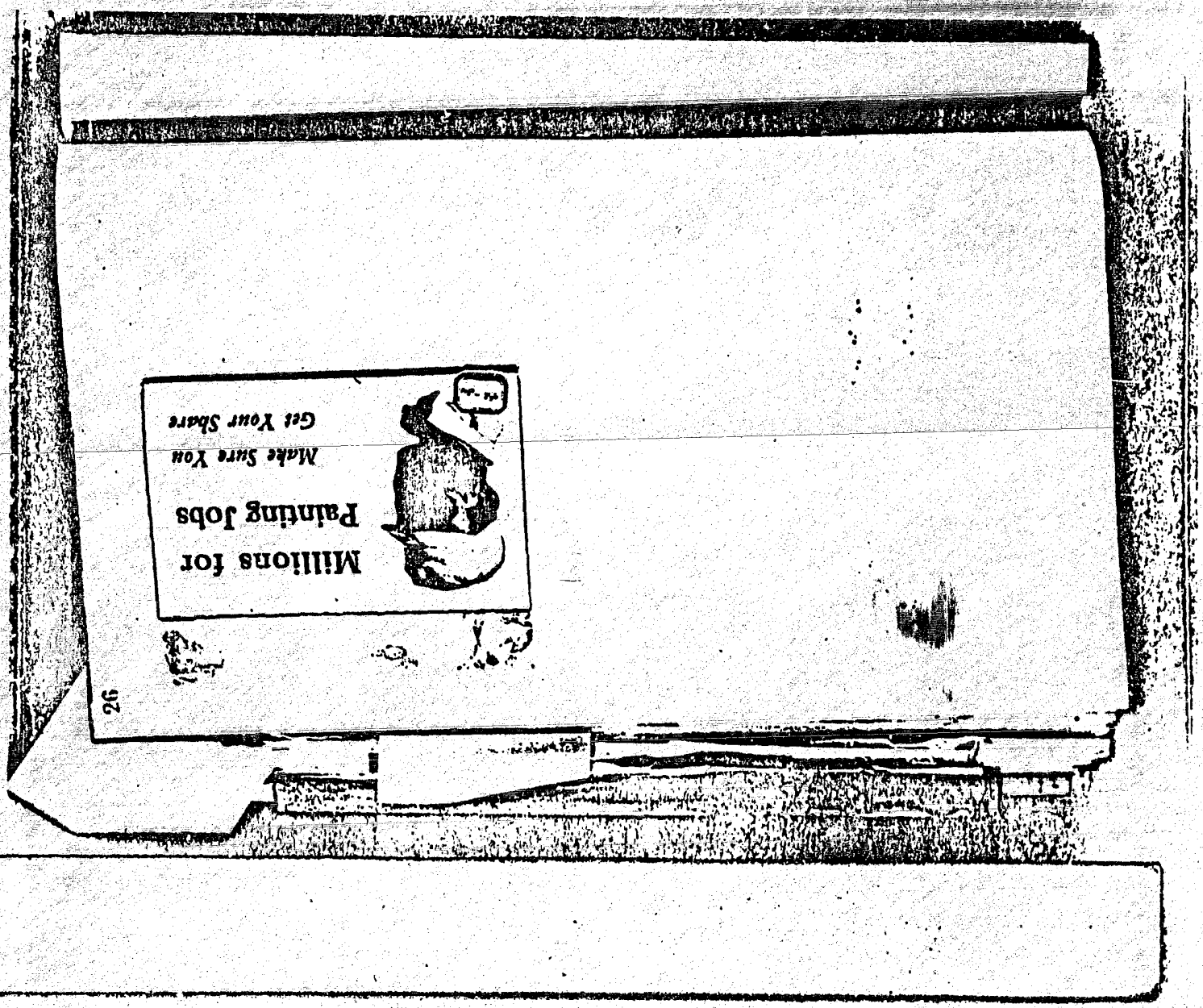
NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00055

NLI 111912

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.

Turn the page for . . .

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00055

NLI 111913

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

First Step . . .

Get together the best possible list of the most likely prospects for painting, especially those who might be interested in the easy payment plan of the N. H. A. You have a good start for this list with those persons you have worked on during the past year or two and who have offered the excuse of "No money." Go through your records of former customers whose houses need painting. Spot properties around your neighborhood that need paint repair. There are plenty of them. Check up on the owners. Then, when you have decided how many prospects you have

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

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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 refinish.

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

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 must 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 on 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 N. H. A. Go over this material with your prospect during your call, especially the booklet in which

you will find an excellently presented talk on the need for good paint and a good painter. If your prospect is not ready to sign up immediately, leave this information with him to read over at his leisure and then check back later. Try to set a definite date for your follow up call in the form, or before you look over his house while you are there and offer to give him an estimate on the necessary work.

ABOVE ALL GET BUSY ON YOUR PROSPECTS WITHOUT DELAY. GET THIS JUMP ON YOUR COMPETITORS. BE THE FIRST TO REGISTER YOUR STORY. IT WILL PAY YOU TO "CASH IN" ON ALL THE

1 First Step . . .

On neither the best possible list of the most likely prospects for painting, especially those who might be interested in the new payments plans of the N. H. A. You have a good start for this list with those properties you have worked on during the past year or two and who have offered the excuse of "No money." Go through your records of former customers whose houses need painting. Spot properties around your neighborhood that need paint repair. There are plenty of them. Check up on the owners. Then, when you have decided how many prospects you have

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

00055

NLI 111914