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A. J. Forsberg, Comptroller

H. S. Halpern, Manager

J. B. E. the King's College

National Trust Company

Atlantic Branch

11 Broadway

New York

[illegible]

This letter brings you the answer to that question of questions -- "How can I get more business?"

When you hear what this answer is it may seem a simple one for such a difficult question. But simple methods are often the most effective and this one has years of results back of it.

For it is to the NEVER PAUL Plan that hundreds of painters have turned for that extra help to land a difficult contract; and with consistent success. Hundreds of others have used it to establish themselves in a new town or neighborhood. It is its almost magic success in doing these things for painters that has given it the name, the NEVER PAUL plan.

Yet there is no magic about the working of this plan. The whole thing is based on common sense and that is just why it works so well.

The plan is pictured out on the next two pages of this letter. The photographs take you thru each step from beginning to end. They are easy to understand and tell the whole story.

Yours very truly,

National Lead Company

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