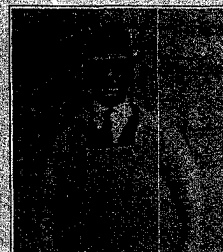


"ONCE each year we send out the Never Fail Plan. Eight times out of ten we land the business. It has secured over two-thirds of our customers—and a trade that sticks!" says Albert L. Kenly, Manager of the Northern Painting Company, Baltimore, Md., for the past twenty-four years. He is one of the many master painters who have eliminated dull seasons by the continued use of the Never Fail Plan.



Kenly lands a painting contract eight times out of ten

MR. Kenly's men are now busy all year round. Only a few years ago he and his men were worrying about what they called the "dull season." And then, for the first time, Mr. Kenly tried the Never Fail Plan.

Eight of his ten prospects turned into customers. There was no dull season that year for Mr. Kenly.

He was so pleased he tried the Never Fail Plan the next year. The Plan worked again and has worked every year since then. The average has continued—eight out of every ten prospects. And Mr. Kenly now writes that the Never Fail Plan has secured over two-thirds of his customers—"and a trade that sticks!"

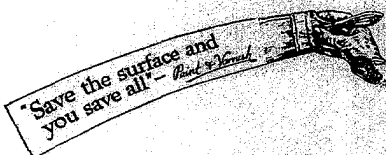
Hundreds of master painters from all parts of the country have had the same success as Mr. Kenly

with the Never Fail Plan. They use it whenever jobs are hard to get, or when they want to land a big contract.

There are painting jobs right around you that are waiting for you and the Never Fail Plan to sign them up. You can have the same success with this plan as Mr. Kenly and all the others.

The Never Fail Plan has but one purpose—to help painters secure more business, particularly when things are slack. If you are interested, fill in and mail the coupon below to our nearest branch and we will forward details.

NATIONAL LEAD COMPANY
New York, 111 Broadway; Boston, 121 State Street;
Buffalo, 116 Oak Street; Chicago, 200 W. 18th Street;
Cincinnati, 659 Freeman Avenue; Cleveland, 820 West
Superior Avenue; St. Louis, 722 Chestnut Street; San
Francisco, 445 California Street; Pittsburgh, National
Lead & Oil Co. of Pa., 216 Fourth Avenue; Philadelphia,
John T. Lewis & Bros. Co., 437 Chestnut Street.



NATIONAL LEAD COMPANY.

Gentlemen:
Please send me details of your Never Fail Plan. Tell me how it can help me in getting more painting jobs in my locality.

Name.....

Street and No.....

City and State.....