

"A Little Child Shall Lead Them"

"A little child shall lead them"—is a biblical phrase that might well be applied to our children's paint book, "Painting the House that Jack Built." For it is thru the child that we influence the parent with this clever little book. A painting story that is convincing and also entertaining to the children is told in jungles and many-colored pictures, and at the end there is a paint message written especially for the grownups.



Considerable thought should be given to the distribution of these books to make them most effective. They might be sent out with a sales letter to the parents or with a little personal note to the child. Another suggestion is to offer a prize to the child who does the best work in painting the pictures in the book. One of the rules of such a contest should be that the child will receive a paint book only when accompanied by a parent. You will be surprised how many parents will be almost literally dragged to your shop to get one of these clever little advertising features. Perhaps the latter will remain to talk painting; at least, they will not forget you when they let their next painting contract.

A check on the enclosed order card will bring a supply of these reach-the-parent-thru-the-child booklets.

I am a Children's Paint Book guy
And colors bright I've got,
I reach the parents thru the child
And please each little tot.
Now tho I am a helpful chap
'Tis very plain to me
That I improve much more when used
With all my family.

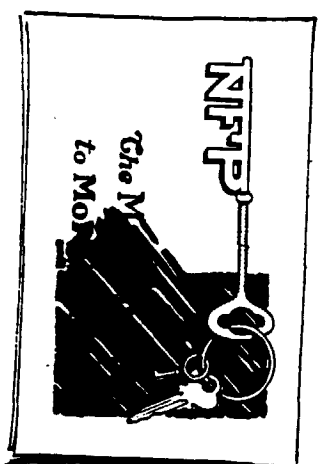


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N. F. P.—the "Babe" Ruth of Business

The folder illustrated on this page is the "master key to more business." It unlocks the door to the "Never Fail Plan"—the sure-fire business-getter. Just how successfully the "Never Fail Plan" has worked for other master painters, may be judged by a "once over" of the following excerpts from several unsolicited letters which we have received from members of the trade:

"Thank you for the 'Master



Key' service; I have landed five the prospects to date and expect to land the others."—D. A. Nayl Kenton, Ohio.

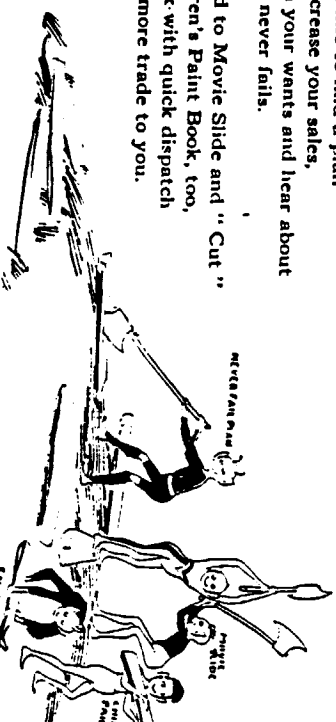
"The 'Never Fail Plan' I worked very well for me this spring. In fact, the list of names I sent in landed every job for me."—J. Francis Stuart, Philadelphia, Pa.

"I have closed contracts with the ten names I sent you under the 'Never Fail Plan.'"—Charles F. Zeigler, Columbus, Ohio.

If the "Never Fail Plan" gets results for these and many other master painters, it can and will work equally as successfully for you. This plan given only to well established capable and reliable painter. If you qualify, check the enclosed order card and get the folder, "The Master Key to More Business."

If you would like to find a plan
To help increase your sales,
Make known your wants and hear about
A lad that never fails.

When hitched to Movie Slide and "Cut"
And Children's Paint Book, too,
I do my work with quick dispatch
And bring more trade to you.



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