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**USE THESE CARDS
FOR THE
ESTIMATE
FOLLOW-UP SERVICE**

After you estimate on a job, fill out and send us
one of the attached cards. We will write to the
personnel in hundreds of plants and trade
help you get the job. This special service is for

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LET US HELP YOU GET THAT JOB
WITH THE ESTIMATE FOLLOW-UP SERVICE
IT WORKS WHILE YOU WAIT

On one of the cards below write the name of a home-owner on whom work you have put in a bid based on our g-r-p-r paint materials. Add your name and address, then mail this card to us.

We will send a job-finding letter to the property-owner, following up your estimate and suggesting that he place the contract with you where the combination of good workmanship and good materials—Dutch Boy or Cover—will assure him of a satisfactory job. We also send a copy of *The How We Live*, a twenty-four page booklet in full color designed to encourage the property-owner to be satisfied with nothing less than a first-class job of painting. It proves conclusively that the lowest priced job is not always the cheapest.

Form 1944B

ESTIMATE FOLLOW-UP SERVICE

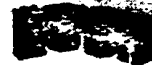
Customer: Please use your Estimate Follow-up Service only on g-r-p-r jobs. (Circle 1)
Painting job on which we have submitted an estimate

Property Owner's Name

Home Address

City and State

If we pay the weight to you your materials will speak



Your Name

Home Address

City and State

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Q
LET US HELP YOU GET THAT JOB
WITH THE AUTOMATED FOLLOW-UP SERVICE

Post Card

NATIONAL LEAD COMPANY
Atlantic Branch
111 Broadway
New York, N. Y.

ESTIMATE FOLLOW-UP SERVICE

Customer Name _____
Address _____
City _____
State _____
Zip _____

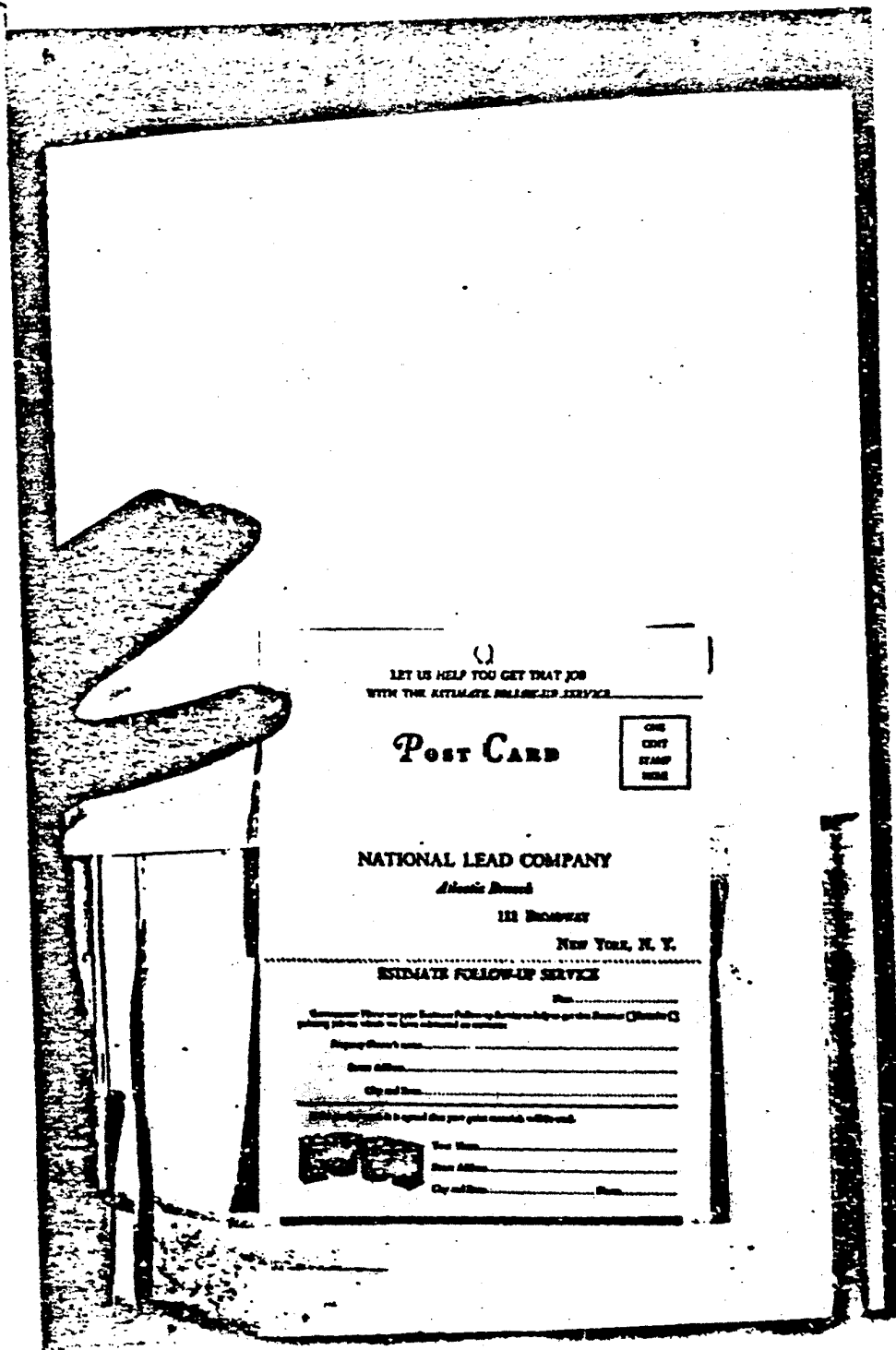
Product/Service _____
Quantity _____
Unit Price _____
Total Price _____
Salesperson's Name _____
Signature _____
Date _____

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LET US HELP YOU GET THAT JOB
WITH THE ULTIMATE FOLLOW-UP SERVICE

Post CARD

ONE
CENT
STAMP
HERE

NATIONAL LEAD COMPANY

Atlantic Branch

111 Broadway

NEW YORK, N. Y.

ESTIMATE FOLLOW-UP SERVICE

Customer Name _____
Address _____
City and State _____
Zip _____

Company Name _____

City and State _____

Zip _____

ESTIMATE FOLLOW-UP SERVICE

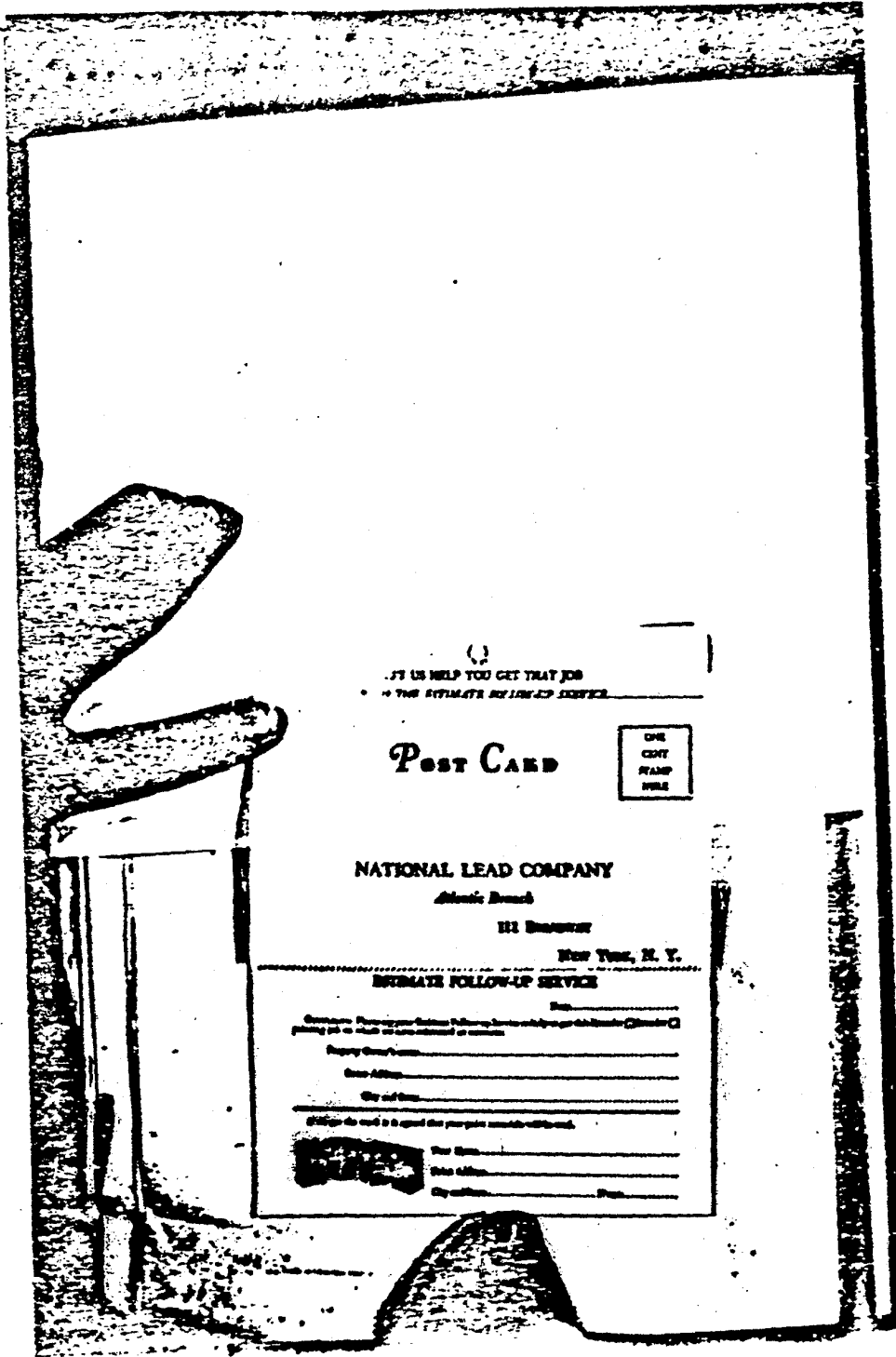
Customer Name _____

Address _____

City and State _____

Zip _____

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