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National Lead Company

Atlantic Branch
31 BROADWAY

New York,

H. E. SHERMAN, President.
R. L. TOWNSEND, Chairman.
J. B. C. WILSON, Asst. Controller.
H. E. WATSON, Asst. Controller.
A. B. C. WILSON, Asst. Controller.
W. H. LEAD & LUMBER CO.

If you always have all the business you want, this letter won't interest you. But if you can handle more jobs, either now or later, this letter tells how to get them.

On the two pages that follow is explained the Never Fail Plan of getting profitable painting jobs. It is more than possible that you have heard of this plan before. If you have used it, there is no need to tell how well it works. On the other hand, if you have never taken advantage of its business-getting possibilities for any reason other than that you did not need the business, then you owe yourself a careful reading of these pages.

Look at the pictures. They explain the whole plan clearly—how it operates, what it does and how to start it working for you. But there is only one thing that will actually demonstrate what the Never Fail Plan means to you—and that is for you to use it.

The Never Fail Plan is a free service feature that we offer to our painter friends who use Dutch Boy white-lead. We shall be glad to put the plan to work for you.

Very truly yours,

[Signature]
National Lead Company
Sales Department.



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are easy to get

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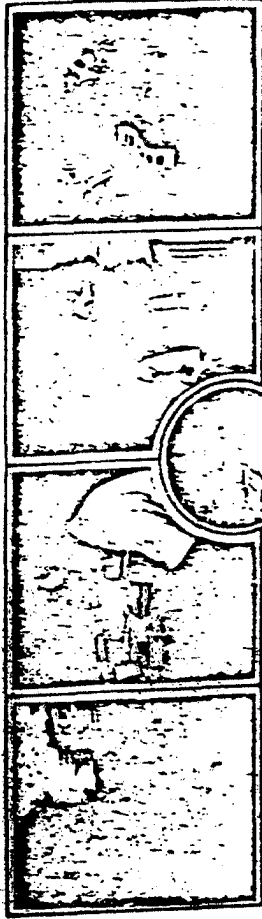
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jobs for thousands of painters. Twenty years of success prove its soundness, back up the claims made for it, account for the enthusiasm of its hundreds upon hundreds of users.

The Never Fail Plan costs you nothing. The literature, the postage—everything is paid by us. But the results—more jobs, the profitable jobs you like to get—are all yours.

There is no more to it than this—no need to be a clever salesman. The Never Fail Plan does the hard work of selling. No one whose house requires painting can read the "brain-tacks" paint talk we send out for you without being impressed with the protective value of painting, the economy of getting good

THE PICTURES TELL THE STORY



START TODAY!

GET THE NAMES!

SEND THEM IN!