

House-Owners I Have Known

(From a painter's note-book)



"After many attempts to get Proud to paint his house, I went to him and said, 'See here, Mr. Proud, your house needs paint badly. It will cost you a lot in repairs soon.' He shook his head. 'No, I haven't the ready cash just now.' 'Well, then pay for it when you can,' I said. He looked at me and said, 'I won't be considered a charity case, thank you.' And he walked off mad, thinking I had insulted him."



No. 5
I. M. Proud

"Proud was one of the most interesting house-owners I ever chased for a painting contract. He was a chief clerk—had a small income—and was everything his name implied. His ancestors must have come over on the Mayflower—or the boat before that. His house looked as if it had been built right after they had landed and had not been painted since."



"Then one day one of Proud's neighbors said, 'Why don't you appeal to Proud's pride? That's his weak spot.' I took a chance and said, 'Mr. Proud, your house looks like a coal shanty compared with the other houses on the street. You ought to be ashamed of yours.' He looked at me, but said nothing. The next day he called me up and said, 'I am coming right up to see you about painting my house.'"

When a prospect says he is too poor to paint *An appeal to his pride may land a contract*

PROPERTY-OWNERS like I. M. Proud are a queer lot. They say they are too poor to spend money for many things they want. But they will go the limit if their pride is touched. And if you appeal to that pride, you have a chance to win a painting contract where every other argument for painting fails, even the usually effective point that it is cheaper to paint now than not to paint at all or to put off painting until decay makes costly repairs necessary.

The story of I. M. Proud is a fine example of a painter's clever solicitation of such a property-owner. You can quickly tell when pride is the weak spot in your prospect's defense against a proposal to paint and

when you can use that knowledge to your advantage.

A property-owner like Proud is a very satisfactory man to work for. He appreciates your best efforts and the use of fine materials. He will expect you to use pure lead-and-oil paint, such as that made of Dutch Boy pure white-lead and pure linseed oil. He knows how this paint protects houses perfectly, surely, against decay and deterioration.

Property-owners and painters everywhere know what Dutch Boy white-lead is. Painters have used it for

many years for their best jobs. They have built reputations upon their skill in mixing and applying it. You can do the same today. You can always be sure of saving the surface with its tough, durable, moisture-proof film.



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