



Kennedy finds the needle in the haystack

LIKE all painters, Kennedy often wondered if there wasn't some way to tell just who were prospects for interior painting. He had little trouble locating the houses that needed painting outside. But picking a good prospect for interior work was about as easy as finding a needle in a haystack.

Then one day his car stalled in front of a real-estate office—and Kennedy found the needle. Before he got his car going again, he had mapped out a plan to find live prospects for inside painting jobs.

The next day he called on all the real-estate agents in town. He asked each one to let him know when a house was sold and to give him the name of the buyer. To make it worth while, he offered these agents a small commission on any painting jobs that might be secured.

One agent had four names right on tap. Kennedy spent the rest of the afternoon calling on these new owners. From what his first prospect told him you may judge the soundness of Kennedy's plan: "Yes, we are thinking of doing some decorating. My furniture

and drapes just don't look right in this living-room. The walls must be painted a different color. And there's the kitchen! A brighter paint would cheer it up immensely. Could you do this work soon? We're so anxious to get things looking nice."

Of course the plan worked. When the home-buyer's natural interest in his newly purchased home was fired by Kennedy's suggestions for decorating and protecting the house, the result in nearly every case was a painting contract.

Houses about you are being bought all the time regardless of season. The continued advertising of the slogan "Save the Surface and You Save All" is reminding these home buyers that they should protect and beautify their property investment. Hitch up to this opportunity with a plan like Kennedy's.

You'll find plenty of jobs to keep you busy all the time.



NATIONAL LEAD COMPANY

Makers of Dutch Boy white lead and other Dutch Boy paint products

New York: 111 Broadway; Boston: 151 State Street; Buffalo: 216 Oak Street; Chicago: 300 West 34th St.; Cincinnati: 659 Freeman Ave.; Cleveland: 670 West Superior Avenue; St. Louis: 725 Chestnut St.; San Francisco: 405 California St.; Pittsburgh: National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia: John T. Lewis & Bros. Company, 457 Chestnut St.

"Save the surface and
you save all" — Paint & Varnish

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