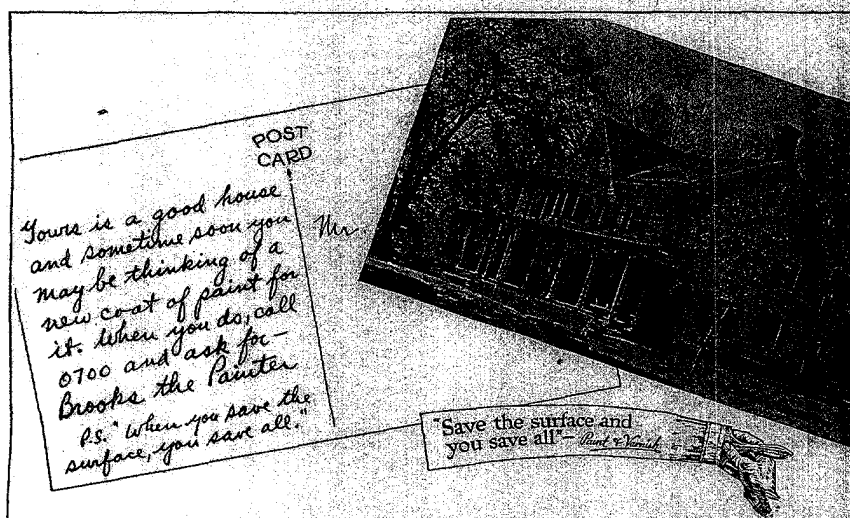




Brooks hires Uncle Sam to get his biggest jobs

THREE years ago Brooks, master painter, handled all his painting work himself. Today, he keeps five journeymen on the jump every season of the year.

Ask Brooks where he found the horse-shoe and he'll hit back—"Luck? No such thing. Just tied my paint wagon to the Save the Surface comet. Any painter can do the same."

Like all painters, Brooks believes in the Save the Surface movement. But he also believes in stepping on his own self-starter good and heavy. That's why his crew is growing. That's why they're busy all four seasons.

Recently this alert painter tried out this idea of reminding his prospects that their homes should be painted. With a small camera he secured photographs of several houses that needed paint. For a few cents each, a local photographer printed these snaps on postcards.

Then Brooks wrote on the back of each card before mailing it out to the

house owner this pointed message:

"Yours is a good house and sometime soon you may be thinking of a new coat of paint for it. When you do, call 0700 and ask for Brooks the Painter."

"P. S. When you save the surface, you save all."

You know some house owners in your town who put off painting work. A definite sales plan, such as the one Brooks used, ties up with the Save the Surface campaign and helps you get contracts from these people. And it's worth a little effort to keep busy twelve months in the year.

This promises to be the biggest year in the paint industry—make it a big one for your own pocketbook.



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