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House Owners I Have Known

(From a painter's note-book)

No. 2—Amos B. Poor



"This is Amos B. Poor, who owns what was once a beautiful home. I talked to him again about painting his house. He said that there was enough paint left on it for him. Told me that coal is so expensive and upkeep of his four cars is so high he hasn't any money left for paint."



"Later. I saw Poor's house today. Here is what it looks like. The house is rotting—falling apart. Going—go-ing—g-o-i-n-g . . ."



"Later. All hope of saving Poor's house is gone. I've framed and hung this sentence up in my shop: 'I can't afford to paint just now.' It is what Poor used to say to me. When a house-owner makes that excuse, I point to the words and tell about the house Poor lost."

When a prospect says he can't afford to paint—

Show him he can't afford NOT to paint now

THE country is full of house-owners like Mr. Poor. They are the champion postponers of the age. They are splendid prospects for painting jobs; but they discourage your efforts to land them with tales of financial troubles and the high cost of everything.

That reason for not painting just now sounds mighty good to them. But when they give you that reason, just whisper—"If you can't afford to paint now, just think what it is going to cost you for repairs later on." That will open their pocketbooks!

You can show every one of these prospects that it is cheaper not to put off painting. When decay starts on a house, the value of the property is sure to drop. To save his investment the owner will have to make repairs that will cost a pretty penny—and then paint it afterwards anyhow.

That is your first answer to a "Can't-Afford-It" prospect like Amos B. Poor. The second is that pure lead-and-oil paint, made of Dutch Boy white-lead and pure linseed oil, insures complete protection to property. At a reasonable cost, too. Its cost is a drop in the bucket compared with the money the owner has invested in property—money which he protects properly only when he paints his house.

Dutch Boy white-lead paint, as you and master painters throughout the country know, has every quality needed to save the surface. It is famous for the part it plays in safeguarding millions of dollars invested in property today. Dutch Boy white-lead paint enables you to do jobs that you can point to with pride—the kind of jobs you can use as examples of superior work to help you land others in short order.



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