

House-Owners I Have Known

(From a painter's note-book)



No. 6 . . Pat Myback

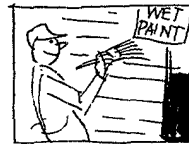
"Pat represents a group of prospects who I found must be handled with kid gloves. They don't respond to the usual painting arguments. Pat was a politician and grew up around the polls. No man loved flattery more than he. Pat handed it out to everybody and swallowed all that came his way without a quiver."



"Pat's house was a disgrace from lack of paint. But when I went after him, I made the mistake of talking paint to protect his property against the weather. He threw up his hands and shook his head. 'Haven't time to listen,' he said. 'Three other painters have told me the same story. Forget it. My house isn't falling down yet.'"



"I didn't bother Pat again until after election when he was made city treasurer. Then I remembered how he liked flattery. I congratulated him on his victory. 'They couldn't have picked a better man than you, Pat. Now our money will be spent where it will do the most good.' And so on."



"A week later my men were painting Pat's house. How did I get the contract? After telling him what a great man he was in the city, I said, 'Pat, what will people think of a city official who lives in the worst looking house on the street? You owe it to yourself to live up to the prominent place you now occupy. Pat Myback's house should be worthy of him.' Etc., etc."

The man who likes flattery is a live painting prospect

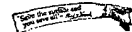
THE Pat Myback above happened to be a politician. But there are Mybacks in other walks of life. And they are all susceptible to flattery. They won't listen to arguments on painting to protect their homes and their investment in their property. Some of them say they won't be bothered. They take the stand that their houses show no evidence of rapid deterioration and do not need paint.

When you meet a prospect like Myback it pays to switch from the usual arguments. Flatter him on his standing in the community. Tell him that a man in his position in the community cannot afford to neglect the appearance of his house. Take the stand that his neighbors look to him to have a well-painted, attractive home. It is surprising how effective such a line of attack can be.

There's one sure way to give your prospect a first-class job. Use lead-and-oil paint, made of Dutch Boy white-lead and pure linseed oil, and you will make his house one of the finest-looking in town. Such paint

gives new freshness, new beauty, new distinction to weather-beaten, old-looking houses.

In addition to beautifying your prospect's home, Dutch Boy white-lead paint will protect it completely against decay and deterioration. It has every quality needed to save the surface and save it for a longer time against every attack of the weather. It enables you to do a painting job that you can look on with pride—the kind of job you can use as one more reason why the Mybacks you know should have you paint their houses.



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This advertisement appears in the following publications:

Page American Painter and Decorator—July
Painters' Magazine—August
Master Painter and Decorator—July