



PAINTING THE HOUSE THAT JACK BUILT

Do Not Forget the Children— Some Day They May Be Customers

We are not even overlooking the children in our campaign for a record paint business this fall. The children's paint book, which is reproduced in only two colors above, carries a paint message to the grown-ups, while its jingles and "pictures" amuse the little ones. Moreover, in the back of the book there is a special paint message to the parents.

By all means do not hand out these children's paint books at random. One way is to hand a copy to each youngster who comes into your store with a parent. Parents appreciate little attentions of this sort, paid their children. They like to trade at stores where the youngster is not overlooked. Another effective method is to mail the paint books to the children of prospective customers. Accompany the book with a pleasant little personal letter, working in subtly a few references to your store and the "Save the Surface" idea. There are other ways to distribute these clever little books, which you no doubt will work out to your advantage. Order a supply of these children's paint books today.



For Saving the Surface
we recommend and sell
**Dutch Boy
White Lead**

- Fall Paint Week Helps—Use All of Them**
1. "Summer Is Fine For Painting" Poster to go on your show window.
 2. "Save the Surface" Store Card, suggestion for your window display.
 3. Series of Newspaper Advertisements to be run over your name in local paper.
 4. Movie Slides, bearing your name and address, to be selling helps are designed so that one dovetails into the other, forming a complete, well-balanced merchandising campaign. You already have the window poster. Order all campaign features. Use enclosed order card today.
 5. "Economy in House Painting" Booklets, imprinted with your name and address, to be used as counter booklets or mailed out to prospective customers.
 6. Children's Paint Books, to be handed to the little ones in store, mailed out to them, or used in prize contest.

