Dutch Boy* Paint DEALER

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An Idea . . . that made Sales

A little imagination goes a long way. Earlier this year during the slack paint season C. M. Rabenold & Son of Allentown, Pa., conceived an advertising stunt of an unusual nature. Working with their local radio station they created a contest, based upon the then popular song hit, "The Little Blue Man". Tied in with the well known little blue "Dutch Boy" —the gimmick was to submit a picture of what the listener thought the "Little Blue Man" looked like. Pictures came flooding in. As many as 30 to 40 per day during the peak period of the promotion. Daily winners received cigarette lighters with a table radio awarded as grand prize. Prominent store display of contest entries drew hundreds of people into the store with an appreciable increase in "Dutch Boy" sales.



C. M. Rabenold's store window during the radio contest, showing a partial display of daily contest entries.

. . . but there's many a way to lose a Sale, too!



With apologies to those who should and do know better, here's a tongue-in-cheek set of rules guaranteed to help you *lose* a sale every time.

Don't give a thought to what you look like, after all you're working in a paint store not Hollywood. Yawn a bit as the customer walks in. Avoid their eyes, let 'em shift for themselves. If it's not on the shelf say it's out of stock. Don't suggest any alternate. Adopt the attitude of take it or else.

Of course if no sale – give 'em the cold shoulder, they'll probably never come back to the store anyhow. Better yet pour your heart out, customers are always interested in your personal problems. And don't smile—ever. What's there to smile about—business is bad—you're getting older every day—you have a headache—a hangover.

If the customer is thin, fat, short, very tall, be sure to say so. If they look a little seedy, make fun of them. It's all a joke. If it turns out that he's the painting contractor for that big new development in town—the joke's on you. If they look rich, talk to them like a member of British nobility. If they don't look rich patronize 'em. In any case you're bound to get their respect if not their money.

Don't learn anything about the performance story or product data concerning the paints you carry. You're not supposed to know those things – what do they think you are – a paint chemist? Don't keep up with the inventory there'll be plenty of time to look, after the customer asks.

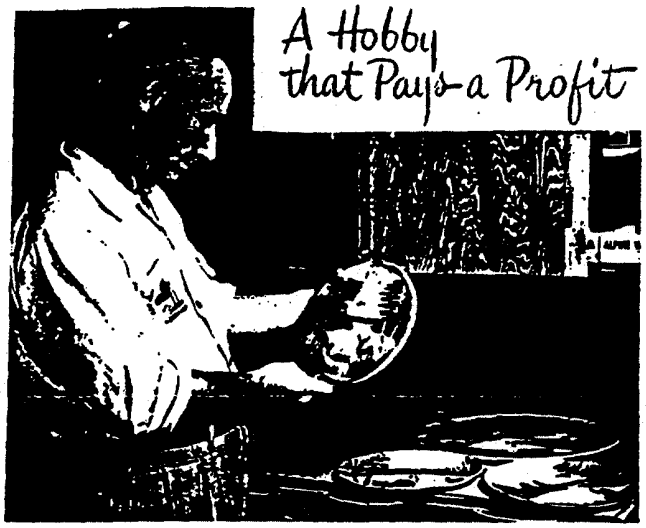
Go off in a huddle, with other store personnel. The waiting wears down the customer's sales resistance. Don't attempt to sell anything more than was asked for. He probably can't afford it. Besides this is a paint store not a department store.

Call him by his first name. Why not? His wife does. Then top it off by spelling his name wrong. This gives you a conversational piece to use if he ever returns. And last but certainly not the least, if you do try to help and such is not appreciated – start an argument. This leaves you in an alert mental condition ready to f.

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A Hobby that Pays a Profit



Though pictures are his specialty, Overbeek also paints plates, mirrors and a variety of woodenware. Storage is a problem because it takes several weeks to dry.

Jake Overbeek is a grocer in the little town of Leota, Minnesota. Groceries are his "bread and butter" but oil painting is his "cake"... a hobby that pays him well for the many hours spent in his studio above the store.

Scorning normal artist's materials, Mr. Overbeek blends his own colors by tinting a base of white lead, turpentine and linseed oil. To give you an idea how busy he is, last year he used over 200 lbs. of "Dutch Boy" White Lead. And that's a lot of painting... pictures that is.

This cracker-barrel artist began painting for profit about four years ago, but admits to being interested in art as a hobby as far back as his little red school house days. Lacking any formal art lessons he has taught himself to paint a 16"x 3" landscape in about 40 minutes. 8" plates at ten an hour. His subject matter is always the same—landscapes, which he creates as "he goes along". These specialty pictures are in great demand and are sold primarily through jobbers.

Mr. Overbeek's self-schooling has resulted in an unusual painting technique. Seldom using one color at a time, he puts one color on one corner of his brush, a second color on the other and still a third color in the middle... blending them together as he puts on the strokes. Sometimes he uses a palette knife too, and has been known to apply six colors at one time. Thoroughly enjoying his hobby and the extra income too, it's quite possible that he may take up full time painting in the not too distant future.

Leave it to the Girls

When members of the Manchester, N. H., Women's Club decided to take action about the appearance of the City's Information Booth our alert "Dutch Boy" Dealer, J. J. Moreau and Company, made sure that such a civic minded effort used only the best of material... longer lasting, better looking "Dutch Boy" Paints. Consequently when this picture and story appeared in the Manchester Union Leader it was easy to see what "brand-name" paint received an implied community endorsement. Are you overlooking organizational contacts in your town? →

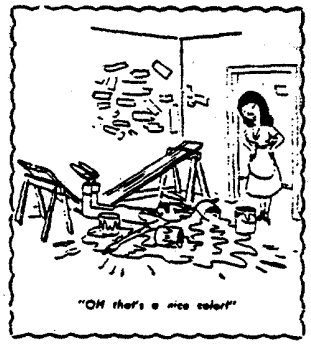
Those Days

"Vas You Dere Scharlee?"

Here's one for the books as reported by Claud Hosler of Whelans Highland Crest Yard, Topeka, Kansas.

Knowing the top performance of "Dutch Boy" Quick Drying Enamel, Claud was busily engaged in the refinishing of his backyard picnic table with #730 Chocolate Brown. Pausing a moment during an awkward period under the table, he rested his brush on a rock. Surprise! Off moved the rock, wet brush and all.

Needless to say, the rock was a turtle. The time was early summer last year. In June 1958, Claud's same slow moving friend was caught by a faster moving young Master Hosler again in the backyard. How did he know it was the same? Easy. It had a three inch square of brown enamel on its back. Still bright and gleaming. A perfect match to #730.



"OH that's a nice color!"

