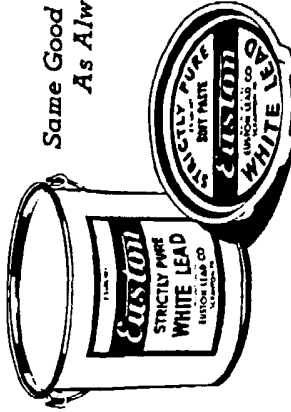


June is the time to
SELL HOUSE PAINT.

Euston WHITE LEAD Is the House Paint to Sell



Same Good Quality
As Always

Large Stocks
Available

Builds Profit-Volume for Dealers

- 1** No lost House Paint Sales. Euston Lead can meet any sales emergency.
- 2** Full Profit realized on sale of Euston Lead and Linseed Replacement Oil used in thinning.
- 3** No Quotas or Restrictions on sale of Linseed Replacement Oil --- thus enabling dealer to sell all the Euston White Lead jobs he can get.

From CANS to CARLOADS

Excerpt from an address by C. I. Cheyney, president and general manager of the Bailey Lumber Co., Bluefield, W. Va., as delivered to the Southwestern Lumbermen's Association War Conference in Kansas City, Mo.

Not so many years ago, paint was sold almost exclusively by hardware stores, but today between 20 and 25 percent of all retail paint sales go through the lumber and building material dealers, representing a volume of approximately 70 million dollars' paint business per year.

We were among the first of the lumber companies in our section to start handling paint. We have a large wholesale hardware company located about four blocks from our yard. We decided to become a sub-dealer under them, fixing up a few shelves with paint, keeping a price list handy with the idea that we would be able to take care of the customer who wanted one or two gallons, but if he wanted several to paint a house, we would take his order, offer to deliver it, and then slip up to the wholesale hardware company, buy the paint, and fill our order. We even considered getting a few empty cans to put on the shelves to make a show and, thus,

keep our investment down. Do you know that last year the sales in our Paint Department including paints, linseed oil, turpentine, brushes, etc., were around \$100,000.00, an average of over \$15,000.00 per yard? That's a far cry from beginning with a few cans and running to the wholesale house for fill-ins. We now buy in solid carloads not once, but many times a year.

How was this paint volume attained? First, we satisfied ourselves that we were handling a first grade of paint. Unless it is desired to build volume entirely on price, which is not profitable, it is necessary to handle only the best grade.* Next we advertised, using all the various methods of newspapers, radio, direct mail, novelties, window displays, etc.

We feel that advertising should be done to keep our name and service before the public. Now is the time to press home the fact that we are in business and expect to stay in business.

*The Bailey Lumber Company handles Forest City Paints, a Time-Tested Paint manufactured by The Glidden Company. From close association with this account over a period of years, the Glidden representative had this to say in commenting on Mr. Cheyney's article: "Mr. Cheyney has omitted an important fact—that the Bailey Lumber Company is manned by aggressive, hard thinking business men who have devoted their consistent efforts to building a thriving business."