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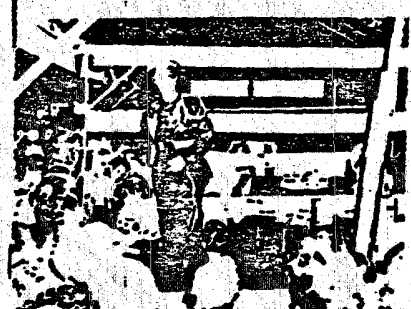
NLI 11631

Dutch Boy PAINT RETAILER

The Proof of Success:

TWO VIRGINIA RETAILERS USE SAME TRAFFIC-PULLING STUNT





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PACKAGED LIVE JEWEL PLANT IS UNUSUAL TRAFFIC-BUILDER

This exotic Jewel Plant, individually packaged and just right to help you promote paint for Spring, is available to Dutch Boy retailers. They not grow indoors . . . a long lasting reminder to your customers of your thoughtfulness; and they are guaranteed to live.

They are priced so that you can offer them free to customers just for stopping in to look over your Spring painting ideas display. Letter or paper card for your window that reads "FREE Live Jewel Plant . . . just come in and ask for yours. Nothing to buy . . . offer good only while supply lasts."

To help you announce this offer in newspaper ads, a direct mail piece or a sample flyer to be hand-distributed in your neighborhood, a special ad mat has been prepared on this plant offer. Ask your Dutch Boy representative to order for you or write to Dutch Boy Paint Retailer, 111 Broadway, N.Y., N.Y.

Order your Jewel Plants direct from Orchids of Hawaii, Box 88, 305 7th Avenue, New York 1, N.Y. They are available in multiples of 200 packages, at 10¢ per plant. Simple planting and care instructions are included in each plant.

PHOTO PERSONALITY PRIZE-WINNER

These first Dutch Boy paint-by-number prizes were presented to Mrs. H. C. Bunn of Watchung, N.C. That picture of her granddaughter, Tarren Ramsey, shows the child feeding candy cake to her Dutch Boy Doll. The doll was a prize awarded in a contest run by a Dutch Boy retailer, The Scarborough Hardware of Watchung.





The response to this new monthly feature was very gratifying. Showing an active interest in the "how" and "why" of good retail selling. Because of growing demand, we had not decided upon a format by the time these went to press.

Keep watching this column, and keep writing in your own solutions. A Dutch Boy letter every week will be awarded each month.

HERE IS YOUR APRIL SALES SITUATION

The aim of the house wants to know if he can paint over the asbestos-shingle siding of his house. It has never been painted before and is of moderate age. Further information establishes the presence of active moisture-condensation on the side of the building. How do you successfully enlist this "Dutch Boy" talk, showing reasons on the way of a possible future assignment?



"Selling Sentence" Facts on Dutch Boy Bright White HOUSE PAINT

"Talk up" the important selling facts with these sentences:

1. "The high percentage of white lead pigment in Dutch Boy Bright White house paint assures you quality. It's the paint preferred by professional painters."
2. "For durable long lasting protection you can't beat Dutch Boy Bright White house paint. Keeps your home beautifully white and weather tight for up to five years."
3. "Dutch Boy Bright White house paint keeps itself clean because it holds its color-pigment longer than most ever normal accumulations of surface dirt."
4. "For cost coverage a gallon with which Dutch Boy Bright White Paint because it contains pigments specially selected for whiteness and hiding power."
5. "Whereas a gallon do the most damage to paint, Dutch Boy Bright White Paint "grows" with the wood of the house during periods of temperature extremes."

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MORE IDEAS to help you increase your sales...

"OPEN" STOCK FOR BUSINESS



A show of quantity and variety usually is more sales for you in several ways... by showing customers more goods and ideas that they can use ... and by spreading them that you can supply all their needs. Stimulate some Spring painting sales by making up a mini display of Dutch Boy White Paints and Tints and Semi-Gloss Enamels, two colors of wallpaper, tools and painters essentials. Complete the display with color cards, or that of the current 4 unit selling unit. Remember the more they see.... the more they are apt to buy.

SELLING "BY THE BARREL"



A glass model drum can be made into an unusual display "spectacular" by this easy, practical method. Mix small quantities of a variety of Dutch Boy Kolyon paint colors, and pour the drum in stripes. Into one attractive color barrel, like the top of the drum as an extra counter to hold Dutch Boy color cards and painting information. Add a sign to the display which reads "We've got a barrel of painting ideas for you with Dutch Boy."

SET A COLORFUL EXAMPLE



Your store should reflect the same care and beauty that you are recommending when you sell paints. Well chosen draperies and a generous use of coordinated accessories are a must. Take a close look around and if it's been for a while, redecorate with the appropriate Dutch Boy colors and do it the job right. Suggestion: On the painting area side of a busy display your regular Dutch Boy colors. It makes good and interesting on and it's an demonstration of the ease of using Dutch Boy paints.

SELLING "BY THE BOOKS"



Some of the most powerful selling aids are published every month and available at any newsstand. There are the "home service" magazines that feature home furnishing and decorating ideas, many of which are produced in full color. Women like and respond these magazines, and it can be good business to keep certain issues of them in your store where customers can browse through them. They'll see more ways to use paint in home projects ... and you'll have the chance to sell more paint and paint products to them.

PAINTING "TIP" SHEETS



A handy bit of free information can go a long way toward keeping your customers satisfied, and toward bringing them directly to paint counter and shelves. You can supply free hand out information by using the Dutch Boy "How To Paint" folders. There are separate folders on all types of painting and finishing ... exterior, interior, furniture etc. Check with your Dutch Boy source on how to get a supply. Put them on counter displays with your products, make a point of them in your store ads. Put them in every sale with Dutch Boy paint. They're designed to make more customers from every job you do with Dutch Boy.

SELL COLOR "BY TELEPHONE"



You earn profit from the moment you contact. Tell the "telephone customers" are going to phone in orders. Stock with your local paint company to arrange to use phone order phrases as a number or a color chosen. Set each phone up to be answered with courtesy. Dutch Boy colors. Include Dutch Boy advertisement, plus a brief, personal tips that reads, "Dutch Boy Paints answer every call for color."

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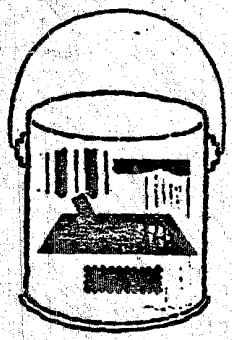
How to make your store

DECORATING HEADQUARTERS



One of the most striking differences between retail stores is the "service impression" each makes on a customer who walks in for the first time. One store may be well stocked and well arranged, show a great variety of goods and paneling equipment and be unanimously selected for shopping. Yet a customer will come in, look around and leave without buying anything.

But a second store of the same size and inventory can catch the customer's attention at the entrance, interest her with information, how-to-do-it displays, and sell her goods and surprise she wasn't even thinking of before she came in.

The difference between these two competitors is in the presentation of decorating "ideas." Today, it isn't enough for a retailer simply to have paint and brushes in stock. Customers can buy these things anywhere. What the shopper is looking for is "home improvement suggestions" ... "color presentations" ... "decorating advice."

And you are the expert they will depend upon, if you ask yourself and your store to "Decorating Headquarters."

Add the phrase to your local advertising. Promote your services as a "Decorating Headquarters" in newspapers, on radio spots and by direct mail. Keep up with the latest trends in color and design for the home as featured in the national shelter magazines. Be familiar with the newest furniture and home furnishings styles. Make friends, and nothing persuasive, of local furniture retailers and interior decorators.

Set up the kind of displays that show new and easy ways to beautify every room, and every area in the home. Although you are selling cans of paint, your customers will buy color, design and ingenuity first. Train your salespeople in both decorating ideas ... to suggest new color combinations ... to emphasize the pleasure of bright, clean living.

Explore and use the wide variety of promotion and selling materials that Dutch Boy makes available to you to tell the story that bears decorating to your business. Show your customers your knowledge, and your interest in their decorating problems, and your paint sales will reflect their increased appreciation!



Get an assortment of large flower stickers and of child mushrooms or other wall paper that has been marked with Dutch Boy Registers of different colors. Attach these "flowers" to the inside ends of paint brushes, and then offer the brushes to the men of Dutch Boy paint cans with matching disc to make unusual flowerpots. Register a group of these kit in stock, or in your paint department, made a hand-lettered sign that reads: "Each Colony of Spring Flowers Kit Your Song ... when you use Dutch Boy Paints."

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