

They also like to have "related information" such as the ease of applying washable SPRED; the many new color combinations shown in the "Color for America" book; the wonderful results obtained with waterless SLICK Cleaner; or helpful facts about the many other paint products on your shelves.

Selling by suggestion need not be confined to verbal selling. Let your displays, counter cards, banners, window cards and price cards create the desire to purchase and remind the customer of products he had not thought of himself.

And, remember, the same customers do not purchase paints as often as some other products. So, while they are in your paint department, be sure to sell them their *complete* painting requirements. This gives you a larger volume of business and keeps them from going to your competitor for items you forgot to mention.

By adopting a plan in your own store of "Selling by Suggestion" you will enjoy an immediate increase in sales and profits. And you will be getting your store organized for the Post War period when selling by suggestion will be necessary if you want your share of the spendable dollar.

TOO SHORT

A colored woman demanded a refund on a pair of hose recently purchased. The floor walker asked:

"Madam, did they not come up to your expectations?"

"Lordy, no," she answered, "Dey hardly comes up to my knees."

A Tennessee Hill-billy had been calling on his girl for more than a year when pappy finally cornered him one night and asked: "Tell me, you been seein' Nellie for nigh onto a year and a half. What are yer intentions — honorable or dishonorable?"

The Hill-billy's eyes sparkled: "You mean I got a choice?"

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—Phoenix Flame

WRONG MAN

The young kindergarten teacher bowed effusively to a gentleman on a street car and then suddenly realized he was a total stranger.

"Oh, I beg your pardon," she stammered, "I mistook you for the father of one of my children."

An earnest young soldier reports that he joined the army for three reasons: "First, I wanted to fight to defend my country. Second, I knew it would build me up physically. Third, they came and got me."

What Paints to Promote in JUNE

June is the House Paint month! This year, it affords the aggressive dealer a grand opportunity to sell more house paint than ever before. Many homes in every community have gone without paint for years. They are ripe for painting and their owners have the money to do it. The house painting season is just getting under way and although the paint industry has greatly curtailed the manufacture of prepared house paints because of the critical linseed oil situation, the quality house paint business may still be sold by promoting and selling Euston White Lead and "Time-Tested" Semi-Paste Paints.

These two fine house paints are available in unlimited quantities because they take less linseed oil to manufacture. The Linseed Replacement Oil used in the final thinning and mixing of these paints is not limited by quota and the dealer will realize full profit on the sale of it to the consumer or painter. The linseed oil thus saved in the manufacture is used in making high-grade interior finishes! We are able to make more and better interior paints with this oil that is saved so dealers will have full and well rounded-out paint stocks which will bring in more profits and more business all year than if so much of the oil were to be used up for making exterior finishes.

You can sell Euston Lead and Semi-Paste Paints with all the assurance of the finest in quality. They are not substitutes, but are first-line products that up until now have not had the sales promotion behind them that the more popular ready-mixed paints have had. In fact, we are proud to tell you that Euston Lead is made today in the same high quality as before the war. Likewise the best of zinc and Euston Lead is used in the manufacture of "Time-Tested" Semi-Paste Paints. By selling these products now while stocks of ready-mixed paints are low you will establish yourself with your trade as the place to go for fine service and fine paints. The friends you make in emergency times usually stick with you in normal times!

This is also the time to carry on your promotion of two-coat painting since "Time-Tested" House Paint Primer may be used as the under coat for either of these products. Home owners have been educated to expect a good lasting paint job in two coats and you can continue to capitalize on this house-painting habit this year.

June is also porch painting time! Display Porch & Deck Paint in your window and also have a display in your paint department so you can make extra profits from the impulse sales these displays will bring in. Since so many colors in the Porch &

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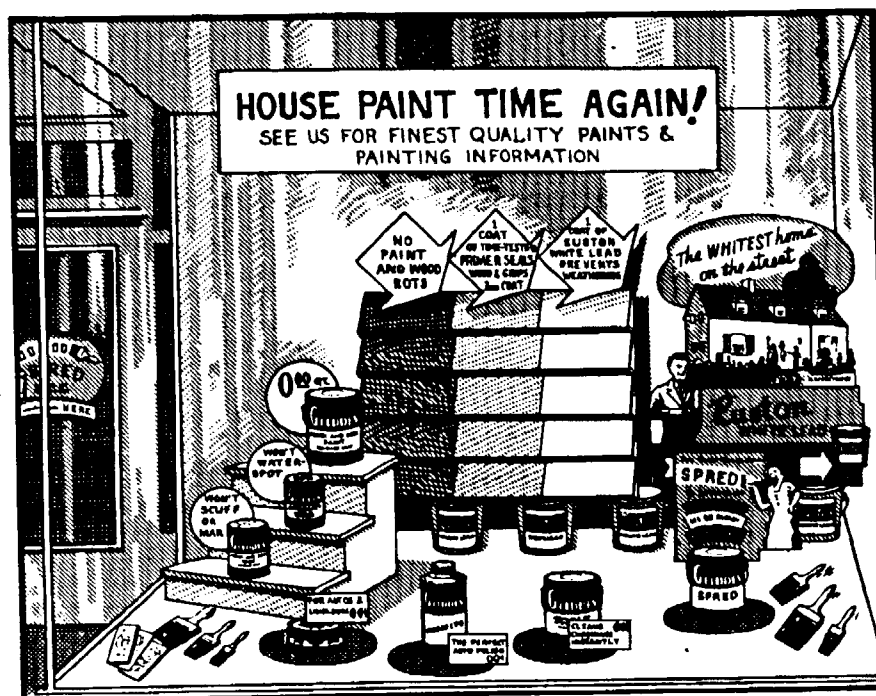
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Feature EXTERIOR PAINTS In June Windows

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KEEP
WINDOW
CLEAN
★

★
REPLACE
OLD LIGHT
BULBS
★

★
REMOVE
DEAD
INSECTS
★



★
CHECK
ELECTRIC
SIGNS
★

★
KEEP
SUNLIGHT
OUT
★

★
TRIM
WINDOWS
WEEKLY
★

makes it waterproof and of course adds color to faded ones. Fabricate may be used on roll type awnings, tents, sails, auto tops and tarpaulins too.

Many "Time-Tested" products for the auto should be featured in June! More and more people are doing the work of keeping their cars in good condition. They want good fast-acting products such as Renovite Auto Polish, Metal Polish and Wax Coat. Wax Coat because it comes in colors is a fine product for waxing various colored linoleums too! Because these auto products are considered specialty items with most dealers they are not taken too seriously. But we can tell you from experience that by constant suggestion they will give you an amazing sales volume. They are the finest products of their kind and if you will, by simple demonstration, show what they will do, you will make many plus sales in June and the rest of the summer.

Deck line have been eliminated because of the simplification program of the paint industry, you may recommend "Time-Tested" Floor Enamel for porch floors. While Floor Enamel is an interior product it may be used outside with perfect results by adding a pint of boiled linseed oil to a gallon of Floor Enamel, thus giving you a wider range of colors for porch floors to offer to your customers. When Floor Enamel is prepared for exterior use as recommended above it is an excellent product for other exterior painting such as lawn and porch furniture, farm implements, metal sash, bicycles and other surfaces where a protective coating is needed.

This is also the month to promote Fabricote, the awning and canvas paint! It is becoming more difficult to get awning repairs and service. As a result the home owner is taking steps to preserve his awnings as long as possible. Fabricote not only conditions the awning but

THE JUNE WINDOW - On a panel made up of lap siding show in three equal areas the unpainted wood, the surface primed with "Time-Tested" House Paint Primer and the final coat of Euston White Lead or Semi-Paste Paint. The panel will be more dramatic if made up of old wood that has not been painted. Have show cards made to tell about the different areas. Also on miniature steps show how Porch & Deck paint will look when used. Paint a different color on each step! Both of these displays will take a little time to prepare but they will be part of your permanent display equipment and are worth the time put on them. Also display Auto Wax, Renovite, Metal Polish and SPRED (with Can-Top card) in small units, with cards bearing sales copy and prices. If you need a Euston Lead Display order it through the Glidden office that supplies you with paint, by Form No. D-20. Other cards and banners are to be made by the dealer to suit his window needs.