



Advice from Grant

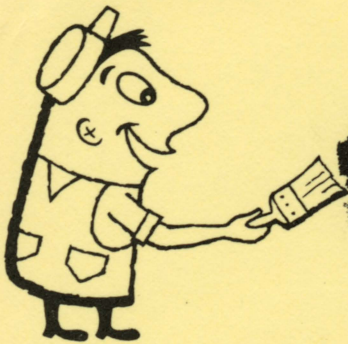


All welcome here you find...
in Seattle, 1962.

~~Plan to attend SACE's~~
~~17th Biennial National~~
~~Convention~~
Plan to attend SACE's
17th Biennial National
Convention

All welcome here you find!
Plan to attend SACE's 17th
Biennial National Convention
along with ~~the~~ America's
Space Age World's Fair. ~~SACE~~
in Seattle, Man

Come with us on the
~~bridge~~ stand ~~the~~ bridge
of a new frontier... ~~to~~ to review
our progress and to gain an insight into the
~~into the future~~ Tomorrow we build from
industry and ingenuity today. All
Plan to attend the 17th SACE 17th Biennial
along with America's Space Age World's Fair.
in Seattle.



Advice from Grant...



MAKE THEM WANT TO PAINT: We're paid to be optimistic and enthusiastic -- not to the extent of being on Cloud 9 -- but, it doesn't take an economist to figure the odds in favor of salesmanship, when this country has a near all-time high in people working and earning money...with the saving binge at a bulging high...and with virtually unlimited assurance and confidence in consumer credit. But some Tom Sawyer has to come along to make the people want to paint the fence.

PRESERVATIVE PAINT IS SECOND: Next to Sear's "Master-Mixed" brand, Preservative is second in a Greater Seattle consumer survey with 4,180 persons responding. The question asked was: "Name the brand of paint used to paint the outside of your house in the past 12 months?" Preservative jumped passed Dutch Boy and Fuller in 1960 to second. In 1959, Preservative was fourth behind Sear's, Dutch Boy and Fuller. On inside paints Preservative held-on to fifth place behind Master-Mixed, Kem-Tone, Fuller and Dutch Boy.

FOR OUTDOOR ADVERTISING: Last call for the Busan House Paint outdoor billboard for your store. Expose it to 1000 -- not 100! Outdoor is the only truly mass medium. To be effective, use it in connection with other media to help build the product's and your "image", and locate it nearby your store for "impact". Call Sunset Outdoor or Foster & Kleiser for the 50/50 co-op on Outdoor Advertising. Last call!

THANK YOU AND GOODBYE: We have been fired as the advertising agency for Preservative Paint Company. On August 1st, McCarty Company of Washington officially will become the new advertising agency. The Burke Co.-Grant Advertising association dates back 14 years. It has been a long, friendly association, and we reluctantly pick up our hats and take our friendly leave.

This is our 28th and final issue in a series of "news-letters" which began back in April, 1959, sporadically at first, but during the last 22 months on a monthly basis. And this has been a special Grant service for you, the dealers. To set the record straight: All the time, material, paper, stationery and postage spent have been our own. It has been a free, voluntary job to help you -- and Preservative's sales department -- be better informed on matters concerning advertising and sales promotion...we hope we were able to serve your needs.

In putting our "30" (end) to these monthly "Advice from Grant" sheets, we hope that McCarty will continue this service to you on a regular basis -- when communication withers, association dies... We know the people at McCarty Company to be capable advertising people and deserving of every co-operation from you, as you have given us. We don't know what they have planned for you, but we wish you and Preservative well.

And so, thank you...good luck...and goodbye!