



AUGUST 1997 NEWSLETTER

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BRIGHT IDEAS

There are so many great ideas this month some will have to

wait until next month..

Airway Heights, WA:

Remember the Easter eggs and the Stars and Stripes?? Becky and her mom (Melba) came up with a "back to school" idea along the same lines. In a "teachers" cup they are putting colored confetti dots on the eraser end of new pencils with sticky stuff (Elmer's glue). The customer then chooses an up-side-down pencil out of the cup. The color of the dot determines their discounted percentage! Fun!!

Peabody, MA:

Souza's Stinky Stone!! Professional cleaners use a light weight volcanic rock to de-fuzz the clothes. The stone works **FANTASTIC** on fuzz balls. Unfortunately, because it has a little sulfur in the stone, it gives off a slight odor in the air when you rub it on the clothes. Well, the Souza's "got wind" of this little jewel from their manager and ordered some for their store. I have ordered a box as well and you will all receive a free sample to try soon. Also, they made some revisions on the exchange credit work sheet in order to use small clip boards for the customers to use when they come in with trade-ins. Look it over and see what you think. With some minor modifications this will be a nice addition to our forms, and the clip board helps keep track of the work sheet when trade-ins cover the counter!

Tacoma:

The Tacoma store now separates their quarter sale items into two "bins" as they take it in. One bin is for the girls items. One is for the boys, maternity, and bin items combined. This is a big help on quarter sale weekend-and the customers really appreciate having the items a little more sorted. Also, since the 25 cent bins seem to fill up first. It's nice to have an extra bin handy. Good thinking!

This month's gift certificate goes to Peabody, Mass for their "stinky-stone" and exchange credit slip revision.



GRAPEVINE:

Introducing the "Alias" family from Vermont!! George Colgrove III (who goes by "Jodi") is a civil engineer. His wife Antonia (who goes by "Toni") will be running the store. Their son George IV is seven months old and goes by the name of "Buddy". They plan to open their Vermont store about the third week in September. It will be in the Montpelier area on the road between Montpelier and Barre with the actual town name being Berlin!



SHOP NEWS:

Jodi and Toni plan to have their Other Mothers store become firmly entrenched as a community figure in their area. They have a multi-purpose room in the back of their store location that will be used for La Leche League, parenting and pregnancy classes and play group meetings. How about safety classes for baby items? Anyway, we applaud their efforts-and I'm sure it will bring lots of new customers through their store while they are being good citizens.



TIME TICKLERS:

Change to yellow tags the first week in September. Let me know soon if you need any more tags for this year. Winter stock should be out by now. Time for Summer clearance. Buy up every decent snow suit at garage sales are thrift stores that you can find. Please fill out your "Royalty Payment Books" when you mail in your check and mail us our portion of the stub-Thanks! Let everyone know you have "back to school" items by your windows and all your advertisements.



OPPORTUNITIES:

Yeah, we now have bags with the Other Mothers logo on them!! (\$37.99 per box) We have Halloween Costumes and Sweat Suits available. Also, we can now offer a credit card service through Costco for your Visa, MC, etc. Their rates are the lowest yet. Call us for a comparison.

Enjoy the last of summer