



MAY 1997 NEWSLETTER

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BRIGHT IDEAS

Tacoma:

Last year for their summer window Sandy (Cathryn's mom) taped up some see-through cellophane wrap that had a sort of under-water print on it (the kind you wrap gift baskets in). Then they decorated with some sand pails and other summer looking items. The window was very cute, and I'm sure we could locate a similar cellophane if you like.

Spokane Valley:

When Roseanna shows off little shoes in the window display she fills a small pair of matching socks with something (paper wads?) And puts them in the shoes before she hangs the shoes on the window grid. It is very eye-catching and gives the window a coordinated look. She uses the hook tach-its to hang the shoes and socks. Good thinking Roseanne!

Airway Heights:

For a couple of years now, I have been trying to think of a way to make a safe "zoo" play area. Becky and Scott liked the zoo idea for their play area and suggested bendable cage bars made from heavy chain covered with rubber or foam casing. They look like real bars, but they are easily moved so little heads don't get hurt or stuck. What fun!

This month's gift certificate goes to our newcomers Becky and Scott. They are off to a good start with their idea!



GRAPEVINE

Tacoma -CATHRYN AND GUY ARE EXPECTING A NEW BABY IN DECEMBER! (Didn't we just announce the birth of Colton?) The Herman babies will be about a year apart and Mom and Dad are thrilled. They want at least 4 children and at least 2 stores. How about 1 store per kid?

SHOP NEWS



We have a new family to add to the Other Mothers team! Becky and Scott Hansen are planning to open a store in Airway Heights, Washington July 12th. Scott is a Survival Instructor at the USAF Global Survival School located at Fairchild AFB. They plan on operating near the base until his retirement in about 8 years. They have 4 little ones (Elijah 7, Jacob 5, Seth 2 1/2, Rachel 3 mos). You can bet they will be busy the next 2 months and probably the next 20 years for that matter!

TIME TICKLERS



The beginning of June you will be on pink tags. Enclosed is a sign requesting shorts for the summer. Most of the stores are very low on shorts right now, so if you need shorts put up the sign and ask your customers to bring them in. A Rope clothes line with old fashioned clothes pins makes a cute window display for summer. Also you might want to rope your light colored strollers together and put them outside to attract attention.

OPPORTUNITIES



We have a new "Bring a Friend" coupon that offers an extra 10% on the trade-in percentage if the customer brings in a friend with trade-ins. Also, they receive a 10% discount on their purchase when they bring a friend. We developed this coupon for Tacoma so they could try to "beef-up" their inventory, but if you would like the camera-ready art work for your store just give us a call.

Yeah-Garage sales!!