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HOW TO...

"CERAMIZE"

FOR PLEASURE AND PROFIT



How the art of "Ceramizing" enables you to turn hundreds of ordinary things into objects of art that can be sold at high profits or used to beautify your home.

WARNER ELECTRIC CO.
CHICAGO 26, ILL.

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Here's Your Complete Path **TO SUCCESS...**



How

**TO "CERAMIZE"
BABY SHOES**

How

**TO "CERAMIZE"
OBJECTS OF NATURE**

How

**TO "CERAMIZE"
NOVELTIES AND GIFTS**

**for PLEASURE
or PROFIT!**

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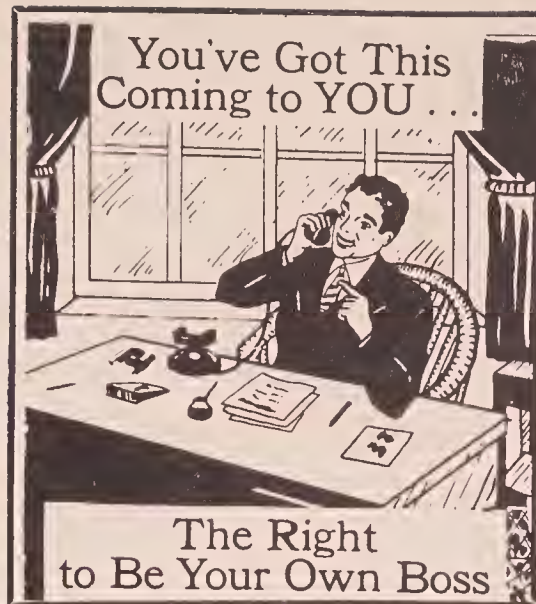
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Pictured above is an example of what you will be doing in a few short weeks. These beautifully "Ceramized" and mounted Baby Shoes, done by the Warner Approved Method of "Ceramizing" represent \$141.25 in sales . . . at a GROSS PROFIT to you of \$102.75!



WHAT THIS "CERAMIZING" COURSE MEANS TO YOU

IF THE CASH VALUE of a 4-year college education were determined by the cost of the textbooks, the schooling would be worth only about \$200. We all know, however, that the actual value of such an education can be calculated in many thousands of dollars.

The same holds true with this course on "Ceramizing." You are receiving far more than merely 120 pages of paper for your money. In return for a relatively modest sum, you are receiving the benefit of many years of hard-earned experience. The trade secrets and methods of procedure detailed here are the end result of extensive research and costly experimentation.

Within these pages, you will find a completely charted path to personal independence . . . a new business opportunity in which you can make a good livelihood in a way you will enjoy. But, remember, please . . . this knowledge is valueless, unless applied. **THE DEGREE OF PROFIT DEPENDS SOLELY ON YOU!**

NOTE: This "Ceramizing" Course has been sold to you with the express understanding that the content is to be considered confidential . . . that all trade secrets contained herein are to be employed solely for your own use. All rights are reserved. This Handbook or parts thereof may not be reproduced in any form without written permission of the publisher.

Chapter 1



MAKE A HOBBY OF YOUR BUSINESS And the Money Will Come!

SO YOU WANT TO BE YOUR OWN BOSS! You want to make a good living in a business of your own! That's your goal . . . unquestionably, a worthy one. Well, what's stopping you? Name any business that comes to your mind . . . and sometime, somewhere a man made a fortune at it. Sounds good, doesn't it? But you know that it isn't that easy and simple.

There's a big question that's bothering you more than a little bit. Right now you're asking: What type of business for me? Most everything you think of doesn't quite suit your time, talent and circumstances. Right?

The introductory remarks which immediately follow sincerely aim to help you reach the correct decision. You seek an opportunity . . . and only you can choose the one for you to follow. But—and we've given this subject a great deal of thought—the following discussion should be extremely helpful in guiding your thinking and planning along the right track.

Most advertisements offering plans and ideas for going into business stress the appeal: "Make Big Money." Most plans, apparently, are offered on the assumption that money is your first and foremost desire. No matter how ordinary or impractical a business plan may be, if it suggests big money, it is believed that you will snap at the bait like a hungry fish. In short, the inference is that any man can succeed at anything.

That, to our way of thinking, is utterly false. And it's not very realistic. It neither makes sense nor is it fundamentally honest. Even ability and perseverance—although highly important—do not guarantee a venture's success. In our opinion, there is a third necessary ingredient. Making a hobby of your business. And unless you can supply that ingredient in your new enterprise, do not invest a single dollar in any business endeavor.

Amedeo Obici became a millionaire by selling peanuts (Planters). Andy Frain became rich by making ushering a substantial business. Bananas were the foundation of Samuel Zemurray's fortune (United Fruit Co.). William A. Fairburn became independently wealthy by distributing toothpicks and matches (Diamond Match Co.). So you see, it isn't necessarily a secret formula, unique plan or an out of the ordinary product or service that determines financial success!

No, the ambitious man—the man who yearns to get ahead on his own—isn't interested solely in grubbing for an extra share of this world's money. It isn't so much a question as to how much he makes, but how he makes it. He prefers to be master of his own soul. He prefers to be free and independent . . . happy in the knowledge that all effort and income are his very own . . . that the whim of others cannot suddenly knock the props out from under his financial feet. No, Sir! \$75.00 a week income from one's own business brings more comfort, contentment, security and satisfaction than \$100.00 a week working at an uncongenial job under someone else's critical eye and supervision.

Our American way of life—the free enterprise system—will always offer opportunities to be the boss, run the business, make the decisions and keep all the profits . . . but only to the right person. If you are convinced that you are that person, then start off on the right foot by following the advice given in the next few paragraphs.

WHAT, THEN, SHOULD YOU LOOK FOR IN A BUSINESS OF YOUR OWN?

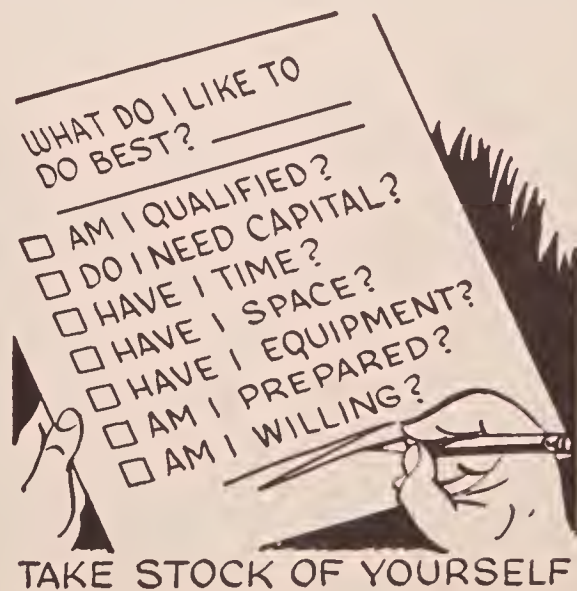
As we see it, then, the first and foremost goal in establishing a business of your own is in the pride and pleasure it can bring you. In short, you want to enjoy making a living! You want to have fun while you work. And you want enough of the good things in life to guarantee a happy one.

For this you know and remember . . . Money usually comes to the man who makes a hobby of his work. Henry Ford did that. First came the pride and pleasure in creating something of his own . . . and from that grew the greatest personal fortune this world has ever known. So, too, with Firestone, Edison, Rockefeller. And now with many newcomers as well . . . Henry Kaiser and Eugene McDonald, for example.

WITHIN THESE PAGES, AN INTERESTING OPPORTUNITY FOR A PRACTICAL-MINDED MAN OR WOMAN

If you're seeking a mythical rainbow to carry you off to a visionary pot of gold, put away these instructions and continue to dream. In no way is this a scheme to get rich quickly. For anything worth while always requires work . . . hard work. And this is no exception. In order to succeed with this plan, you must give it all you've got in time, effort and persistence. ALL WE GUARANTEE IS THIS (and it's a promise you'll appreciate):

Here is a business that can pay you well. Rich rewards go to the deserving . . . and the striving for them can be the most interesting and enjoyable work you've ever done. Here you will find pride of craftsmanship (plus the profits) in transforming scuffed and worn baby shoes into "Ceramized" Treasures, a beautiful reminder of a child's first toddling steps . . . or creating fascinating objects of art—Jewelry and Giftwares from Nature's forms and commonplace articles that await the "Ceramizer's" magic touch.





Chapter 2

OPPORTUNITY CHECK LIST

In making a decision as to the type of business in which to invest your time and money, there are many important things to take into consideration. The advantages and disadvantages should be carefully evaluated. The business that offers the greatest number of the PLUS advantages is the one deserving of your most serious consideration. While it is impossible to find a type of business that offers "everything good" and nothing "detrimental," we sincerely believe that the art of "Ceramizing" with its unlimited application in three great fields of profit is as ideal an opportunity as you can find anywhere today.

Naturally, we are enthusiastic about this entire proposition. But we ask you to remember that we arrived at that way of thinking only after intensive experimentation. In learning this business from the ground up as well as "inside and out" we went far afield in applying the "Ceramizing" process to hundreds of articles, vainly seeking a "limit" to its possibilities. We have employed the best experts in industry to counsel us, worked side by side with their laboratory technicians, perfecting the materials and methods that make the magic of "Ceramizing" possible.

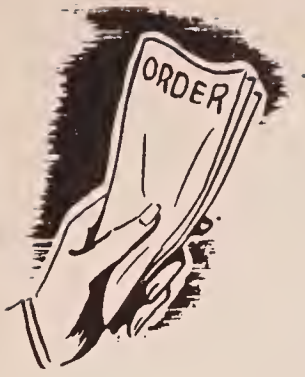
"Ceramizing" as a business offers one great advantage to the average man or woman that few other businesses can give you. It will never be monopolized by big corporations. It is not a "machine operation" or a "production line" business. It is a HANDCRAFT that by the very nature of its individual creation will remain the exclusive property of the small operator. That is the real essence of independence—to own a business that is so fully an expression of your own personality and taste that no one can ever take it away from you by building a factory.

We believe that the following is a fair and conservative analysis of the important advantages of the business. Please study and consider carefully the 14 PLUS FACTORS listed below. Then, if you are so inclined, apply these plus factors as a measuring stick in judging any business activity you may be considering at this time. It's a bet . . . None of them can match this!

IMPORTANT ADVANTAGES OF "CERAMIZING" AS A FULL-TIME OR SPARE-TIME BUSINESS OPPORTUNITY

- (1) VERY LITTLE INVESTMENT IN EQUIPMENT. The required investment in shop equipment is relatively small in relation to the volume of work that can be produced.
- (2) A CASH BUSINESS. Inasmuch as you are paid for your services immediately upon delivery of your "Ceramized" work, very little operating capital is needed. You have no credit losses, no collection expenses. And very little money tied up in supplies.
- (3) VERY LITTLE SHOP SPACE NEEDED. You can operate economically and efficiently in very small space. An ordinary card table will do, if necessary.

- ☑ (4) CAN BE OPERATED FROM ONE'S HOME. Conducting your business from a spare room, a corner in your basement or out in the garage will be no handicap. It's unnecessary to pay high rent or commit yourself to a long-term lease on expensive commercial space.
- ☑ (5) NO EMPLOYEE PROBLEM. An immediate payroll expense is unnecessary. Substantial business can be developed and handled profitably and efficiently. You can hold it down to a "one man" business—if desired—and still have a worth while money-maker.
- ☑ (6) A SPECIALTY ITEM . . . PLUS! A successful specialty item offers maximum profit margin on minimum sales volume. "Ceramizing" is that type of operation . . . PLUS a primary advantage of a staple: It has a potential market of considerable size. It might well be called a staple in the specialty field. Cost of materials is extremely low in relation to selling price.
- ☑ (7) A PERMANENT BUSINESS . . . NOT A FAD. The preserving of baby shoes is not a new type of business, it's been going on for a long time. The money spent each year for costume jewelry and giftwares runs into millions of dollars yearly. Now, for the first time, new methods, tested procedures and low-cost equipment make it possible for you to become established in this profitable business on a very modest investment. *That's the part that's new!*
- ☑ (8) A NEVER-ENDING SOURCE FOR NEW BUSINESS. You serve and sell a market that goes on and on. It constantly renews itself. And it will continue to do so.
- ☑ (9) SUBSTANTIAL PROFIT MARGIN. In most manufacturing operations, the cost of raw materials going into the product usually runs as high as 40% of the selling price. Although, in "Ceramizing," manufacturing is involved, analysis will show that you are primarily selling a service based on pride of possession. As a result, you sell a product having a lower than average material cost and a higher than average profit margin. (See detailed cost figures, Chapter 21).
- ☑ (10) MINIMUM COMPETITION. It's an uncrowded field. "Ceramizing" opens three great markets, any one of which—alone—can pay a profit big enough to satisfy the average man. New, tested business-getting methods make it easier for you to get more business. The competition is less, far less than encountered in most established fields.
- ☑ (11) MINIMUM OFFICE ROUTINE. No complicated bookkeeping required. The office-work end of the business is a minor problem. If you do not care to do it yourself, your wife, son or daughter can probably handle it in just an hour or two a week.
- ☑ (12) SELLING EXPERIENCE NOT ESSENTIAL. Although Salesmanship is always an asset in conducting a business, it is not the primary consideration in this business. Mechanical aptitude and interest are the first qualification. Be sure to read Chapter 18. Seven tested methods for getting business are offered you. If applied aggressively and conscientiously, there is no reason why you cannot develop a permanent, profitable business.
- ☑ (13) MANY PROFITABLE SIDELINES. Your investment in "Ceramizing" materials offers you many other opportunities and extra income in addition to the Baby Shoe, Costume Jewelry and Giftwares market . . . renewing, beautifying, modernizing ANY article that has ever had a decorative or functional use.
- ☑ (14) CREATIVE WORK . . . AN ENJOYABLE BUSINESS. Making a hobby of your work is one of the most important ingredients in achieving success. And here is an endeavor in which we're sure you'll find fun. There is self-satisfaction in the feeling of personal accomplishment . . . when you magically transform scuffed and faded baby shoes into artistic mementos . . . when you create a costume jewelry piece of breathless beauty from a fallen leaf . . . when your artistry transforms cold, white plaster into living, glowing color.



Chapter 3

THE "CERAMIZING" OF BABY SHOES . . . A PROFITABLE, WORTH WHILE BUSINESS!

HERE IS FASCINATING WORK . . . a service much in demand, a dignified business that can be both fun and profitable. You will really enjoy making money! Once established, it can be your permanent, life-time profession.

As long as babies are born and as long as parents take pride in their offspring, there will be a steady demand for keepsakes which symbolize the first faltering steps of babyhood. It is a natural market . . . for that first pair of tiny shoes—eternally preserved in gleaming porcelain or iridescent pearl—is the one and only memento of the first achievement in everyone's life . . . learning to walk!

7 BABIES ARE BEING BORN EVERY MINUTE!

In 1948, the birthrate reached the highest mark in our country's history. 3,535,068 births were registered and, allowing for an estimated number of those not registered, the total was approximately 3,605,000. This trend was maintained in 1950. Conservative estimates by public health officials indicate that 1951 births will equal the previous year's record-breaking total. Wartime and postwar marriages contributed to this astounding total . . . and it is expected that births will continue at record levels for years to come.

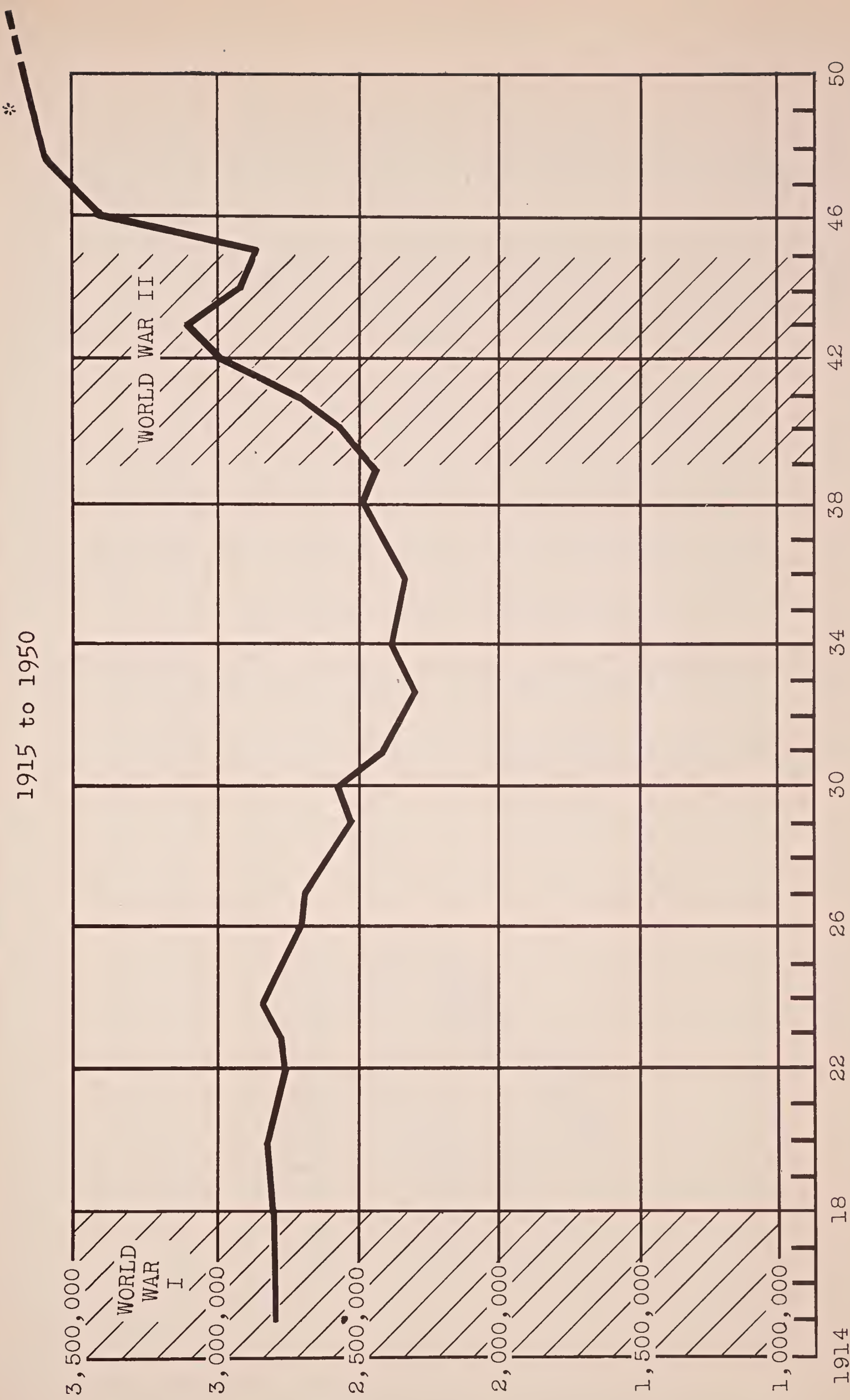
Translating the number of births into "dollars of business" results in astronomical figures. If an average of only \$200 is spent on each baby during its first year, the total will exceed \$721,000,000.00! Look at that figure again . . . \$721,000,000.00! And when you think of all the second and third year babies there are, the total sales and profit possibilities become too staggering to be pictured and comprehended in mere words. We cite these tremendous figures, not to overwhelm you, but to indicate that the "baby market" is far from being a "pin money" field.

Investing in a new business calls for conservative thinking. For that reason and because (unless you are planning to get business by mail) you will operate just locally, it is better to gear your thinking and planning in terms of potential sales in your own community. And when it comes to your own home grounds, we believe it better that you—already familiar with the territory—investigate the sales possibilities for yourself. The resulting figures you personally will know to be accurate and trustworthy.

There are two primary considerations to take into account. The birthrate in your community and the general prosperity of its citizens. Go to your local health department . . . ask the authorities for the birth statistics covering the last few years.

ANNUAL NUMBER OF BIRTHS IN THE UNITED STATES

1915 to 1950



*Conservative estimates by Public Health Officials indicate that 1951 Births will equal 1950's record-breaking total!

Consult your Chamber of Commerce and your local banker. Today, more than ever before, they are interested in encouraging a worthy individual to realize his ambition . . . an independent business of his own. They consider it a contribution to the welfare of the community. New enterprises are welcomed.

Plan your business operation in light of what you learn from those you know to have sound and seasoned business judgment. Their figures and experience—not ours—will help you determine what the potential market may be for your services. Of this we are sure, regardless of the size of your community, the sales and profit possibilities will be more than enough to satisfy your every desire and ambition.

PROUD PARENTS SELDOM PINCH PENNIES!

Though the roof of the house may need repairs, though mother may lack a warm winter coat, such things are usually unselfishly forgotten if little Joan or baby Bob requires either a necessity or a luxury. Come what may, Joan usually gets her doll and Bob his electric train. Even if the household budget must be broken, it matters little if it contributes to the needs and happiness of the young ones. That's just human nature . . . the natural thing to do. Love and sentiment govern every action, when it concerns that tiny baby in the family.

WHAT DOES THAT MEAN TO YOU?

Simply this: Few parents can resist your sales promotion. Most all of them are intrigued by the thought of having their beloved babies' first pair of shoes "Eternalized" . . . every scuff and wrinkle preserved forever by your "Ceramizing" skill.

It's a symbol of their love and sentiment . . . something for which they'll gladly spend good money . . . a treasured possession for which they'll pay you well!



STUDY MAGAZINES,
NEWSPAPERS AND LOCAL
MARKET CONDITIONS.

Chapter 4



THE MARKET FOR "CERAMIZED" COSTUME JEWELRY AND GIFTWARES

The profit possibilities offered you in the field of "Ceramizing" are by no means limited to Baby Shoes. We have placed emphasis on this particular phase since it is probably the best known application of the Warner Approved Method, and enables us to speak in terms with which you are generally familiar. Furthermore, the methods and procedures used, as well as the equipment and materials, are identical to those required in the "Ceramizing" of any of the thousands of commonplace objects and materials that can be preserved, beautified, even created by this wonderful new process.

Once you have mastered the preparation and "Ceramizing" of Baby Shoes, it is a simple matter to branch out into many profitable side-lines that offer a waiting market for your new artcraft.

Keep in mind as you plan your "Ceramizing" business that you are not selling a single commodity or service. You are marketing your ability to put highly specialized knowledge and equipment to work in an unlimited field. Not just Baby Shoes. Not only leather, cloth and felt, but every mineral and material, and all products made from them! The thrill of creative pride that comes to men and women in "Ceramizing" will never diminish. There is as much fun in doing the thousandth piece as there was in the first, and as much profit. The constant variety of the work keeps it always fresh and interesting.

TRULY, AN UNLIMITED FIELD

In order to fully appreciate the vast opportunities opened to you by the Warner Method of "Ceramizing", stop and think for a moment of all the materials that you possibly can—metals, plastics, plaster, paper, cloth, wood, leather, rubber, flowers, leaves, etc. Even if you were given a hundred years, it just wouldn't be possible to come up with a complete list. Manufactured products by the score are waiting for the magic touch of the "Cerami-zer" to add beauty and decoration to their utility. Mother Nature's masterpieces of design furnish you with an endless variety of beautiful forms for the creation of costume jewelry and useful giftwares for the home. And the market for reclaiming faded and timeworn treasures and objects of art is a tremendous business of its own.

On the shelves in our experimental "Ceramizing" shop you will find almost every type of material imaginable that has been "Ceramized" to look like kiln-fired china or glowing mother-of-pearl. Some have been preserved as sentimental keepsakes, others "Ceramized" as products for sale. The beautiful full color illustrations of "Ceramized" novelties, jewelry and giftwares on the cover of this book are representative samples . . . barely a scratch on the surfact of this growing young industry.



SENTIMENTAL TREASURES AND ART GIFTWARES COSTUME JEWELRY AND NOVELTIES

The partial listing below contains the most common materials and objects available for "Ceramizing", and while not complete by any means, will illustrate the vast possibilities awaiting the Warner Operator with imagination and a willingness to experiment.

Baseballs	Sea Horses	Large Insects
Leaves	Baby Bottles	Plastics
Teddy Bears	Baby Shoes	Baby Gloves
Compacts	Chessmen	Baskets
Nuts	Candles	Pine Cones
Christmas Ornaments	Soap Carvings	Flowers
Dolls	Sea Shells	Root Formations
Dog Collars	Pipes	Dresser Sets
Perfume Bottles	Golf Balls	Compacts
Glassware	Buttons	Artificial Flowers
Plaster Figurines	Paper Plates	Religious Figures
Book Covers	Radio Cabinets	Wood Carvings
Table Lamps	Book Ends	Ash Trays
Picture Frames	Flower Pots	Desk Sets

PLUS REFINISHING AND RENEWING OF HOUSEHOLD ARTICLES AND FURNISHINGS.

HUMAN NATURE — YOUR TOP SALESMAN

The final sales-making ingredient that helps to create the vast market for your "Ceramizing" service is supplied by your customers . . . that intangible something known as "human nature." The wise businessman always makes use of this important factor in his sales program. Pick up any magazine or newspaper you happen to have in your home. Look at the advertisements and see how experienced sales and advertising men make use of human nature. The jeweler plays upon sentiment in selling his diamonds—"eternal keepsakes to be treasured always by the one you love" . . . the furniture manufacturer and tailor, aware that people like something different, stress the point that their products are *new and original* in design . . . and almost all types of merchants take advantage of the fact that it's human to want the best.

To see how the human desires mentioned above tie in with the vast field of "Ceramizing", it will be necessary to look upon your business as two separate enterprises. One engaged in the performance of a *service* (such as the preserving of Baby Shoes and other mementos) and the other engaged in a *manufacturing* operation (creating costume jewelry, "Ceramizing" statuettes, giftwares, etc.).

Actually, insofar as the conduct of your shop is concerned, there is no appreciable difference between the two. In the case of the service, the customers furnish the articles to be "Ceramized" and you perform the service of preserving them in China or Pearl finishes. The articles you will "Ceramize" in the *manufacturing* phase of your business, on the other hand, will be those produced or purchased by you and prepared for sale as souvenir or gift shop merchandise.

As you will see in the discussion to follow, the service phase of your "Ceramizing" business offers a sentimental appeal as its chief stock in trade, whereas the manufacturing end plays upon the human desire for something *new and different* . . . and "Ceramizing" certainly can claim that honor!

"CERAMIZING" AS A SERVICE

Nearly everyone has treasured mementos that they've saved through the years as a constant reminder of an outstanding event in their lives. The golfer, for example, who made a hole-in-one has very likely kept the golf ball with which the feat was accomplished. The dog-lover who has saved the first tiny dog collar worn by his prize-winning pup—the couple who saved the cork from the bottle of Champagne with which they toasted each other at their wedding—the hobbyist who treasures his first wood carving—and the sentimental parents who not only saved their babies shoes, but their favorite doll and Teddy bear as well. There's no rhyme or reason to the things people keep as souvenirs and keepsakes—objects of every size, shape and description. Regardless of what the object is, you can be sure of one thing . . . it's a "natural" for "Ceramizing!"



"Eternalize" baby shoes, toys, and other sentimental mementoes.



"Ceramize" Baskets, Plates, Trays, and other metal objects.



Preserve sport and war trophies in sparkling simulated china.

Why? Well, a golfball or dog collar is hardly the type of decoration for a living room . . . and a worn and creased Baby Shoe, in spite of the sentimental memories it brings back, is rather out of place on the highly polished mahogany sideboard. So instead of being prominently displayed as their owner would like them, the keepsakes are usually tucked away in a bureau drawer or storage box in the basement or attic—out of sight, but most assuredly not out of mind.

It doesn't take much of a sales talk to sell these people on the idea of having these articles "Ceramized" once you point out the advantages of your service. How through your artistry and the magic of the "Ceramizing" process the battered golf ball can be finished in a gleaming China and mounted on a grass-green and textured plaster-of-paris base, thereby becoming as attractive a sports trophy as ever graced a sportsman's den. With your "Ceramizing" skill and a little imagination, the dog-collar, Champagne cork and wood carving take on new beauty and attractiveness as well as a new, practical use after being mounted on ash tray or picture frame base.

There are few persons, indeed, who can resist the sales appeal of your novel and sentimental service . . . *if they know that such a service is available to them!* It's up to you to let people know that while you may specialize in the "Ceramizing" of Baby Shoes, you will gladly apply your skill to the preservation of any treasured keepsake!

"CERAMIZED" PRODUCTS

From a manufacturing standpoint, there are countless opportunities for the Warner Method Operator with imagination to develop a number of sideline businesses. Art objects, novelties and costume jewelry are just a few of the many lines that can be produced practically and profitably in your "Ceramizing" shop. Specialty items in this category have always enjoyed a ready market and better than average profit margin, and those produced in your shop will be no exception.

"CERAMIZED" PRODUCTS AS "FILL-INS"

Even if you do not plan to enter into the manufacture of "Ceramized" novelty or giftware items on a large scale, you will still find it most practical to have several "stock items" on hand as fill-in material. They can take up the slack in your regular production during the occasional "waiting time" on a job (this is especially important if you employ hourly help) and provide an excellent use for the odds and ends of various finishing materials that would ordinarily be discarded as perhaps being not enough for a complete Baby Shoe order . . . still useful and valuable, so why waste them? This practice will not only result in lowering production costs, but will also provide you with "Ceramized" articles that can be sold for handsome prices.



Costume Jewelry from flowers, leaves, nuts, and shells.



Paper Weights, Trays, and Objects of Art from Nature.



"Ceramized" Busts, Figures from plaster, or wood carvings.



"Ceramized" Objects of glass, leather, plastics, or rubber.

"CERAMIZING" PLASTER CASTINGS

Plaster castings, for example, offer an almost inexhaustible source of subjects for "Ceramizing." They can be produced easily and inexpensively right in your own home, with a corner of your "Ceramizing" shop or even your kitchen table providing ample work space. Original models, from which a rubber mold will be made, can be purchased in any dime, department or novelty store, and once you've made a mold of an article, you can use the mold to turn out hundreds of faithful plaster reproductions. You can profitably cast an endless variety of objects . . . statuettes, book ends, ash trays, wall placques, etc. The cost? Only a few cents per casting! If you do not care to extend your efforts into the actual casting of products, they can be purchased in quantity direct from the manufacturers at wholesale prices. Higher, of course, than those produced by yourself, but still advantageous to your gross profit picture.

When these plaster castings have been skillfully "Ceramized" they are transformed from white, colorless plaster into articles comparing in beauty and richness to those selling at high prices in the most exclusive gift shops in the nation!

NATURE — A FINE SUPPLIER OF SUBJECTS

The products of nature, while sometimes requiring a little more imagination on the part of the "Ceramizer," provide another rich source of material. Leaves and flowers, interesting root and branch formations, pine cones, sea shells, large insects, sea horses, etc., are limitless in number and variety and can be transformed into graceful, gleaming novelties, giftwares and attractive costume jewelry pieces by the Warner Approved Method. And best of all . . . they don't cost you a cent! Such articles have a value far in excess of their material cost, for your "Ceramizing" handcraft enables you to accomplish a feat impossible to even the most highly skilled artisan or complex machine . . . the ability to reproduce, *in the daintiest of Dresden or the glowing fluorescence of Pearl*, the grace and delicate beauty which can be imparted only by the hand of nature!

SOUVENIRS

While "Ceramized" products of nature will always find a ready market as gift and novelty merchandise, they have in some localities, a special value as souvenirs. A city famous for its ancient oak or elm trees provides a natural tourist market for leaves "Ceramized" as costume jewelry, candy dishes, etc. In the western sections of our country, what could make a more pleasing souvenir to the average tourist than a small cactus or gnarled tree branch with the finish of skillfully sculptored and kiln-fired China bric-a-brac. The seashore, the mountains, even the big cities have an endless variety of commonplace objects representative of the locality that can be made into profitable, fast-selling novelty souvenir merchandise.

Regardless of your plans for the future of your "Ceramizing" business, one thing is certain . . . the possibilities are as unending as time itself.



Shown here are a few examples of the many novelties and giftwares that have been "Ceramized" in our experimental shop. Some are products of nature, some are souvenirs and dime store merchandise "Ceramized" as novel decorations for the home.



Chapter 5

WHAT IS "CERAMIZING"?

"Ceramizing" is the name given to an amazing new process. It is taken from the word "Ceramic"—meaning those things that are made of porcelain or china. True Ceramics is perhaps one of the most ancient arts of mankind, and as you know, depends essentially upon the use of clay for forms, various types of glazes for finished surfaces, and baking at high temperatures in large ovens, or kilns. This method, of course, limits the Ceramic process to clay and clay products as base material because of the high temperatures involved.

By the Approved Warner Method "Ceramizing" Process, anyone can make ordinary objects of any material look like the most expensive kiln-fired china. Even the rare porcelains look so much like the products of the modern "Ceramizer" that it requires the eye of the connoisseur to tell them apart.

In spite of the magical results obtained by "Ceramizing" the process is simple and easy to learn, and can be applied to virtually any material you can name . . . glass, wood, plaster, paper, leather, cloth, plastic, metals, rubber and even the delicate organic materials such as leaves, flowers, and even insects!

WITH PROPER TECHNIQUE IN PREPARATION, THESE MATERIALS—IN ANY FORM—CAN BE "CERAMIZED" TO PRESERVE THE DETAIL AND ENHANCE THE BEAUTY OF THE ORIGINAL ARTICLE.

Briefly, the "Ceramizing" process consists of three basic steps—

- (1) Preparation of the article to impart strength, render it moisture-proof, and provide a suitable base for color-coating.
- (2) Color the article, apply trim or decoration, and finish coat in Dresden China or Mother-of-Pearl effect as desired.
- (3) Apply Porceglaze Powders for full high-glaze, kiln-fired appearance.

The amount of preparation required in Step 1, is entirely dependent upon the characteristics of the material of which the object is made. The classification of materials in the following paragraph will enable you to readily determine the amount and extent of preparation necessary.

CLASSIFYING MATERIALS FOR "CERAMIZING"

All materials and the products of all materials can generally be placed in one or two classifications in regard to their substance and composition . . . they are either open-grained porous substances, or close-grained, non-porous substances.

Classification No. 1

Open-grained or Porous Substances—Typical of open-grained, porous substances are leather, cloth, felt, wood, plaster, unglazed earthenware, paper, etc. Because of their ability to absorb moisture, these materials, plus any others having the same characteristics, must be rendered completely non-absorbent before "Ceramizing."

Further characteristics of some of the materials in this Classification are a lack of strength and body due to their composition. Articles of cloth, leather, felt, etc., are usually soft and yielding to the touch. It follows, then, that these materials must also be given sufficient strength in order to retain their original shape during handling, and after the "Ceramizing" process has been completed.

One of the most important advantages of the newly developed Warner Approved Method of "Ceramizing" is the use of Warner's "Plas-Tuff" Pre-Coat Hardening Compound. This laboratory tested and approved compound is specially prepared to render open-grained materials moisture-proof and rock-hard in the same operation. Furthermore, "Plas-Tuff" provides an excellent base for the application of all "Ceramizing" finishes. On soft materials, two or more applications of "Plas-Tuff" Pre-Coat Hardening Compound are necessary . . . on hard, porous materials such as wood and plaster one application is sufficient to moisture-proof and provide a base for color finishing.

Classification No. 2

Close-grained, Non-Porous Materials—Examples of close-grained, non-porous materials are glass, plastic, soap, bakelite, metals, etc. These materials and any others having no ability to absorb moisture do not require a surface sealing, nor do they require special treatment to give them strength, as they have body and firmness sufficient for all practical purposes. However, because of the nature of their surface, which is usually extremely smooth, it is necessary to provide a suitable, strongly adhesive base for the color coating to follow in the complete "Ceramizing" process. This is again Warner's "Plas-Tuff" Pre-Coat Compound, one application is generally sufficient.

We may make a third classification here to cover the case of organic substances such as flowers, leaves, insects, etc., which are non-absorbent (unless in dried form, straw-flowers, etc.) and because of their delicate construction require the utmost care in preparation to give them substance and strength to hold their shape during and after "Ceramizing." Extremely light coatings of "Plas-Tuff" Hardener should be given these delicate objects to prevent possible distortion due to uneven drying of a heavy application.

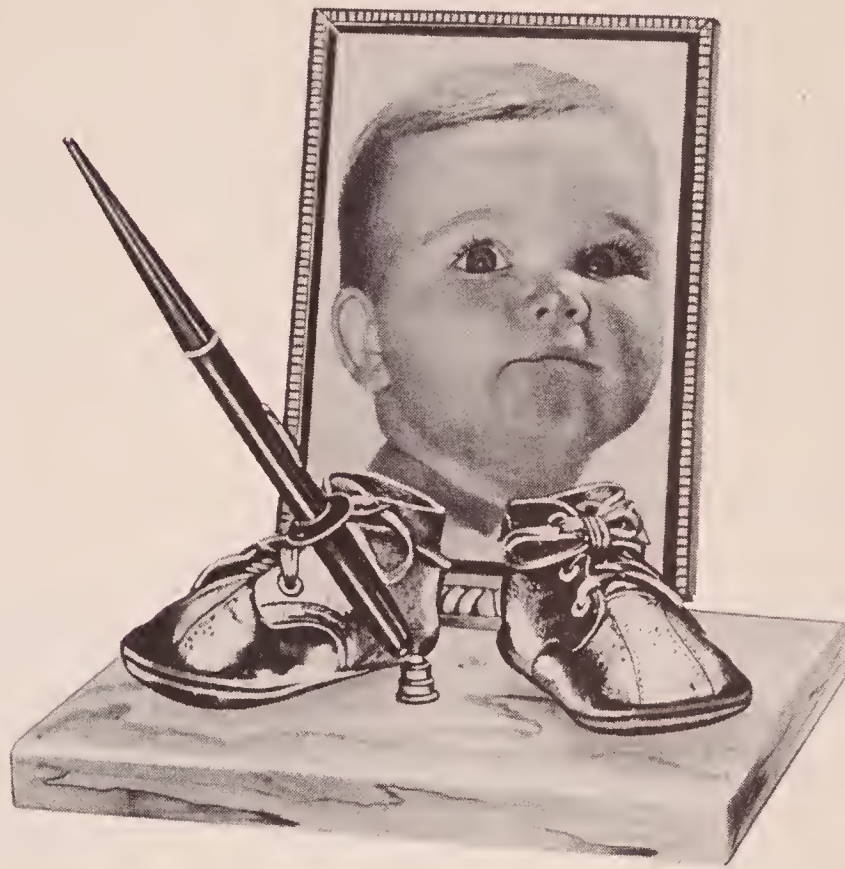
A WORD OF CAUTION

Remember, the successful accomplishment of any new craft is not always easy. No lecture, no printed word can possibly substitute for actual, personal experience.

The Warner Approved Method of "Ceramizing" requires neither muscular effort or any special ability or previous knowledge . . . IT DOES REQUIRE PRACTICE!

The purpose of the following chapters is to give you a clear understanding, a sound and working knowledge of a new art that affords an unusual opportunity for individual expression . . . and profit.

THE FIRST GREAT FIELD OF PROFIT . . . "Cerামizing" Baby Shoes



The Baby Shoes brought to you by your customers have a sentimental value far beyond their material worth . . . they are irreplaceable reminders of "Baby Days" that will never return. By entrusting such treasures to you, these parents have expressed confidence in your ability to produce a "Cerামized" work of art . . . each tiny wrinkle and scuff faithfully preserved, and in appearance as delicate and beautiful as the finest Dresden China.

YOU CAN DO ALL THIS, AND MORE!

To deserve this confidence, it is your responsibility to perform each operation as skillfully as possible. Use the surest, safest method of preparation, The Warner Approved Method. Work with the best of materials, and as far as circumstances permit, furnish your shop with the fine materials and supplies offered by the Warner Electric Company.

THE WARNER APPROVED METHOD

The New Warner Approved Method of "Cerামizing" Baby Shoes is perhaps the most valuable contribution to the field of decorative art ever published. In establishing your own business along the basic plan outlined in this book, we strongly recommend that the Warner Approved Method be used exclusively in preparing all materials.

Here, in easy-to-understand form are the rewards of patient and painstaking research directed toward a single goal . . . to simplify the problems and improve upon the processes of a revolutionary new finishing technique offering unlimited possibilities for a profitable spare time or full time business of your own.

Chapter 6

PREPARING BABY SHOES FOR "CERAMIZING" The Warner Approved Method

The baby shoes you will get to "Cerimize" are valued not for their beauty, but for the happy memories of childhood adventure woven into each fold and crease. Invariably they will come to you in the same condition as they were when last worn . . . they will be scuffed, wrinkled and in general show evidence of innumerable polishings and much handling.

Since the shoe itself is the foundation upon which you are to build a beautiful, lifetime "Cerimized" finish, your first approach is to remove as much of this residual dirt and film as possible, and work from a clean surface.

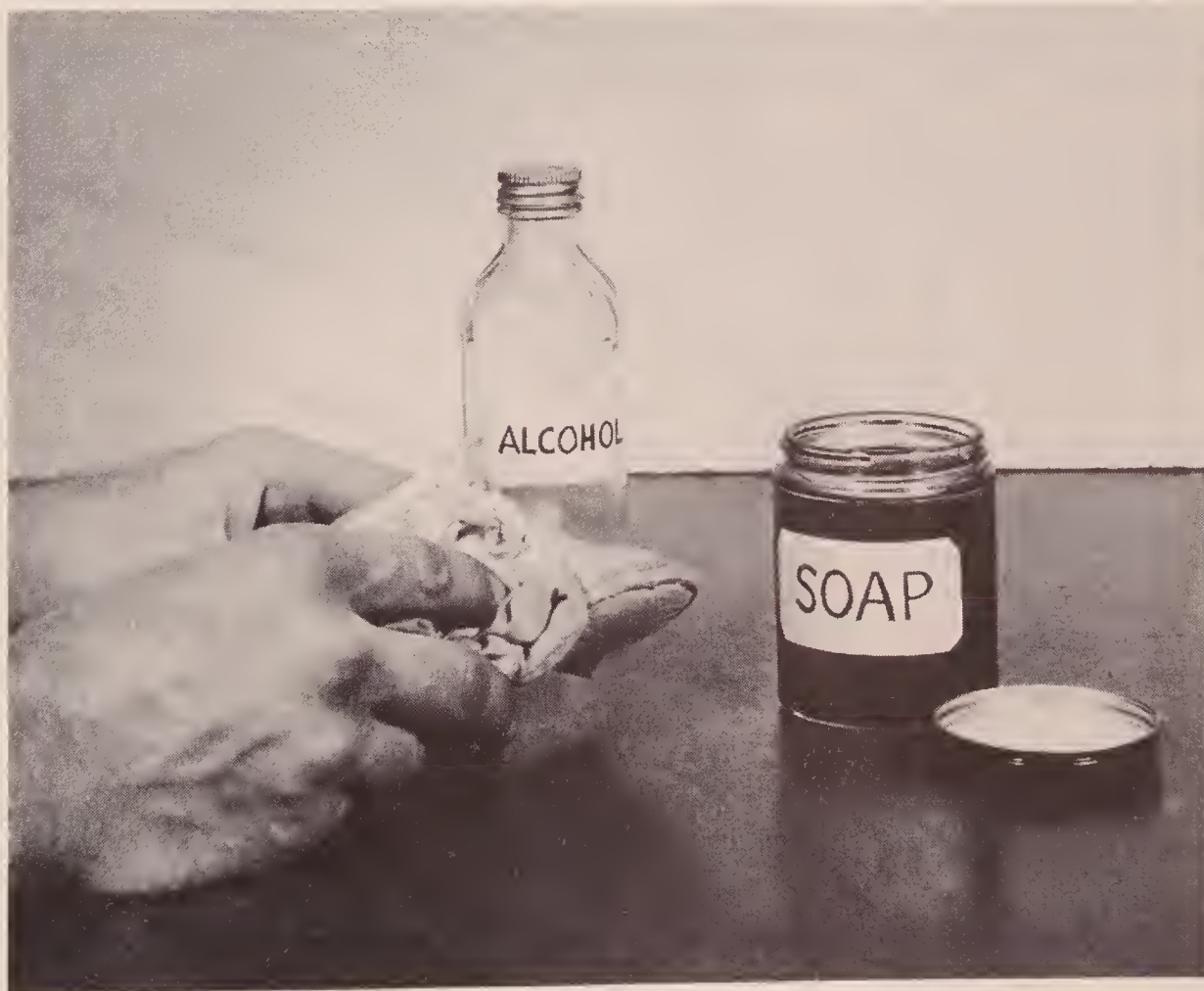


ILLUSTRATION No. 1

Removing old shoe polish, dirt, grease, etc., from surface of shoes to give a clean, uniformly absorbent base for hardening and moisture-proofing the material. Use a mild soap and water solution first, then complete the cleaning by wiping with alcohol or carbon tetrachloride for best results.

SURFACE CLEANING THE SHOE

For the preliminary cleaning of the shoe, use a soft cloth that has merely been dampened in a mild soap and water solution. See Illustration 1. Wipe the entire surface of the shoe carefully, being sure to remove any surplus shoe polish that may have accumulated in the crease around the shoe sole and in the stitching or design pattern on the toe and sides. DO NOT MAKE THE SHOE WET BY SOAKING.

Then complete the cleaning operation by wiping the surface of the shoe with a wad of cotton dipped in either alcohol or carbon tetrachloride (available from your local drug store), to cut and remove any greases or oils remaining. The later steps of hardening and moisture-proofing the shoe will be more effective if the material of the shoe is uniformly absorbent and will allow more complete penetration of the hardener.

After proper cleaning, the shoe will have a soft and slightly velvety surface. If the shoe feels damp to the touch, allow it to dry for at least two hours before processing with the next step. In any case, be absolutely sure that shoe is clean, dry and free of moisture before the hardening and moisture-proofing treatments are given.

NUMBERING SHOES FOR IDENTIFICATION

Since you will be handling a great number of shoes from many different customers, it will be necessary to mark each shoe to correspond with the owner's order number, thereby preventing mixups in returning the finished product. As you take in each pair, it is a simple matter to pencil the customer's order number on the tongue or sole of the shoe as a temporary record.

Now, for more permanent identification, you should transfer that number to the sole of the shoe, deeply imprinted so that it will always be visible through the various color coats and "Ceramized" finish. The simplest and most practical method is to stamp the number with a set of steel numbering dies.

Slip the shoe over a shoe anvil as shown in Illustration 2. Select the proper numerals from your die set and give each a smart tap with a hammer, impressing the number deeply into the leather. If the number is clearly visible, it will remain so regardless of the thickness of the "Ceramized" finish applied later. On felt or cloth shoes, it may be better to stamp the number after the first hardening operation, since the material will have more body and will better retain the imprint. The hardening compound, being clear and transparent, will not hide your original pencil number.

Remember also that before mounting the shoes permanently on book ends, ash tray, picture frame, etc., this number should also be clearly marked on the underside of the mounting.

The handy shoe anvil shown in Illustration 2 is inexpensive and easily made from three ordinary pipe fittings obtainable at any hardware store. The anvil head is a $\frac{3}{4}$ inch pipe cap, the body a $\frac{3}{4}$ inch pipe nipple about 6 inches long, and the base of the anvil is a $\frac{3}{4}$ inch pipe flange. You can fasten the pipe flange permanently to your workbench, or leave the anvil portable, to be stored in a drawer or upon a shelf when not in use.

A set of steel dies for numbering the shoes can be purchased from the Warner Electric Company—Order Number 4-FJ-457 . . . \$2.75 per set.

ARTISTIC ARRANGEMENT OF THE SHOES

Right here is where you begin to make your efforts stand out as the work of an artistic, professional craftsman. The finished appearance of the "Ceramized" and mounted shoe depends entirely upon the care and thought applied in giving it a pleasing rounded shape, and in artistically arranging the shoe laces.

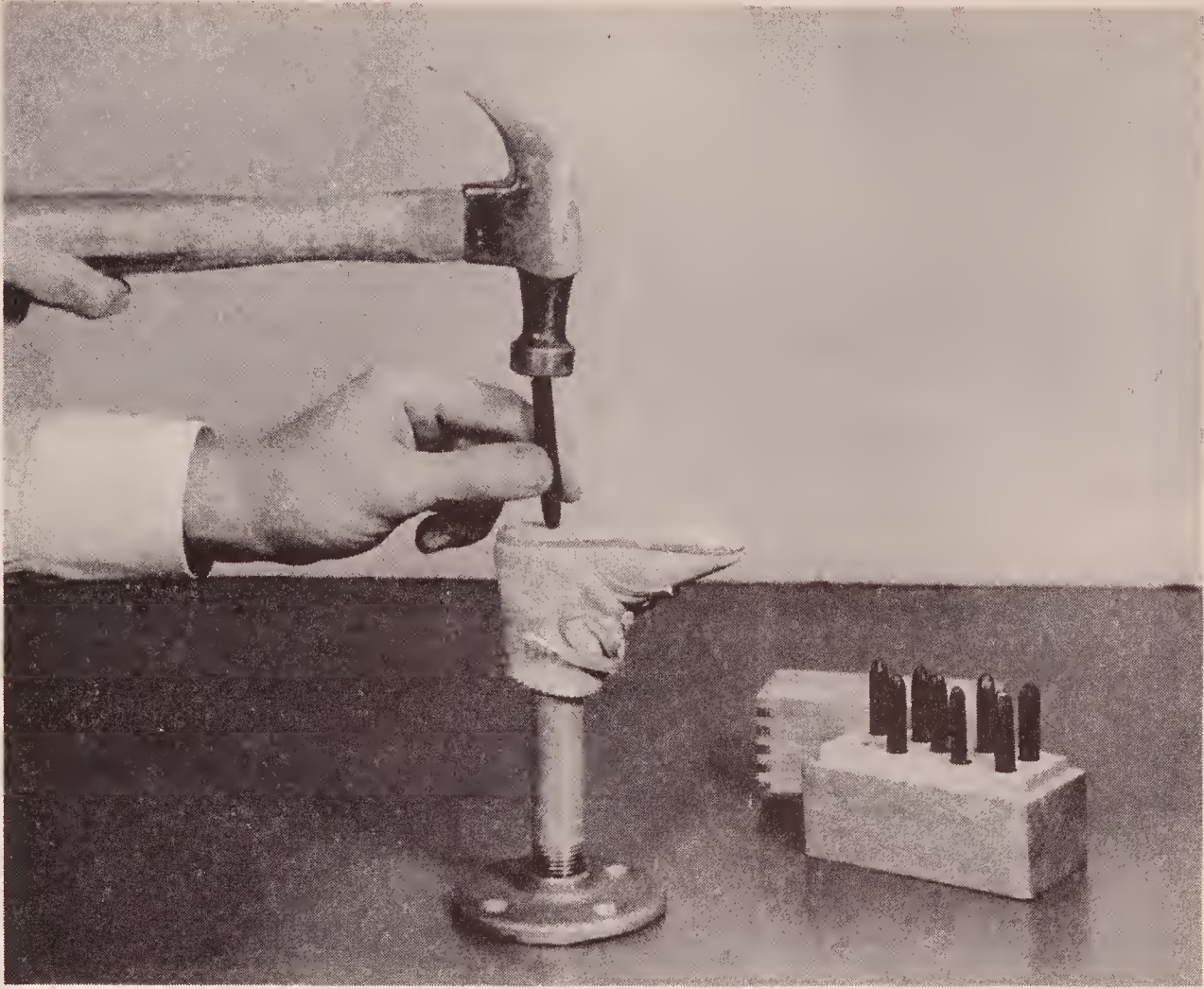


ILLUSTRATION No. 2

Number sole of shoe for identification. Use steel numbering dies to stamp customer's order number deeply into the leather. Numbering dies are available through the Warner Electric Company—Order Number 4-FJ-457 . . . \$2.75 per set.

The best possible "Ceramizing" job would be completely lost on a poorly shaped and carelessly arranged shoe, so you will find it a great help to practice shaping and arranging shoes in several different ways. Always try to give each job an original touch to distinguish it from the others you have done . . . for a reputation for originality is as good a recommendation as the quality of your work! Mrs. Smith likes to think her baby's "Ceramized" shoes are just a little more lovable than those you did for Mrs. Jones, and vice-versa! It's just human nature, so put it to work for you!

IMPROVING THE APPEARANCE OF THE SHOE

First, examine the shoe very critically for loose stitching. Any short ends of threads sticking up should be trimmed off as close as possible to the surface of the shoe. Next examine the shoe laces. Ordinarily, the laces that come with the shoes have worn and frayed sections, or they are twisted and knotted so they will actually detract from the beauty of the "Ceramized" finish.

You can master this situation very neatly and quickly by keeping a supply of new shoe laces on hand and substituting them for the badly worn ones. The 18 inch laces are the most commonly used length for size 0 and 1 baby shoes. Keep in mind that when doing a pair of shoes, if one needs a lace, also put a new lace in the other, in order to keep the shoes as much alike in appearance as possible.

ARRANGING THE SHOE LACES

Now lace the shoes neatly and draw the bows uniformly snug so that the shoe opening is fairly even from top to bottom. For variety, you have your choice of several methods of arranging the loose ends of the laces . . . one method is to tie a full bow at the top eyelet, another is to lace the shoe only up to the second eyelet from the top and tie the bow there, and still another is to eliminate the bow entirely, lacing the shoe to the first or second eyelet and allowing the loose ends of the laces to fall gracefully down the sides of the shoe. This last method will give the impression that the shoes have just been removed from the baby's feet. It is a very natural and effective style when done gracefully. The lacing itself may also be done in several different arrangements, as shown in Illustration 4. Remember to treat both shoes of a pair in an identical style so they show definitely they are mates.



From this point on you are going to appreciate the outstanding advantages of the Warner Approved Method of "Ceremizing" and the specially compounded materials available for your use.

HARDENING AND MOISTURE-PROOFING THE SHOE

This step in the preparation of baby shoes for "Ceremizing" is a very important one for many reasons. Proper hardening of the shoe is necessary to give the soft material sufficient strength to resist crushing or denting, both during handling while "Ceremizing" and after it is in the hands of the customer. Adequate moisture-proofing of the absorbent material will prevent any possibility of structural distortion through drying out, or the other extreme, of absorbing moisture from the air over a period of time. And finally, an extremely adhesive base for the "Ceremized" finish will prevent chipping and peeling of the surface even if the shoe is mishandled or accidentally damaged by the customer.

Warner's "Plas-Tuff" Pre-Coat Hardening Compound is a newly developed composition specifically designed to be used in preparing articles for "Ceremizing." It is easy to handle, fast drying, and imparts a rock-like hardness to any soft, absorbent material . . . plus having excellent moisture-proofing characteristics and providing the all-important adhesive base for any "Ceremized" finish. Warner's "Plas-Tuff" performs *all three* basic functions *in one operation*, thereby considerably speeding up your production.

The degree of hardness and the amount of penetration for moisture-proofing depend of course on the number of applications of "Plas-Tuff" given to the article. Two dip coats are generally sufficient for the average baby shoe, however, the very soft, expensive kid-skin materials may require three or even four in extreme cases. This we will leave to your own experience and discretion.

Warner's "Plas-Tuff" Pre-Coat Hardening Compound comes to you in highly concentrated form for greatest economy. For use in pre-stiffening and in later dipping for added strength "Plas-Tuff" should be diluted 50 to 75 percent . . . approximately one quart of Warner's "Plas-Tuff" to one and one-half quarts of lacquer thinner. Remember to add more lacquer thinner to make up for evaporation loss if your solution begins to thicken after several days' use. The lacquer thinner should be of a good grade, and may be purchased from your local hardware or paint store.

Any tin, enamelware or glass container of half gallon or more capacity can be used to prepare the dilute solution of Warner's "Plas-Tuff" Pre-Coat Hardening Compound. Whatever the container, it should be provided with a good tight-fitting lid to prevent excessive evaporation of the lacquer thinner while the solution is not being used. Also the mouth, or top of the container should be as open as possible for easier manipulation and removal of the shoe during dipping.

You will find it most practical to prepare approximately a half-gallon of the dilute solution at one time. In other words, measure one quart of "Plas-Tuff" Pre-Coat Compound and one and one-half quarts of lacquer thinner into your dipping container and mix them thoroughly. Keep the balance of the concentrated "Plas-Tuff" tightly covered in the original container.

Warner's "Plas-Tuff" Pre-Coat Hardening Compound is available through the Warner Electric Company—Order Number 6-FW-992 . . . \$5.85 per gallon. Since one gallon of Warner's "Plas-Tuff" is sufficient to prepare up to 100 pair of baby shoes (depending upon size, amount of waste during use, etc.) you will find it exceptionally economical as well as clean and easy to use.

CAUTION: Warner's "Plas-Tuff" Pre-Coat Hardening Compound should never be used full strength, directly from the can, on any soft material such as cloth, leather, felt, etc. The thickness of the solution in its original, concentrated form may cause an uneven deposit, resulting in an unequal drying time over various sections of the article, and subsequent shrinkage and damage to the material. Two or three properly diluted thin coatings are far more effective and efficient than one heavy coat.

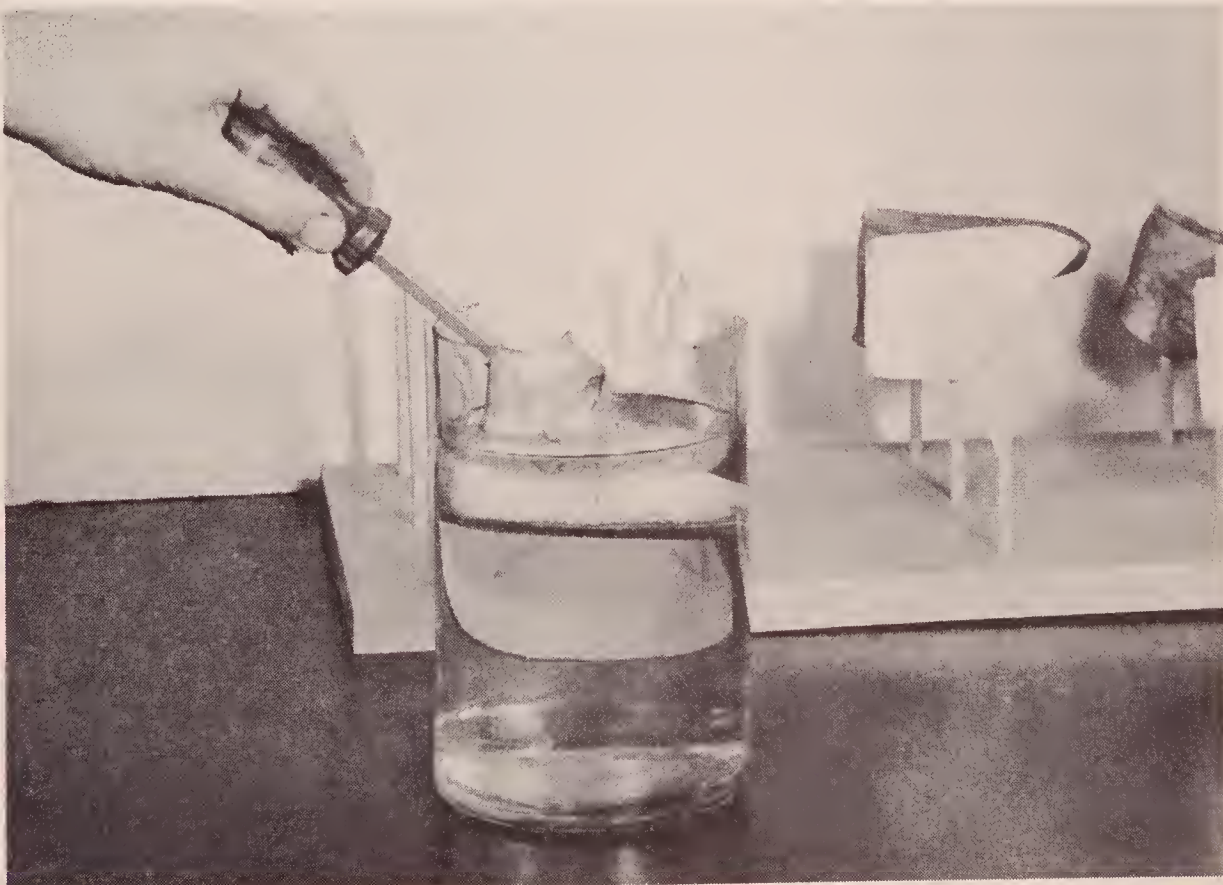


ILLUSTRATION No. 3

Dipping shoe in dilute solution of Warner's "Plas-Tuff" Pre-Coat Hardening Compound for hardening, moisture-proofing and providing a suitable adhesive base for your "Cer-amizing" materials. Use a screwdriver or short stick to move shoe about in the hardener.

THE PRE-STIFFENING DIP

Drop the shoe into the vessel containing the prepared solution of Warner's "Plas-Tuff" and submerge it completely. While the shoe is completely submerged, move it about with a short stick or screw-driver to release any air bubbles that may be trapped in the toe. See Illustration 3. For this first dip the shoe should be allowed to remain in the solution for at least 3 to 5 minutes to allow the material to become thoroughly saturated. Then insert the stick or screwdriver used for moving the shoe into the top opening of the shoe and lift it out. Allow the shoe to drain over the container for a moment and then transfer it to your shoe drying rack as shown in Illustration 5.

The shoe should be left to drain and dry for 15 to 30 minutes (depending upon room temperature, humidity, etc.) After about 15 minutes, touch the baby shoe lightly to determine whether or not the surface is dry enough to handle without leaving fingermarks or having the "Plas-Tuff" stick to your fingers. As soon as the shoe is dry enough to handle, the next step is to form and mould its shape before further hardening of the "Plas-Tuff" causes the material to become permanently rigid. NOTE: If, by accident, you do allow a shoe to become stiff and difficult to shape, submerge it once more in your prepared solution of "Plas-Tuff" and allow it to remain at least 5 minutes. This will soften it once more and you can repeat the process of draining and drying outlined above.



ILLUSTRATION No. 4

Several of the most popular styles of shoe lacing arrangements are shown here. Shoe No. 1 is the loose style with laces gracefully draped on either side. Shoe No. 2 has the "Ladder Lace" with full bow at the top, Shoe No. 3 has full bow tied at the second eyelet from the top, Shoe No. 4 has front cross lacing and Shoe No. 5 has rear cross lacing. Remember to prepare *pairs of shoes* identical to each other, so they will show they are mates.

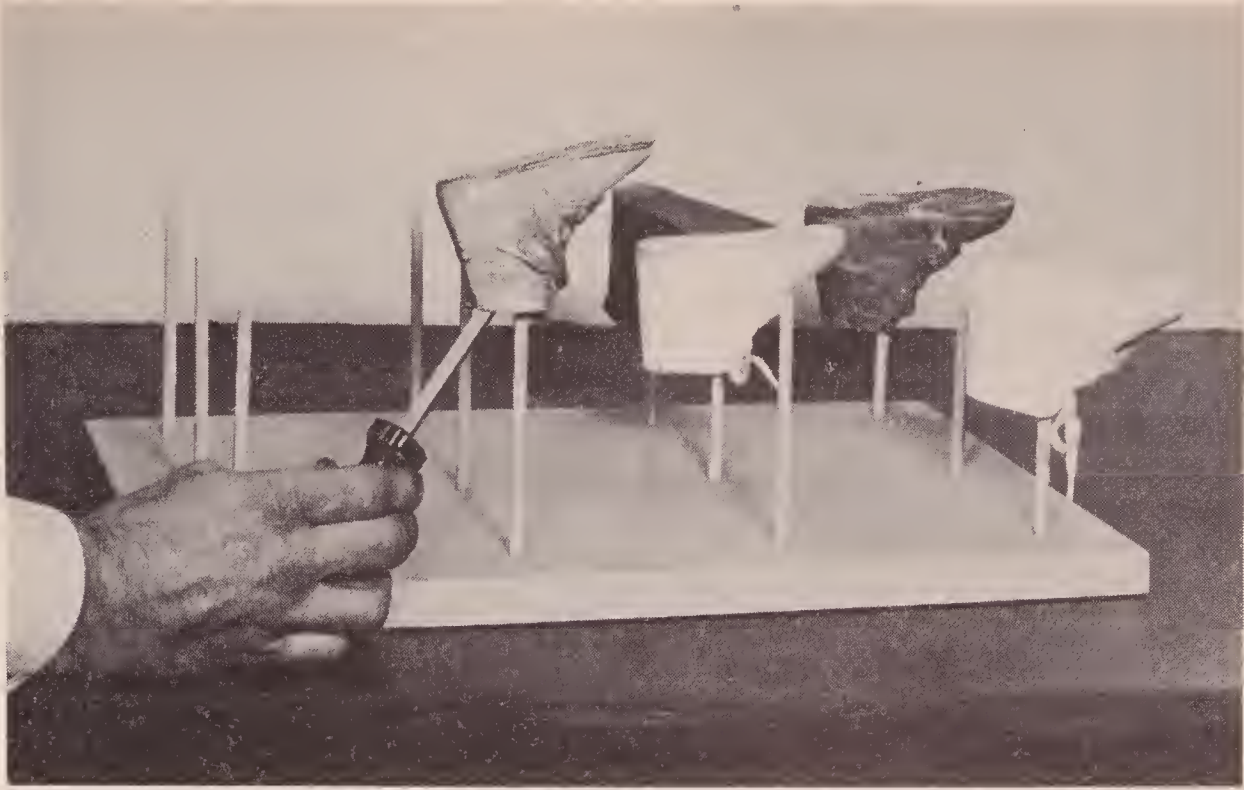


ILLUSTRATION No. 5

Transferring shoe from "Plas-Tuff" dip to shoe rack for draining and drying. Shoe will drain best in an upside-down position. Place the shoe drying rack in the most dust-free spot in your shop.

MOULDING THE SHAPE OF THE SHOE

Now that the shoe has been given its pre-stiffening dip and is still flexible, yet dry enough to handle, the next step is to give the shoe a comfortable looking, rounded shape. Some shoes will not have been worn sufficiently to lose the natural stiffness of their material, and may need little or no shaping at all. For the most part, however, you will find the shoes to be well wrinkled and creased either from long wear or from being packed away with other precious souvenirs.

In handling a shoe that requires shaping, take short lengths of ordinary wax paper (about 12 inches long) and crush them into wads that can be stuffed inside the shoe. See Illustration 6. After stuffing the wax paper wherever necessary to bring the shoe to shape, you will be able to also form the shoe from the outside by pressing with your fingers any sections that may have an overstuffed or "bloated" appearance.

For the sake of an attractive appearance and for your own convenience in "Ceramizing" the shoe, you will naturally attempt to eliminate all sharp and deep creases and folds in the material of the shoe. However, do not overdo this shaping to the extent that it will give the shoe a smooth, sleek appearance of one that is new! The tiny wrinkles and scuffs are the character of the shoe itself and should not be destroyed by over-enthusiastic shaping.

Your customers do not expect "new" shoes, so proceed cautiously and at the same time be considerate of your own requirements insofar as the surface contours of the shoe affect your ability to give it the delicate "Ceramized" look. In general, avoid sharp or deep creases in the shoes, or excessively rolled over or "wing collar" effects on the shoe tops.

In stuffing the wax paper into the shoe, be sure that the tongue of the shoe is pressed forward against the laces and sides of the shoe and held there as tightly as possible. Later, the tongue will be cemented in place, and it will be more convenient for that operation if you will arrange it in its approximate position right now.



ILLUSTRATION No. 6

Stuffing the shoe with wax paper for preliminary shaping. Use short lengths of wax paper crushed into wads that will fit into the shoe. Give shoe a pleasing, natural shape, keeping shoe sole as flat as possible for easier mounting.

DRYING THE MOULDED AND SHAPED SHOE

Now that you have completed the wax paper stuffing and shaping of the shoe, stand it upright on a sheet of wax paper and allow it to dry for at least 16 hours. This drying will allow the Warner's "Plas-Tuff" Pre-Coat Hardening Compound to set to its full hardness and the shoe will retain the shape you have given it, and will be easy to handle during further preparation.

At the moment, this drying time may seem to be wasted hours in your "Ceramizing" shop, but you will find that after you get into full production you will be using this time to prepare other shoes, color-coating, trimming and Porcelainizing, etc., and there will actually be no wasted motion from start to finish.

CEMENTING THE SHOE LACES IN POSITION

After the shaped shoe has become completely dry, carefully remove all the wax paper stuffing. The next operation is to cement the shoe laces and bows against the sides of the shoe. The inner curve of the bow can be cemented as flat as possible against the side of the shoe, and the outer portion of the lace allowed to curve out gracefully, if you desire. Most operators prefer to cement the entire bow flat against the side of the shoe because of easier handling for the remainder of the "Ceramizing" process. However, it is a matter of preference and you can make your own decision after experimenting both ways. In all cases, it



ILLUSTRATION No. 7

Cementing shoe laces and bows as flat as possible against sides of shoe. Use quick-drying household cement along all points of contact. Arrange shoe laces carefully.

is recommended that the tip ends of the laces be cemented flat against the side of the shoe so as not to leave a projection that can be easily damaged by careless handling.

A quick drying household cement is recommended for fastening the laces to the shoe. While the cement is drying, the laces can be held in place with several of the spring type clothes pins as shown in Illustration 7.

Next, bring the tongue of the shoe forward against the laces and sides of the shoe and cement it firmly in place. One or two of the spring type clothes pins can be used to advantage here also . . . in some cases the same clothes pin holding the bow can also hold the tongue in position.

FINAL DIPPING AND HARDENING OF THE SHOE

After the shoe laces and tongue of the shoe have been cemented firmly in place, and the cement is completely dry, a second dip in your solution of Warner's "Plas-Tuff" Hardening Compound is recommended. This second dip will insure complete coverage, both inside and out, of an unbroken coating of "Plas-Tuff" giving the shoe additional hardness, effective moisture-proofing and an overall adhesive base for your "Ceramizing" color-coats.

This second dipping should be done quickly. Drop the shoe into the prepared "Plas-Tuff" solution, move it about for a moment, and lift it out. Allow the shoe to drain over the container, and then transfer it to your shoe drying rack as shown in Illustration 8. For most shoes, this second dip will be sufficient for all practical purposes . . . if a third or fourth dip seems necessary as may be the case on extremely soft materials, the additional dips should also be done quickly.



Drying time between dips will vary according to room temperature and humidity conditions, however, a drying time of at least 16 hours between dips is recommended, with a 24 hour drying time after the final dip to insure complete hardness.



As the shoes are draining and drying on the rack, examine them occasionally to determine whether excess solution is dropping off freely or gathering in beads and ridges along the top (they're upside down, remember) edge of the shoe. If solution is forming heavy drops and "sagging" down the sides of the shoe, it is an indication that the Warner's "Plas-Tuff" Hardening Compound should be thinned still further before the next dip. Generally, adding an additional pint of lacquer thinner will be sufficient if the correct proportions of approximately 1½ to 1 were followed originally.

The shoe drying rack shown in Illustrations 3 and 5 is a very practical and necessary piece of equipment for handling a volume of work in your "Ceramizing" shop. It is designed to hold the shoes in the correct position for drying and draining. A shoe drying rack can be made very simply and inexpensively by driving several four inch nails about 6 inches apart, or inserting wooden dowels into drilled holes in a board of any size to fit conveniently on your workbench. Keep your shoe drying rack in the cleanest, most dust-free spot in your shop.

TOUCH-UP REPAIR ON CRACKED SHOES

The majority of the shoes you will get to "Ceramize" will be in reasonably good condition and require no special treatment . . . but it is well to know in advance how to repair those suffering from age or hard wear.

The most common condition you will find among leather shoes is where the dryness of old age (some operators have reported "Ceramizing" shoes that had been made and worn in the 1800's!) has caused deep cracks and sharp creases almost impossible to remove by shaping. These should be smoothed over as much as possible to eliminate the appearance of a sharp, deep crack in the surface.

For filling cracks and other similar "face lifting" operations on the shoe, you can apply Warner's "Plas-Tuff" Hardening Compound in its thick, concentrated form. Use a small, pointed camel hair brush and flow the heavy "Plas-Tuff" into the crack itself, being careful to avoid ridges on the surface at either side.

You may also use this method to fill any areas around shoe laces where they are not firmly cemented to the shoe, filling in cracks around the edges of heavier soled shoes, etc. Through experimentation, you will discover dozens of ways in which the versatility of Warner's "Plas-Tuff" Pre-Coat Hardening Compound can speed up your production and give Baby Shoes and other materials to be "Ceramized" a surface preparation never before possible.

PLASTER LINING OF BABY SHOES

As an alternative method of preparing a Baby Shoe for "Ceramizing," Plaster Lining the shoe offers some very interesting possibilities and is well worth your time to experiment on several samples.

The purpose is to further strengthen the shoe, and also increase its overall thickness, *from the inside only*, to add very realistically to the appearance of a true Ceramic object of art.

The process of Plaster Lining involves the "filling and pouring" method of the professional plaster and metal casting industry to produce hollow castings of great strength, yet at a considerable saving in materials. In the casting industry, rigid moulds of the object to be reproduced are completely filled with molten metal or plaster, allowed to cool or "set" for a short interval, and then inverted, allowing the still liquid material to run out, leaving a shell of metal or plaster approximately 3/16 inches in thickness that conforms perfectly to the pattern of the mould.

In applying this principle to the Plaster Lining of Baby Shoes, the shoe itself (after its first dip, shaping and cementing of laces and tongue) is used as the mould. A very thin mixture of plaster is poured into the shoe, and the shoe is turned and rolled over and over by hand to allow the plaster to run completely around the inside of the shoe as it hardens into a thin shell. Unlike the casting industries method above, this shell is not removed from the shoe, but becomes part of the shoe itself, adding strength and weight to the shoe.



ILLUSTRATION No. 8

Pouring the Plaster Lining material into the shoe. The plaster-water mixture should be about the consistency of heavy cream, so it will flow evenly and smoothly over the entire inside surface of the shoe.

Here's how it's done: After pre-dipping, shaping and cementing the shoe laces, your prepared shoe requires only additional hardening before "Ceramizing" . . . therefore it is in excellent shape for Plaster Lining. First, prepare a thin mixture of casting plaster, approximately one cup of plaster and sufficient water to bring the consistency to that of heavy cream. Pour the plaster mixture into the shoe (do not fill the shoe completely) and rotate the shoe, turning it over, sideways, upside down, etc., so that the plaster continually flows over the entire inside surface of the shoe as it hardens. Since the plaster is thicker than water and flows rather sluggishly, you can flow it right up to the top inside edge of the shoe without spilling out. The proportion of plaster mentioned above should flow around the inside of the shoe, leaving a wall thickness of approximately 3/16th inches, sufficient for the purpose. If the thickness is less than 1/8th inch, the process should be repeated after the first Plaster Lining has dried.

Illustration 8 shows a cut-away shoe that has been Plaster Lined, to better illustrate the process. When the plaster has hardened sufficiently so that it no longer flows as you turn the shoe, place the shoe upright in any location having free circulation of air to promote quick drying and do not handle it for about 8 hours.

After the Plaster Lining has completely dried you will find it hard and smooth to the touch. As smooth as any ceramic, and offering much the same strength. As a matter of fact, upon lightly tapping the outside of the shoe with a pencil or screwdriver it has almost the ring of a true ceramic!

One reason for this ceramic-like ring, is because of a chemical characteristic of the casting plaster itself. After being mixed with water, a chemical reaction takes place in the plaster, generating heat and *expanding* as it dries. This slight expansion results in extremely close fitting contact of the plaster with the form of the shoe, and the two are perfectly bonded as almost one piece.

With the Plaster Lining completely dry, the second dip in Warner's "Plas-Tuff" Pre-Coat Hardening Compound will further harden the plaster, make it moisture-proof and provide the base for color coating, inside and out.

A super-strength casting plaster under the trade name of ENDUROCAL is available from the Warner Electric Company—Order Number 10-FW-1728—\$1.85 for 10 pounds . . . \$13.85 per 100 lb. drum.





Chapter 7

"CERAMIZING" BABY SHOES Dresden and Pearl Finish

Here again you will benefit by the advanced technique developed by the Warner Electric Company in perfecting materials and methods especially formulated for the artcraft of "Ceramizing."

You have just completed the first of three basic steps in the "Ceramizing" process. The shoe, or pair of Baby Shoes you have prepared are now cleaned, given a graceful, natural shape with laces cemented neatly in place, etc. The shoes have been hardened and moisture-proofed with the new "Plas-Tuff" formula that has also provided an adhesive base for the color-coating that now follows.

Up to this point, cleanliness has been only a minor consideration. It now becomes very important, for the actual color coating and trim are the Hallmarks of your trade, the finishing qualities by which your work will be judged. The greatest contribution you can make toward producing the highest quality workmanship in your "Ceramizing" business is to have a neat, orderly workshop . . . equipped with as many labor and time saving accessories as you find necessary.

First, keep your working area as clean and free from dust and dirt as possible. This is especially true in arranging your shoe drying racks. They should be located away from any traffic lane through the room, and away from open windows where drafts may circulate dust in the room, or bring in dust from the outside.

To make the top of your worktable easy to keep clean, cover it with several thicknesses of newspaper. When the top sheet becomes soiled, simply slide it off and work on the clean sheet below. You will find this much easier than working on a bare bench or table top where any spilled material must be wiped off to keep it clean. Keep a few clean rags handy to use as hand cloths, general cleanup, etc.

ACCESSORIES FOR YOUR "CERAMIZING" SHOP

So much for the workshop. Now, before starting the actual "Ceramizing" process, there is one shop accessory that is a wonderful convenience for handling the Baby Shoes from start to finish. It is the Shoe Jack, a simple gadget you can make very easily from that old standby, the wire coat hanger. You will see Shoe Jacks in use in several of the step-by-step process photographs in this section of the book, which will demonstrate their convenience much better than words can describe.

Illustration 9 shows how a Shoe Jack is made. One wire coat hanger is cut in half with pliers or snips, and each half will make one Jack. As shown in the illustration, a short bend is made in one of the wire ends for the heel, and a longer bend (to reach into the toe of the shoe is made in the other. Adding a 1 inch right angle horizontal bend to the long wire going to the toe will give the Jack an extra gripping surface on the inside of the shoe to prevent side wobble. Spreading the two legs of the Jack apart will add more spring tension for a firmer grip if necessary.

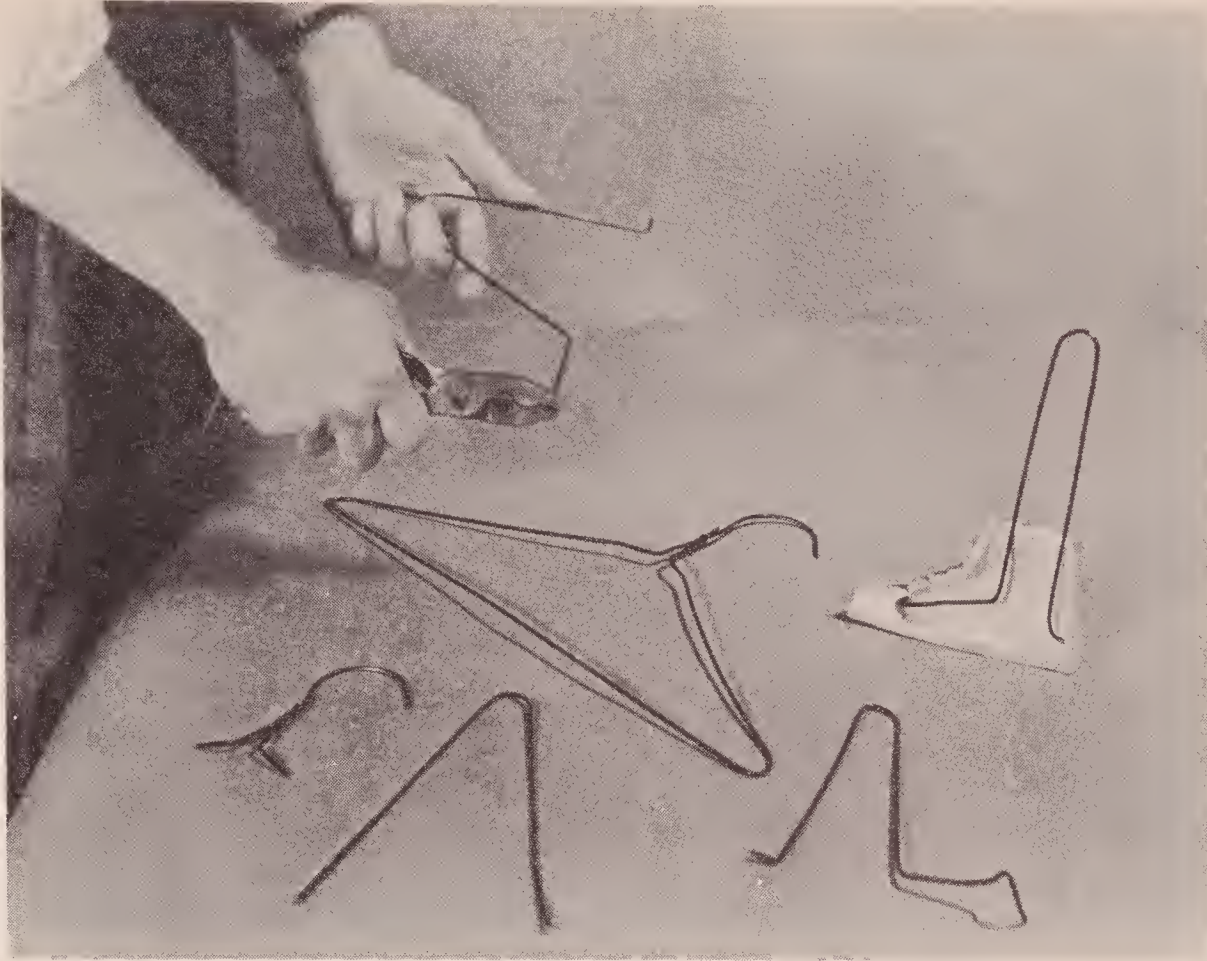


ILLUSTRATION No. 9

Bending the Shoe Jacks made from ordinary wire coat hangers. Note in cut-away shoe how right angle bend in toe wire adds extra gripping surface to prevent side wobble. One coat hanger will make two Shoe Jacks.

As you will note on the cut-away shoe, the finished Jack supports itself away from all sides of the shoe, particularly around the top edge. This will allow you to finish the inside of the shoe at the same time, with no danger of smearing or marking the surface. The small contact made by the heel wire will barely be visible, probably not visible at all, down deep in the shoe.

Now that you have a convenient method of handling the Baby Shoes during color-coating, an additional accessory is the shoe drying rack shown in Illustration 13. This rack is designed to hold the Shoe Jack firmly, keeping the color-coated Baby Shoe in the correct upside down position for proper drying. As you can see, only a few pieces of scrap lumber and a half dozen nails are required.

Two 1x2 boards are used to make the slot into which the round end of the Shoe Jack is inserted. Clamp the 1x2 boards side by side (flat) in a vise, and saw several grooves approximately $\frac{3}{4}$ inches deep and about 4 inches apart. Now when you place the two boards upright against each other, the facing grooves will form a slot as shown in the illustration. Nail the two 1x2 boards together and nail this assembly to any wider board for a base. It's a handy little device, and takes less time to make than to tell about it. You will probably need several as your production increases.

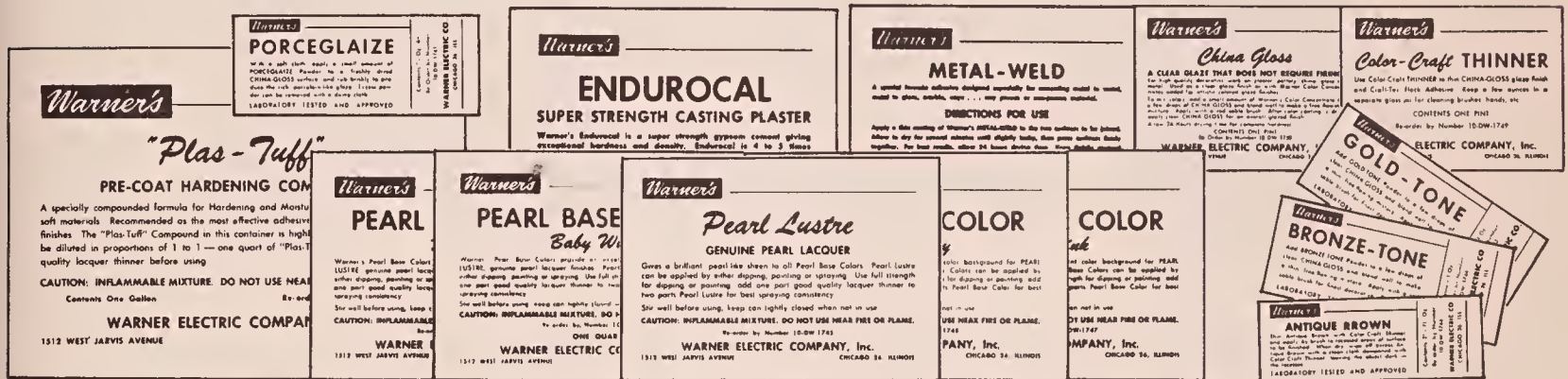
"CERAMIZING" BABY SHOES

Applying the First Color-Coat

With our equipment problems out of the way, we can get down to the first step in an actual "Ceramizing" project. The base color coats that you will use constantly in your Baby Shoe "Ceramizing" come prepared in the four most popular colors—Baby White—Baby Blue—Baby Pink and Baby Ivory. Order Numbers 10-FW-1791 White—10-FW-1746 Blue—10-FW-1747 Pink—10-FW-1748 Ivory . . . priced at \$1.95 per quart.

These ready-mixed colors have been skilfully blended by expert color craftsmen, and each is a delicate, true color. The Pink, Ivory and Blue are recommended for use just as they come from the container, and for your convenience and economy of operation these should be your stock colors for the Baby Shoe trade.

The Baby White can be colored to any shade of the rainbow, using the Warner's Color Concentrates, Order Number 10-FW-1754 . . . 28c each tube, in colors Green, Blue, Red, White, Yellow and Black. A more complete explanation of the methods of color blending will be found in a following Chapter. Here we will place emphasis more or less on the mechanics of "Ceramizing" rather than color.



SPECIALIZED MATERIALS FOR A SPECIALIZED PROCESS

The Warner Pearl Base Colors have been specifically formulated for the Warner Approved Method of "Ceramizing". They are designed to produce a high integrity finish impossible to obtain with the standard type paints and lacquers used by imitators of the Warner Method. In the simplest of terms, the Warner Pearl Base Colors provide a plastic coating, exceptionally resistant to chipping, cracking or peeling under normal wear and treatment. The exact content and formula of this superior finishing material is undisclosed, for obvious reasons. However, you should keep in mind as you develop a profitable "Ceramizing" business that many thousands of dollars in specialized equipment and technical "know-how" were invested to make the magic of genuine "Ceramizing" possible. An entire industry backs up your efforts.

APPLYING THE BASE COLORS

The Spray-Coating Method Versus the Dipping Method

To apply the various color-coats to the shoe, you have a choice of the two most commonly used methods, spray coating or dipping. (Painting by brush is not recommended on Baby Shoes because of the difficulty of obtaining a smooth finish around the lace and tongue area of the shoes.)

The choice is for the most part a matter of preference after you have experimented and compared the convenience or ease of application between the two methods. In either case it is the end result that is important. Some operators feel that a sprayed color-coating is superior to that obtained by dipping and vice-versa. However, all will agree that the most perfect final finishes are obtained by spraying the Pearl Lustre coating on pearl finished articles, and spraying the finish coat of China Gloss for Porcelglaizing on Dresden china finishes. In this our own experts also agree. (More about these two steps later.)



ILLUSTRATION No. 10

The smaller size Baby Shoes may be dipped directly into the "Ceremizing" material container. For the larger sizes, a set-up similar to that used for the "Plas-Tuff" dipping is recommended for greater freedom of movement and faster dipping.

THE DIPPING METHOD

The dipping process will require much the same set-up as that used for the hardening and moisture-proofing dip in Warner's "Plas-Tuff". You will need a container with a good tight fitting lid, and an opening large enough to allow freedom of movement in dipping an average size Baby Shoe.

Here again, the consistency of the base color must be controlled to allow free draining and drying and prevent droplets, sags and run marks from appearing on the surface of the shoe. If runs and sags do appear, thin the base color with a good quality lacquer thinner. Remember, several thin color coats are far superior to one heavy coat, so do not try to achieve too much color or thickness of material at one time.

In dipping the shoe for its first color-coat, the Shoe Jack can be used as a means of handling the shoe. Insert the Jack into the shoe, checking to see that it has a firm grip and is not touching the inside surface of the shoe near the top. Dip the shoe, submerging it completely, into the container of color-coat, and remove it quickly. Hold it above the container for a few moments to drain. Then insert the handle of the Shoe Jack into the slotted holder in the drying rack and allow it to drain and dry for at least 8 hours. (See paragraph on DRYING TIME at the end of this chapter)

Before handling a shoe, or giving it a second color-coat dip, touch the surface lightly to test for complete dryness. *DO NOT handle or re-dip a shoe whose surface is not completely dry and hard to the touch!*

The second color-coat dip should be done exactly as the first, with emphasis on the quick dipping. The reason for a very quick dip is found in the composition of this new plastic coating . . . in order to remain liquid in the container, the base colors must necessarily contain what is known as a "solvent." And it is the action of this solvent on the already dried surface of the shoe that must be prevented, or at least limited to a very great extent by the quick dip.

If the shoe having one color-coat already on its surface is immersed for too long a period of time in the second dip, the first color-coat will become softened by the action of the solvent and prevent the second coat from adhering. The net result will actually be only a single coating of not too good a quality.

This is also the reason for requiring complete hardness and dryness of the surface before a second dip, as a completely dry color-coat is better able to resist the solvent action that takes place during the second dip.

NOTE: Since the Warner's "Plas-Tuff" pre-Coat Hardening Compound also has a plastic ingredient in its base, its surface will also soften after the first color-coat dip. This is entirely a natural action, as a matter of fact, just exactly what has been engineered to happen in order to produce a perfect bond between the two. The shoe itself may even appear to have lost some of its original hardness, but this is only temporary and no cause for alarm.

THE SPRAY-COATING METHOD

Your complete "Ceramizing" Shop outlined on page 117 includes one of the handiest portable spray units ever developed for your "Ceramizing" business . . . the Foot Compressor Spray Kit—Order Number 14-FJ-2406 . . . \$9.95.

The Foot Compressor Spray Kit is complete with the rugged Foot Compressor, Expansion Tank to prevent surges and uneven air pressure, Spray Gun Handle, 7½ feet of Air Hose and two of the newly developed Interchangeable Paint Containers with factory set spray nozzles. One of the most important advantages of this spray unit is the ability to switch instantly from one color or type of finishing material to another without cleaning the entire spray gun! You can have a base-color in one container, and Pearl Lustre or China Gloss in the other, and switch back and forth in a few seconds as your production requires. Complete instructions with the Kit tell how to assemble and operate it. Additional paint containers are available to allow still greater versatility of use.

For best results in spray-coating, the base colors should be thinned approximately 1 to 2, or one part good quality lacquer thinner to two parts of base color. A simple way to obtain this mixture is to pour approximately ½ inch (in depth) of good quality lacquer thinner into one of your paint containers, then add approximately 1 inch of the selected base color. (This will make the total depth of liquid approximately 1½ inches or half the depth of the container.)

MIX THE TWO THOROUGHLY, and test the spray on a piece of cardboard or wood to check its consistency. If it is too thin and runs freely, add another ¼ inch of base color. If too thick, add more lacquer thinner.

Again use one of your Shoe Jacks to handle the shoe, and spray a thin, even coat of base color all over the shoe, into and around the laces and eyelets, and inside the shoe as far as the spray will reach. Then insert the handle of the Shoe Jack in the drying rack and allow shoe to become completely dry before spraying the second coat in the same manner. A well mixed and correctly sprayed coating should not run or drip. Any tendency toward running or sagging is an indication that the mixture was too thin or the shoe too heavily sprayed.

Drying time for your sprayed base colors will be considerably shortened over that required for the dip method, and after becoming proficient in handling your spray equipment you may find it possible to spray the two coatings in less time than that required for one dip coat. A saving in materials will undoubtedly also result.

SPRAYING THE FINISH COAT — PEARL LUSTRE

With the base color applied and completely dry and hard the next step is the choice of finish . . . Dresden China or Mother-of-Pearl. As before, we will not be concerned with the color selected, but with the mechanics of applying each finish . . . first, Pearl Lustre, genuine Pearl Essence.

The finish coating of Pearl Lustre imparts a brilliant pearl-like sheen to the color coated baby shoe, that reflects the color of the base coat applied . . . the Blue Base will give a blue pearl effect, Ivory Base an ivory pearl effect and so forth. This is because of the specialized nature of the ingredients forming the material.

Pearl Lustre is unlike pigmented colors (such as the base colors) where opacity, or extreme hiding qualities are desirable. In Pearl Lustre the base material or vehicle is a transparent plastic compound, and the Genuine Pearl Essence that provides the iridescence is a solid . . . actually very minute flakes of the silvery coloring matter taken from fish scales! In their dry state, these pearl essence flakes are talcum-powder fine, but a flake as far as form is concerned. This characteristic accounts for the unmistakable silvery sheen that cannot be duplicated by any synthetic process. There is only one Genuine Pearl Essence, and it is found in Warner's Pearl Lustre . . . Order Number 10-FW-1745 . . . \$9.85 per Quart.



ILLUSTRATION No. 11

When spraying Base Colors, Pearl Lustre or China Gloss, keep the spray moving at all times to prevent runs and spotty coverage. Spray nozzle should be held six to eight inches from the shoe, slightly closer for spraying inside the shoe.

There is only one precaution necessary when applying Pearl Lustre, and that is to stir the mixture thoroughly before pouring it into your spray container, and agitate it frequently during spraying to keep the Pearl Essence Flakes in suspension in the base material. After applying Pearl Lustre to the shoe, like all liquid materials it will flow very evenly and find its own level. During the interval of flowing, the Genuine Pearl Essence Flakes will align themselves and lap over each other, layer upon layer, in roughly the same fashion that shingles on a roof lap over each other.

This lapping process then puts the broad or flat side of each flake on the same plane, reflecting light uniformly, but allowing an iridescence, or change of light reflection to permit the tone of the base color to show through. The amount of color reflected through the Pearl Lustre depends of course upon the number of coatings of Pearl Lustre applied. The more Pearl Lustre, the more faint and delicate will be the overall color of the shoe. In general, two coats of Pearl Lustre will provide a rich, glowing Mother-of-Pearl effect with maximum reflection of the base color underneath.

The dipping process may be used in applying Pearl Lustre, in the same manner as described for dipping the base colors. However, extra precaution must be taken in thinning the Pearl Lustre to a free-running consistency. A heavy accumulation of the Pearl Essence Flakes wherever droplets or ridges are formed will result in a very spotty and unnatural appearance. Experiment with both the dip and spray process, by all means, but be very sure of your technique before applying your skill to a customer's highly prized Baby Shoe.

SPRAYING THE FINISH COAT — CHINA GLOSS

To achieve the true Dresden-China appearance from which "Ceramizing" takes its name, TWO finishing steps are necessary following the base color-coating or Pearl Lustre coating, depending upon the style of finish selected. The first step is China Gloss, a clear glaze finish that will air-dry to the same hard, high gloss found on baked or fired porcelains and ceramics . . . without the costly high-temperature firing. The second step is Porceglaze, a pure white, finely ground chemical composition that is absorbed into and acts upon the China Gloss surface to almost magically impart the lifelike, gleaming porcelain-china effect.

Since the china Gloss Coating is the final liquid material applied in the complete "Ceramizing" process, a smooth, evenly applied coating giving complete coverage is necessary. While again, dipping is possible, spray coating is definitely recommended for best results and greatest convenience.

Warner's China Gloss, Order Number 10-FW-1750 at \$1.85 per pint is supplied in a clear, transparent glaze only. It can be colored with Warner Color Concentrates to any hue of the rainbow as described in the Chapter on color, however for this description of the process we will use the China Gloss just as it comes from the container.

For proper spraying consistency, China Gloss should be thinned about 1 to 4 with the Color-Craft Thinner, Order Number 10-FW-1749 . . . 65c per pint, that is included in your complete workshop material kit. To obtain the correct spraying mixture, pour about ½ inch (in depth) of Color-Craft Thinner into one of your spray containers, and add about 2 inches of China Gloss, making a total depth of approximately 2½ inches. Stir this mixture thoroughly and make a test spray as previously described.

The color-coated Baby Shoe is still clamped in the Shoe Jack, so it is easy to handle while spraying. Apply a smooth, even coating of China Gloss over its entire surface, in and around the laces, and inside the shoe as far as the spray will reach. Return the shoe to the drying rack and allow it to air-dry for at least 8 hours. Test its surface for complete dryness before proceeding to the Porceglazing step to follow.



ILLUSTRATION No. 12

Apply Porceglaze Powders very sparingly, as a little will go a long, long way. Use a clean, soft cloth and rub the Porceglaze briskly over the entire surface, also the inside surface, especially on Plaster Lined shoes.

APPLYING PORCEGLAIZE — The Final Magic Touch

Porceglaze Powders are packaged in a small container, but pack a mighty punch in the "Ceramizing" process. Porceglazing is used extensively in the high quality specialty finishing industry and has been a "trade secret" for many years, known to relatively few people. As a product of Warner Electric Company research, we have the privilege of revealing the method and distributing the materials to the business men like yourself who are entering the "Ceramizing" field.

The ingredients composing the China Gloss glaze finishing material have been specially formulated to be extremely compatible with the Porceglaze Powders in order to obtain the full porcelain china appearance, and Porceglaze Powders will only be effective when applied over China Gloss. When re-ordering Porceglaze Powders, specify Order Number 10-FW-1741 . . . \$1.25 per ½ ounce.

The actual Porceglazing process is very simple and easy to do after the preparation steps have been completed. Check the surface hardness of the China Gloss coating, or allow an ample margin of safety in the drying time to be absolutely certain that the China Gloss coating can stand the light buffing action required in applying the Porceglaze Powders. The Baby Shoe can now be removed from the Shoe Jack for easier handling.

Dust a small amount of Porceglaze Powders on a clean, soft cloth and rub briskly over the entire China Gloss surface as shown in Illustration 12. Caution: Use Porceglaze Powders very sparingly, as a little will go a long way.

As you rub the Porceglaze over and into the surface finish of the shoe you will see the China Gloss glaze finish take on a silvery or milky luster, and the brilliance of the surface increase to almost double its original intensity. You will see the sparkle and depth of tone characteristic of the finest imported porcelains . . . so lifelike as to challenge the eye of an expert!

Be sure to cover the surface of the shoe completely, into and around the laces, the tongue, into the crease where shoe sole joins the upper, and even inside the shoe as far as you can reach. This last is particularly important if the inside of the shoe has been given the Plaster Lining treatment.

Porceglazing the Pearl Lustre finished shoes is done in the same manner as described above, and results in a very unusual and beautiful Pearl-Porcelain effect. Clear China Gloss glaze can be sprayed over the final Pearl Lustre coat, and because of its transparency, none of the color or Mother-of-Pearl appearance will be lost . . . the Porceglazing step is identical.

CAUTION: China Gloss can be sprayed over any of the "Ceramizing" finishes, but "Plas-Tuff," Base Colors or Pearl-Lustre should not be applied over China Gloss.

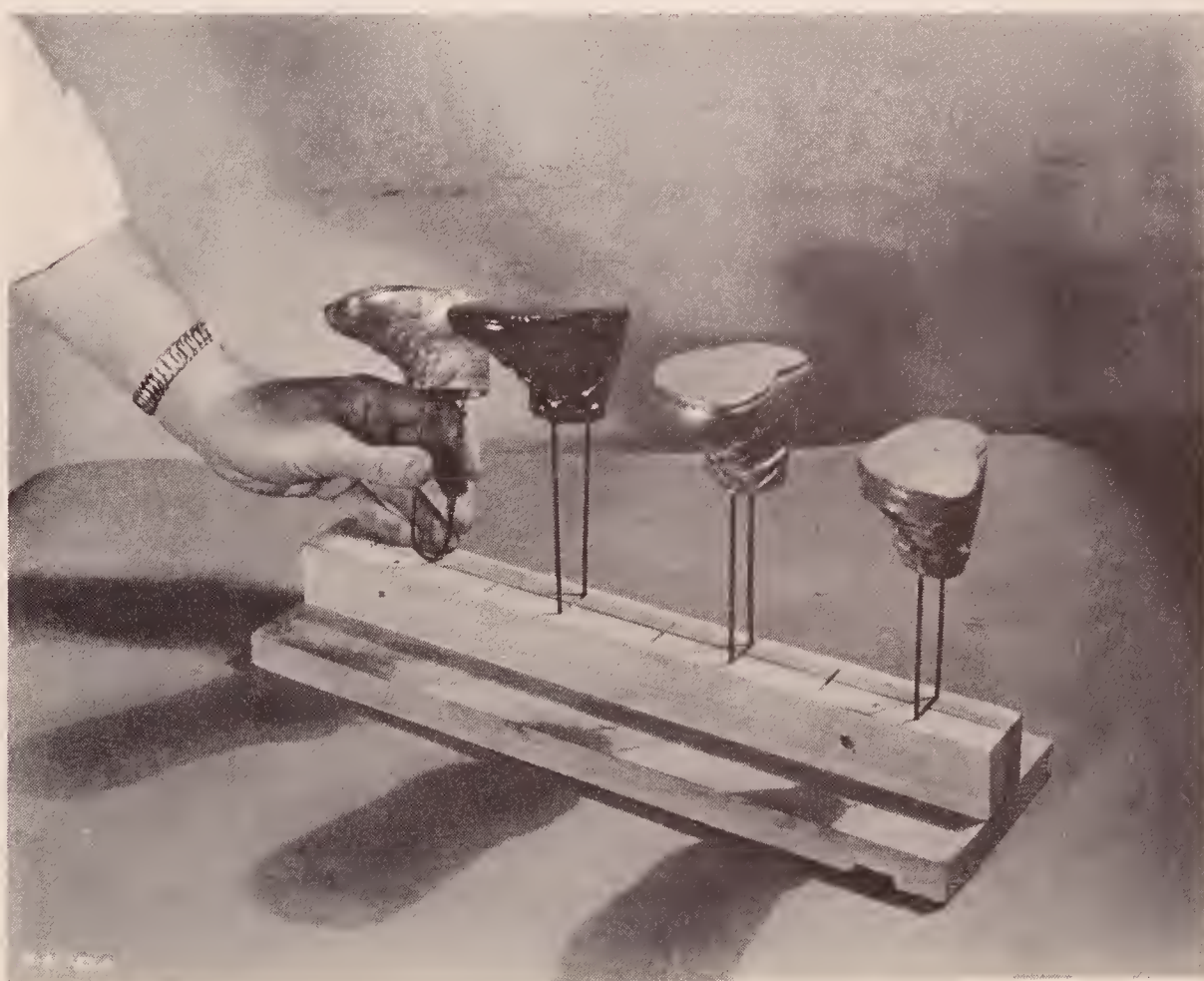


ILLUSTRATION No. 13

The drying rack especially designed to hold your Shoe Jacks is very easily made from any scrap lumber and a few nails. Details of the simple construction are shown here, with more details on page 33.



DRYING TIME — ALL "CERAMIZING" MATERIALS

In the above description of the "Ceramizing" process just completed, we have given approximate figures for the length of time required for the "Ceramizing" materials to reach a state of complete hardness. These figures may vary, perhaps by several hours either way, and should be used as a guide only, not as a definite pattern to follow. For example, Humidity . . . the amount of moisture in the air is an important factor governing complete drying time. During a rainy spell or hot, humid weather, drying time will be increased to some extent. The same will hold true of the articles prepared in a "Ceramizing" shop, located in an unusually damp basement. On the other hand, during hot, dry weather, or in a hot dry climate, or in that same basement during the winter months when furnace heat has dried the air, the drying time of all "Ceramizing" materials will be shortened.

If the objects to be "Ceramized" are given too heavy a coating, or given a second or third coating before the first has dried and hardened completely, the covering coat will retard the drying action of the first coat and require a much longer time for the complete finish to dry.

Drying time for the various materials will also be governed by the amount of thinner added to them, the "Plas-Tuff," the Base Colors, the China Gloss, etc. . . . the thinner the coating, the shorter the drying time, because of the "speed-up" action of the rapidly evaporating thinner.

Remember the basic rule that several thin coatings are far superior to one thick coating . . . both in function and convenience. Your own experience will soon provide the correct formula that will be standard operating procedure in your shop.



Chapter 8

COLORING YOUR "CERAMIZING" MATERIALS

Giving your "Ceramized" products their rich lifelike tones, and sparkingly beautiful decorative colors is one of the most artistically rewarding steps of the entire "Ceramizing" process . . . and actually the most simple.

When you see a scuffed and worn pair of Baby Shoes take on the iridescent sheen of Pearl, a dead white plaster figurine begin to glow with warm flesh tones, or any of the hundreds of products of nature spring to new life under your touch, you feel a thrill of creative pride and artistic satisfaction such as you have probably never experienced before.

And it seems all the more incredible to you when you realize that it required no particular artistic talent or previous training to achieve professional results right from the very beginning!

THE WARNER METHOD MAKES COLORING EASY!

In perfecting the methods and materials used in this new finishing art, Warner technicians placed emphasis on the development of a color formula that could be used interchangeably with all "Ceramizing" materials and make it possible to reproduce any tone of the color spectrum by a simple mixing process. The results of this research are the Warner Color Concentrates, packaged in handy metal tubes for convenient use.

Color Concentrates are supplied in colors Red, Yellow and Blue, the three Primary Colors, and in Black, White and Green . . . three base color pigments. Using the color formula of Warner Color Concentrates, plus the Baby White Base Color and clear China Gloss materials, you have at your fingertips a veritable rainbow of color selections, without the cumbersome and often wasteful storage problem of dozens upon dozens of factory prepared stock materials.



Color, in any amount or for any purpose is so much a matter of personal choice that it is impossible to set down any hard and fast rules governing its use. In the paragraphs on coloring your "Ceramizing" materials to follow, you will learn the various color combinations that are most pleasing, and the methods of blending colors to achieve various hues, tints, shades and tones of color.

The use to which you put this information will be a matter of your own preference, acquired after actual experience in your new craft, so don't be afraid to experiment!

THE DEFINITION OF COLOR

To understand color and the terms used to define color, it is important to know the meaning of certain color phrases. Here are their definitions:

1—The PRIMARY colors are Red, Yellow and Blue. From these basic colors you can obtain the secondary colors of Brown, Orange, Green and Purple in various Hues (see No. 2). The PRIMARY COLOR CHART will show you the combination of PRIMARY colors required to produce the secondary colors. The density of the secondary color can be controlled by the amount of PRIMARY colors that are used. For example, to produce the color Green requires a combination of primary colors Yellow and Blue. If a deep Blue-Green is wanted, you would add the color blue until the desired Hue is obtained. Likewise, to obtain a yellowish green, you would use more yellow than blue and so on.

PRIMARY COLOR CHART	
COLOR YOU WISH TO PRODUCE	COMBINATION OF PRIMARY COLORS NECESSARY
Brown	Red—Yellow—Blue
Orange	Red—Yellow
Green	Yellow—Blue
Purple	Red—Blue

2—HUES are the Primary Colors and their mixtures. For example, the colors obtained by mixing the Primary Colors as shown in the Primary Color Chart are all Hues.

3—TINTS are the Hues obtained by mixing the Primary Colors, PLUS the addition of White to lighten the color. As an example, a mixture of the Primary Colors Red and Blue result in a Purple Hue, and to achieve a TINT of that Hue, White color concentrate is added.

4—SHADES are the Hues obtained by mixing the Primary Colors, PLUS the addition of Black to darken the color. Mixing the Primary Colors Red and Yellow result in an Orange Hue, and the addition of Black color concentrate produces a Shade of Orange.

5—TONES are the Hues obtained by mixing the Primary Colors, PLUS the addition of both Black and White Color Concentrates.

UNLIMITED COLOR COMBINATIONS

From this color formula breakdown, you can readily see how combining the basic Primary Colors in varying proportions will result in an infinite number of Hues of color . . . then adding White, Black, or both Black and White to any Hue will produce an infinite number of Tints, Shades or Tones of color. On a purely mathematical basis, the number of color combinations possible by this method is well in the thousands, more than the human eye could classify.



ILLUSTRATION No. 14

Here are typical examples of plaster castings ready to be beautifully "Ceramized" as giftwares and home decorations. See Chapter 13.

COLOR PROPORTIONS

One important point to keep in mind while reading this chapter on Color, is the difference between the two "Ceramizing" materials you are coloring. The China Gloss is a clear, transparent material, and the Baby White Base Color is an opaque material, meaning that it is already pigmented (white) and therefore not transparent.

In coloring clear China Gloss, the predominating color of the formula should be blended into the material first, and the tinting, shading or toning Color Concentrates added as a second and third step. For example, to color clear China Gloss a Purple HUE, you first add Red Color Concentrate and blend it in thoroughly, then add Blue Color Concentrate in small amounts, blending thoroughly each time until you arrive at the Hue desired. Then to make a TINT of Purple, add a small amount of White Color Concentrate, or to make a SHADE of Purple, add a small amount of Black Color Concentrate, and so forth.

In coloring Baby White Base Color, you can naturally eliminate the addition of White Color Concentrate wherever it is called for in the color formula. Because of the bright white pigment in the Baby White Base Color and the fact that it is opaque, all Color Concentrates will affect a color change more quickly and should be added in small amounts until the desired color is reached.

When mixing color for any "Ceramizing" project, the amount of material required of course depends upon the size of the area to be covered, therefore since the total amount of material will vary, it is not possible to give any exact figures as to the amount of each color to be used. However, in any Hue, Tint, Shade or Tone, one color predominates all others, or in other words one color is used in a larger amount than the others and should be the first color blended into your material.

The chart below contains a listing of many of the generally accepted standard colors, and the Color Concentrates used to produce these colors. Some you will recognize as Hues made by blending the Primary Colors, some are Tints, Shades or Tones of color made by adding Black, White or both to the Hues. The Color Concentrates are arranged in the order in which they should be blended, the predominating color first.

NOTE: Because of the many uses for Tints, Shades and Tones of Green in your "Ceramizing" artwork, a pure Green Color Concentrate has been specially prepared and included in your complete equipment layout to save mixing the Primary colors to produce this Hue.

COLOR FORMULA FOR EIGHTEEN STANDARD COLORS			
Color You Wish to PRODUCE	Color Concentrates to Be Added to Clear China Gloss or Baby White Base Color		
	1	2	3
Brown	Red	Blue	Yellow
Ochre	Orange	Yellow	
Purple	Red	Blue	
Violet	Purple	Blue	
Magenta	Purple	Red	
Pink	White	Red	
Tan	White	Black	Red
Aqua	Green	Blue	
Orange	Yellow	Red	
Vermillion	Orange	Red	
Emerald	Green	Yellow	
Turquoise Blue	White	Blue	
Rust Brown	White	Red	Green
Light Buff	White	Yellow	
Pale Green	White	Green	
Rose	White	Red	
Emerald	Green	Yellow	
Flesh Tone	White	Red	Yellow

COLOR COMBINATIONS

After any of the above colors have been obtained, the addition of Black Color Concentrate can make them darker, and the addition of White Color Concentrate will make them lighter, as the beautiful pastel colors that are so popular in decorative color schemes today.

To give greater variety to your Color Formula, it is possible to reverse the predominating color order, using those colors listed under No. 2 as No. 1 and the predominant color No. 1 as No. 2.

To complete the many color combinations already given, the Color Concentrates Black and White may be mixed in many proportions to cover the entire grey scale from black to white. These grey scale shades can also be colored in many tints by addition of the Primary Colors.

COLOR WHERE COLOR IS NEEDED

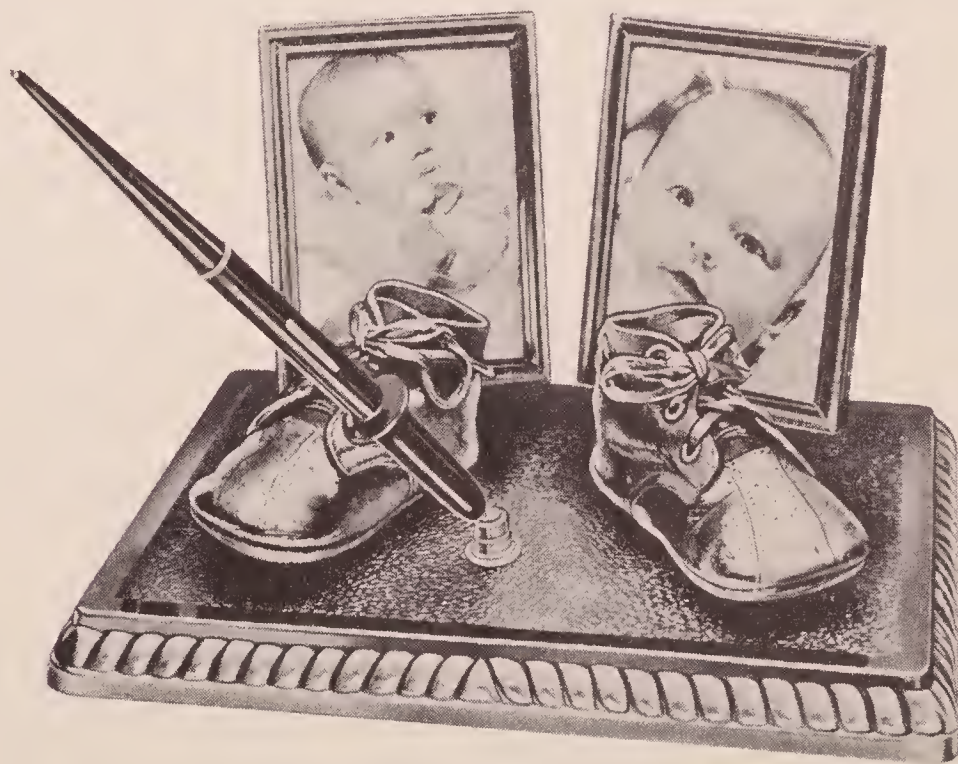
As you have seen from the foregoing Color Formula Presentation there is no limit to the variety of color possible in your "Ceramized" production of Baby Shoes, Costume Jewelry and Giftwares. We would, however, like to point out a practical limit for color in the first great market for your "Ceramizing" service—the preservation of Baby Shoes.

In this field it is easy to get business, and a good volume can be built in a very short time. And as the market is already established it has been possible to observe a very definite pattern of preference in the types of "Ceramized" Baby Shoe finishes that are now recognized as standard.

The three Base Color materials supplied in your complete "Ceramizing" shop layout on page 17, Baby Ivory, Baby Blue and Baby Pink are the colors most often chosen by parents who are having their children's first shoes "Ceramized" as precious mementos of childhood days. Your experience will undoubtedly be identical.

For this reason, these three most popular colors are supplied ready for use . . . mixed by color experts to save time in your own shop production, and thereby help increase your profits.

By no means is it necessary to limit your production to these three colors to the exclusion of all others, for variations of these colors can be made by adding slight amounts of the Primary Color Concentrates. Your "Ceramized" Baby Shoe color selections can offer great variety and yet be quite simple to produce. Your own convenience deserves consideration, especially where the potential volume is high.



PLEASING COLOR COMBINATIONS "CERAMIZED" BABY SHOES AND MOUNTS

In "Ceramizing" the metal mounts, picture frames, etc., that are companion pieces to the "Ceramized" Baby Shoes, you will be providing an additional background of color that should be complementary to the color chosen for the shoes. The chart below suggests some pleasing combinations for your standard "Ceramizing" colors.

<u>Baby Shoes</u>	<u>Mount</u>	<u>Picture Frame</u>
Baby Pink	Blue or Ivory	Pink
Baby Ivory	Pink or Blue	Ivory
Baby Blue	Pink or Ivory	Blue

In any of the Mount and Shoe combinations, the mount can also be "Ceramized" in a darker Shade of the same color used on the shoe, and if a picture frame is included as an accessory, it can be a lighter Tint of the same color. This will provide contrast, but not a clash of color.

COLORING COSTUME JEWELRY, STATUARY, GIFTWARES, ETC.

In these fields you can be quite free in your use of color, not gaudy flaming hues, but a great variety of color. With the exception of possible mass production of a staple article, in your Costume Jewelry and Giftwares you will strive for originality in each piece and your combinations of color can set each article apart as an individual expression of your handicraft.

Many suggestions for color can be found in the color photographs in the various magazines, giftware catalogs, etc. A scrapbook of colored photographs will be a valuable addition to your shop. The Public Libraries will also provide a source of help in coloring figurines in the authentic dress of the country or the period they represent. For example the colorful dress of Colonial days can be found in many historical books, and magazines such as the National Geographic will provide excellent examples of the costumes of many foreign countries.

The most important color in figurine painting is the flesh tone, the color formula for which is included in the Color Chart on page 45. Adding a slight extra touch of Red Color Concentrate will give a ruddier complexion to masculine figures.

METALLIC "CERAMIZED" FINISHES

Warner's GOLD-TONE and BRONZE-TONE Metallic Powders can be added to clear China Gloss to achieve metallic "Ceramized" finishes for overall color, or for striping or design work on any of your "Ceramized" objects of art. Simply measure out the quantity of clear China Gloss needed, add a small amount of the Metallic Powders and either brush or spray the mixture as required for the particular job.

Warner's Metallic Powders can be ordered direct from the Warner Electric Company in 1 ounce containers at \$1.00 each. GOLD-TONE—Order Number 10-FW-1743 . . . BRONZE-TONE—Order Number 10-FW-1744.

"ANTIQUÉ" FINISHES

Warner's Antique Brown—Order Number 10-FW-1759 . . . \$1.25 per jar, supplied in your complete "Ceramizing" equipment layout, is used primarily in figurine finishing, or on articles having deep recesses or folds where a shadow effect is desirable to add interest to an otherwise solid overall color. In figurine "Ceramizing," particularly where metallic finishes have been applied, Antique Brown is used to simulate the tarnished or oxidized effect of age generally found in the folds and creases of the clothing, around hairline, eyes, etc.

To use Antique Brown, thin a small amount with your Color-Craft Thinner and apply it by brushing to the recessed areas, or any low spots where you wish the contrast or shadow appearance. After allowing the Antique Brown coating to dry completely, dampen a clean rag in Color-Craft Thinner and wipe off all excess Brown, on the high spots especially. By using only a slight amount of Thinner on the rag you will be able to feather, or gradually shade the edges of the antiqued portions from dark to light in a very realistic fashion. This is another of the "tricks of the trade" that will set your "Ceramizing" apart as the work of a professional craftsman, and it is remarkably simple to do, using the materials especially formulated for the job. After antiquing, the clear China Gloss coating and Porcelainizing follow in their regular order.

HELPFUL HINTS IN MIXING COLOR

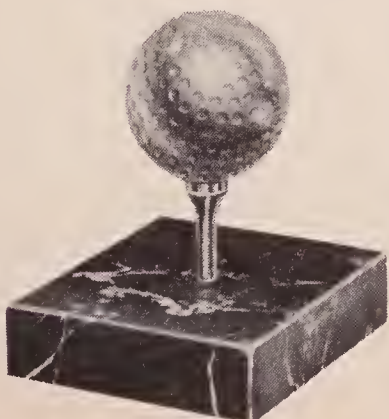
Where large amounts of "Ceramizing" materials are to be colored for spray application, they can be mixed directly in your spray container to save unnecessary handling. Pour the amount of material needed into the container and squeeze a small amount of the selected Color Concentrate into it, stirring thoroughly with a small paint paddle to get a perfect blend. Lifting the paint paddle from the mixture will enable you to check at a glance the progress of your coloring.

For mixing small amounts of colored "Ceramizing" materials, a water color paint box or a plastic palette such as shown in Illustration 15 can be found in any dime store or school supply store. Ordinary soda bottle caps also make excellent little disposable mixing dishes.

To transfer your "Ceramizing" materials from container to mixing dish, especially where only small amounts are required, an old teaspoon with the handle bent straight up makes a handy little dipper. Your "Ceramizing" shop equipment should include several of these.

In coloring small portions of clear China Gloss for trim, outlining, features, etc., the Color Concentrate can be squeezed right on to the brush bristles. The mixing can be done by merely working the brush around in the material being colored. This will also help determine the consistency of the mixture, and if it seems too thick, a small amount of Color-Craft Thinner can be added and also stirred in with the brush.

Be sure to clean your brushes after each use, and store them either laying flat or with the bristles up in the air. Never allow brushes to remain standing on the bristle ends as this soon destroys their shape, making them useless for fine work.





Chapter 9

CUSTOM FINISHING OF BABY SHOES

In Chapter 7 you have followed and learned the complete "Ceramizing" process for the Plain Pearl and Plain Dresden China Baby Shoe finishes. Chapter 8 has explained the use of color and the methods of coloring your "Ceramizing" finishes.

Now we can add the richness of color and a variety of original color-trimming and personalizing methods to the plain Baby Shoe finishes and enjoy the plus-profits of a custom-finished Baby Shoe line.

NOTE: Before proceeding further, we must keep in mind that the following color trimming and personalizing methods should be performed BEFORE the final overall China Gloss and Porcelaine finish is applied.

COLOR-TRIMMING THE BABY SHOES

Color-trimming your "Ceramized" Baby Shoes is primarily a process of accenting, highlighting or outlining what could be called the "built-in" character of the shoe. To achieve a natural look, during your first preparation of the Baby Shoe for "Ceramizing" you have given it a pleasing, rounded shape, and cemented the laces in place in a graceful manner. To carry out this naturalness, therefore, color-trimming should not be over-done by excessive trimming or emphasized too greatly by a glaring contrast in color.

The shoe laces form the most outstanding character lines of the shoe, and because of this prominence, require the most careful attention. See Illustration 15. Colored China Gloss is recommended for all color trimming. Since its base ingredients differ from the composition of the Base Colors and Pearl Lustre, China Gloss will not soften or affect them in any way, making for easier application, and also making it possible to correct an accidental slip of the brush. A little Color-Craft Thinner on a rag and you can wipe your troubles away with no harm to the Base Color or Pearl Lustre coating.

In applying color trim to the laces of the shoe, you can use a coarse sable brush because of the generally wide area you are covering. You will find it most effective to color only the top portion of the lace, not extending the color down along the edges where the slight radius or filling in between laces and shoes make it difficult to follow a straight line. Don't forget to color the lower laces closest to the tongue of the shoe if your method of lacing was rather open and they are easily seen. On the "ladder" style of lacing it is generally more attractive to trim only the lacing going across the top of the shoe, for simplicity is often the keynote of beauty. See illustration 15.

Any other trim necessary or desired at all on the Baby Shoe would be to perhaps outline or slightly shade the decorative stitching on the toe or side of the shoe, and the area where the shoe sole meets the upper. In most cases, trimming the edge of the shoe sole completely around the shoe will be sufficient.

Some Baby Shoes have a rather ornamental raised flower pattern on the toe area that was originally sewn in French Knots, using colored thread. This is probably a feature that was remembered by the parent, so it is undoubtedly good psychology to repeat the theme on this precious, "Ceramized" memento of their baby's first steps.

In trimming this area, use a second color, different from the laces, or perhaps two or three colors as your fancy dictates to recreate the tiny flowers in lifelike color.



As we have said before in the Chapter dealing with color . . . color, in any amount or for any purpose, is so much a matter of personal preference, you should follow as closely as possible the style and amount of trim on the sample shoe or photograph from which your customer has indicated his or her choice when placing the "ceramizing" order.



ILLUSTRATION No. 15

Color trimming the Baby Shoes before the final overall China Gloss and Porcelaine finish is applied. Colored China Gloss or the metallic Gold-Tone or Bronze-Tone finishes can be used. In general, color trim should be confined to outlining the shoe laces, stitching or trim on the shoe, and the edges of the shoe sole.



ILLUSTRATION No. 16

Cementing alphabet macaroni letters to the Baby Shoe after its first dip in "Plas-Tuff" Hardening Compound. Ordinary household cement is used, with a small tweezers making handling and spacing of the tiny letters more convenient.

PERSONALIZING THE BABY SHOES

There are two very simple and effective methods by which you can add a more personal touch to your "Ceramized" Baby Shoes, by including the child's name and birth date on the Shoe. See Illustration 16.

Remember too that this operation adds to your material and labor cost, though only slightly, and therefore should be listed as an "extra" on your price list. The general practice is to make an additional charge of 75c or \$1.00 per name or set of three initials and birth date. However, figure your own costs, add a tidy profit, and charge accordingly.

RAISED LETTERING

The simplest way to attractively decorate Baby Shoes with initials, nickname, birth-date, etc., is to use alphabet macaroni (available at any grocery) for a raised lettering effect. It's very inexpensive, and very handsome when neatly done. See Illustration 16.

The condition of the surface of the shoe, and its size, will determine the number of characters that can be used in this style of personalizing without creating a "heavy" effect. Generally speaking, more than four characters may have a crowded, unattractive appearance unless the shoe is one of the larger sizes, 3 to 6.

Short nicknames are very pleasing, such as "Dick," "Jean," "Ken," "Bob," "Pat," etc. and of course birth date can be shortened to 6/49 - 5/51 and so forth giving only the month and the year of birth.

After the Baby Shoe has been given its first dip in Warner's "Plas-Tuff" Pre-Coat Hardening Compound, select the required macaroni characters and fasten them in place with your quick drying household cement. Then follow the remaining preparation steps in the regular prescribed manner. The letters will become part of the surface of the shoe, a permanent record of a happy birthday and the first pet name.

While trim coloring the shoe laces, etc., additional trim may be given the raised lettering by highlighting the top surface of each letter with a thin line of contrasting color.

BRUSH LETTERING

If you are handy at brush lettering, or have a very neat handwriting, personalizing the Baby Shoe in this manner is quite simple. Make your mixture of colored China Gloss and first practice lettering or writing on a curved surface, such as the side of a tin can or perhaps a sample baby shoe, just to acquaint yourself with the technique.

Then, before actually lettering or writing on the shoe, roughly determine the area necessary for the amount of personalizing to be done, and lightly pencil the full name or date just where it will appear. This will help assure the proper spacing and furnish a guide for the brush lettering.

A very fine line always looks delicate and neat, so use your Fine sable brush, twirling it in the colored China Gloss to obtain a sharp pointed end. Shaded lettering or Palmer Method script with broad lines on the up and down strokes of the letter is very professional looking, but demands a bit of practice and patience. For this lettering style, use your Medium sable brush with the end rather flat or chisel shaped to achieve the broad lines.

FELT FLOCKING SHOE INTERIORS

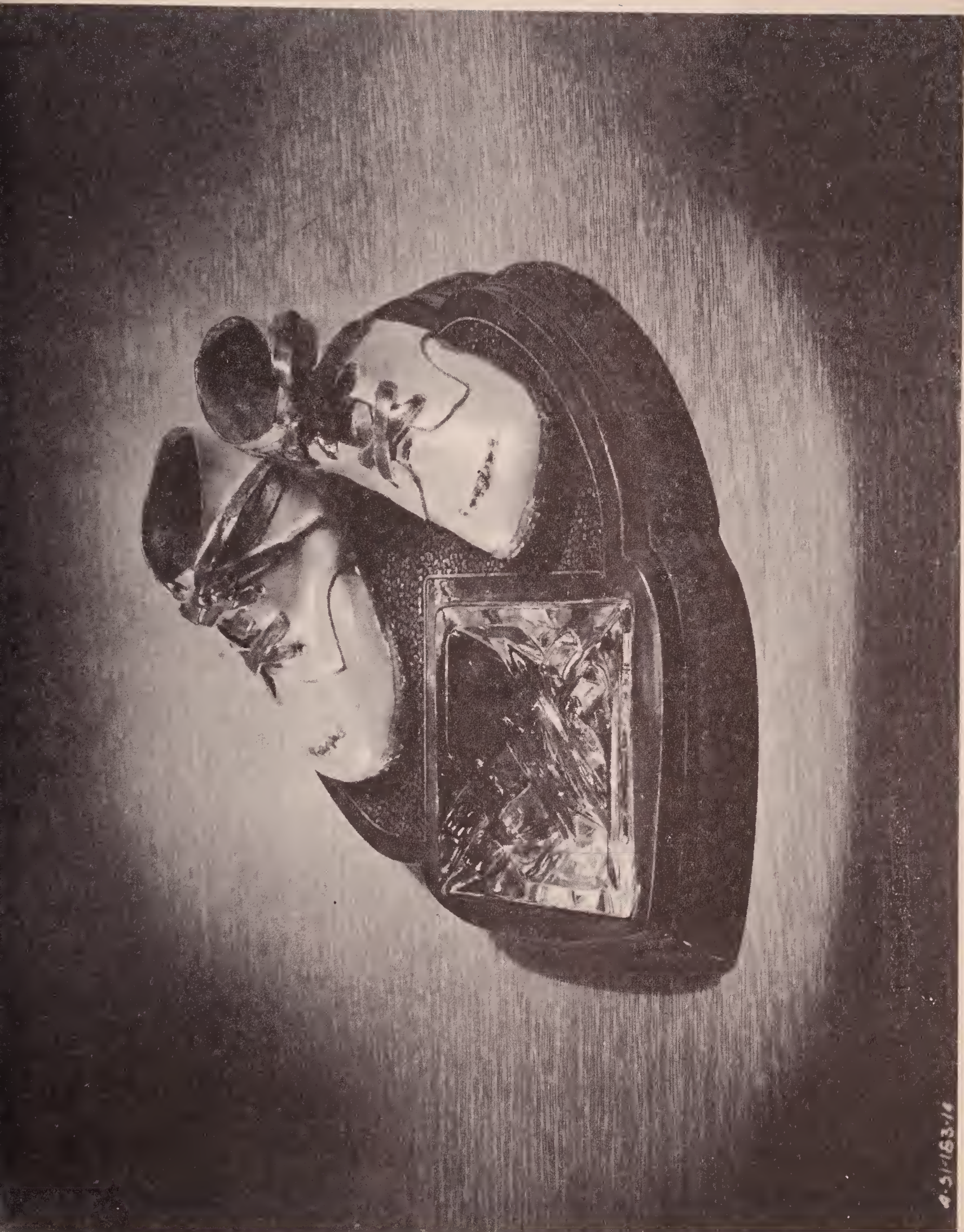
Felt Flocking is that velvety, non-skid, non-marring surface that you are familiar with on phonograph turntables, ash trays and lamp bases, etc. Until recent years, the flocking process was a closely guarded industrial secret, known only to a handful of experts. Now, through research and specially designed equipment, it is possible for you to do this amazing finishing right in your own "Ceramizing" shop.

Using the many beautiful Flocking material colors available, you can add a very rich looking matching or contrasting soft-textured finish to the inner surface of any Baby Shoe.

Briefly, the Flocking Process consists of painting or spraying the inside surface of the Baby Shoe with a special adhesive, and then spraying the fine Rayon or Cellophane Flocking Material onto this surface, using your Foot Compressor Spray Unit and one of the special spray guns designed for this purpose. Because the flocking material will adhere only to the adhesive coated surface, it is very easy to control the area to be covered.

Flocking provides excellent coverage (no need to pay particular attention to the inside surface of the shoe during color coating) and is very rich looking and inexpensive to apply. The interiors of a pair of "Ceramized" Baby Shoes can be flocked at a material cost of less than 2c! Many other uses for this colorful finishing method will be found in your other production of "Ceramized" Costume Jewelry and Giftwares.

A complete selection of Felt Flocking materials and supplies is listed in the ShopCraft Catalog in the back of this book. You will note that the ShopCraft Flocking Kit "B" contains the Foot Compressor Spray Unit you already have in your complete "Ceramizing" shop layout on page 117. Therefore, only a few materials and a Flock Spray Container are all you will need to add this new finishing method to your present shop equipment.



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Chapter 10

"CERAMIZING" METAL BABY SHOE MOUNTS

In the wide selection of Baby Shoe Mounts available to you through the Warner Electric Company, four styles of mountings are durable metal castings of sharp, clean design . . . high quality mounts that will add greatly to the utility and value of your "Ceramized" Baby Shoes. See Chapter 20 "What to Charge for Your 'Ceramizing' Service."

As the possible combinations of color in your Baby Shoe "Ceramizing" service is so varied, these mounts are supplied unfinished, to enable you to obtain a perfect matching finish or a contrasting color in any shade desired to complement the "Ceramized" Baby Shoes. As you will note in the following outline of the steps taken in color-coating of the Baby Shoe Mounts, it is possible to "Ceramize" both Shoe and mount at the same time, wherever a perfect color match is desired.

As examples of metal mount finishing, let us take two of the metal mounts included in the complete "Ceramizing" shop layout on page 117, a pair of Book Ends and the Ash Tray Mount.

The first consideration, as in any "Ceramizing" project, is some means of supporting the objects to be finished, to make their handling as easy and convenient for the operator as possible. The handy mounting stand shown in Illustration 17 will give you every convenience in "Ceramizing" mountings from start to finish, and it is very simple to make.

As shown in Illustration 17, the base of the mount stand is a piece of 1 x 8 scrap lumber, with ordinary 3 inch nails as supporting legs for the mounts. Place the mounts in position on the board, and trace their outline with pencil or black crayon as the first step. Then hammer four of the nails into the board, keeping about 1 inch inside the outline, and placing the nails so they will support the mount at all four corners, holding it up at least 1 inch above the board.

The measurements are not at all critical, as the weight of the mount itself will keep it in position. Only the top side of any mount requires finishing, and the space between the board and the bottom of mount will allow you to carry the finish right down to the bottom edge of the mount for perfect, professional results.

The selection of color for the "Ceramized" finish of the mount has already been decided by the color of the Baby Shoes to be mounted, so the mechanical process of applying the finish is all that is needed here. First, the location of your mounting stand . . . the same precautions in cleanliness, guarding against dusty drafts, etc., applies to this "Ceramizing" operation as well as to the Baby Shoes. Secondly, for convenience in spraying the color coats, keep your work table free of obstructions to make it easy to turn the mounting stand and get complete coverage on all sides of the mount. Placing the mount stand on a smaller table that you can walk completely around might solve this problem in an easier fashion, depending upon your shop layout.

APPLYING UNDERCOAT AND BASE COLORS

Because of the size and shape of the metal Baby Shoe mounts, dipping is automatically ruled out during the "Ceramizing" process and your Foot Compressor Spray Unit is used for applying all of the base and color coatings.

UNDERCOATING—To provide the best assurance of a chip-proof "Ceramized" finish on metal, an undercoat of Warner's "Plas-Tuff" Pre-Coat Hardening Compound is recommended as the first of the finishing steps.

COLOR-COATING—The selected base color, followed by Pearl Lustre if this is not to be a Dresden China finish. Two coatings should be sufficient.

FINISH COATING—One coat of clear China Gloss, be sure to get complete coverage.

PORCEGLAZING—A brisk, thorough buffing adds the "Magic Touch."

In short, following the same basic steps, in the same order, as applied to the "Ceramized" Baby Shoes.

See the complete production cost break-down on "Ceramizing" Baby Shoe Mounts on page 101



ILLUSTRATION No. 17

This handy mount finishing stand is very easily made from a piece of scrap lumber and a few 4 inch nails, as described on page 54. With the mountings in this mid-air position, the complete "Ceramizing" process can be given without further handling between color coats, China Gloss finish or drying.



Chapter 11

MOUNTING THE "CERAMIZED" BABY SHOES

The large illustration on page 2 of this book shows merely a few of the many ways in which the "Ceramidez" Baby Shoes can be mounted and used as practical and decorative home furnishings and accessories.

The most popular types of mountings for "Ceramidez" Baby Shoes are the ever useful Book Ends, Ash Trays and Picture Frames. In the selection of mountings available to you through the Warner Electric Company you have a choice of both metal (which you finish to harmonize with the "Ceramidez" shoes) and marble or onyx mounts which of course do not require finishing. The two methods of fastening shoes to mountings are adaptable to either material.

FASTENING THE SHOES WITH SHEET METAL SCREWS OR BOLTS

Assuming that you have already applied a "Ceramidez" finish to the pair of metal Book End mounts included in the "Ceramidez" Shop outline on page 117, here is how to go about fastening a pair of "Ceramidez" Baby Shoes to them.

The first simple fastening method is with a small bolt and nut or a sheet metal screw about $\frac{1}{2}$ inch in length (available at any hardware store.) First drill, or pierce a hole in the heel of the Baby Shoe. Locate the hole just below the top opening of the shoe for convenience in inserting and tightening the bolt or screw.

Then place the shoe on the mount in its correct position to roughly determine the location for drilling the mounting. On any style of mounting, the shoes should always be standing with their outside edge to the outside edge of the mount. As in the case of Book End Mounts, the shoes should be in their normal left and right positions when the mounts are placed back to back. Look closely at the illustration of mounted shoes.

Now with the shoe in its proper position on the mount, mark the location of the hole you have drilled in the heel of the baby shoe, simply by inserting a nail, ice pick or center punch through the hole with sufficient pressure to clearly mark its location on the mount. Drill the hole in the mount at this location, and both holes will line up for inserting the bolt or screw. It is easiest to push the bolt first through the hole in the shoe, and then down through the hole in the mount and tighten the nut from the bottom. If you are using sheet metal screws, you simply insert the screwdriver through the top opening of the shoe and tighten the screw firmly through the shoe and into the metal mount.

In mounting "Ceramidez" Baby Shoes on the Onyx mounts included in your complete shop layout, sheet metal screws of course cannot be used. You can mark the location of the hole to be drilled in the same manner as described above. In drilling onyx or marble mounts, an electric or an ordinary hand drill can be used, with a high-speed steel drill bit, the kind recommended for drilling metals. Remember to countersink the drilled hole about $\frac{1}{4}$ inch deep from the underside of the mount in order to provide clearance for the nut.



ILLUSTRATION No. 18

Warner's Metal-Weld is shown here being applied to the sole of the Baby Shoe. An additional spot of Metal-Weld should be applied to the mount and the two surfaces pressed firmly together. 24 hours drying time should be allowed before further handling.

The metal mounts have cardboard and felt bottoms included (with the exception of the metal single shoe mounts) that are glued in place after the shoes have been mounted, to hide the method of mounting, and give the finished order a professional, attractive touch. Be sure to cover the head of the bolt or screw visible inside the shoe in a color to match the surrounding surface.

On the single shoe metal mounts and on all marble or onyx mounts, four tiny circles of felt glued on the underside at the four corners will provide a sufficient cushiony, scratch-proof base . . . or the Felt Flocking finish described in the previous chapter will provide an ideal mar-proof surface, quite easily and inexpensively.

FASTENING THE SHOES WITH WARNER'S METAL-WELD

Metal-Weld is the trade name for a special formula adhesive designed especially for cementing metal to metal, "Ceramized" finishes, glass, onyx, marble, wood, etc. . . . any porous or non-porous material to any other material. A container of Warner's Metal-Weld is included in your complete "Ceramizing" shop layout on page 117. Re-order by Number 18-FW-3324 . . . \$1.48 per pint.

To fasten the "Ceramized" Baby Shoes to any of the mounts, apply a thin coating of Metal-Weld to the underside of the shoe (at the point of contact with the mount only) and also a thin coating to the surface of the mount at the same position. See Illustration 18. Allow the Metal-Weld to dry for several minutes until slightly tacky, then press the two surfaces together and allow the complete assembly to dry for at least 24 hours. You will find an almost inseparable bond has been formed that will require deliberate force to separate . . . entirely sufficient strength for the purpose, and most certainly simple and convenient for a busy "Ceramizing" shop operator.

MOUNTING SINGLE SHOES

There are endless variations possible to make the "Ceramized" Baby Shoes serve a practical as well as decorative use. As an example, where the customer has only one shoe to be "Ceramized," it can be prepared with a more open and round top and be used as a cigarette container, either unmounted or mounted on a metal, onyx or marble single shoe base. Or the shoe may be prepared as a pin cushion by stuffing the inside of the shoe with cotton and covering the top opening with a bit of black or colored velvet, tucking it in around the sides. This pin cushion should be made after the shoe has been mounted if you plan to fasten it to the mount with a bolt or metal screw.

JUST A REMINDER—On all orders for mounted "Ceramized" Baby Shoes, be sure to transfer the order number stamped into the sole of the shoe to the back of the mount so the finished job can be identified later!

PREPARING UNMOUNTED SHOES

Unmounted shoes, either singly or in pairs, are naturally going to constitute a certain portion of your "Ceramizing" production, and many variations in treatment are possible to add to their attractiveness and usefulness as decorations in the home and office. They can be prepared as cigarette containers or pincushions as described above, and can also serve as excellent paper weights for the office desk. The shoe or shoes can be weighted by filling them with plaster-of-paris or melted paraffine, adding a handful of BB shot for more weight. In preparing a shoe in this manner, you can cover the surface of plaster or paraffine visible in the shoe using any of the "Ceramizing" methods described previously, or by Felt Flocking the interior.

PROMOTING SALES OF MOUNTED SHOES

The number of ways in which "Ceramized" Baby Shoes can be used for decorative as well as practical purposes is almost endless. Since it means additional profit for you, always recommend or be prepared to show the various styles of mountings available in metal, marble or onyx that are especially adapted to add to the attractiveness and the utility of these "Ceramized" mementoes.

The main illustration in the front of this book shows the complete selection of Baby Shoes mounts now available to you through the Warner Electric Company, several of which are included in your complete "Ceramizing" Shop layout on page 117.

Here you see the metal Book Ends, Ash Tray with removable glass insert, Picture Frame and Desk Set Base with picture frames available in 5 sizes, and the Single Shoe Mount for individual orders, or where a pair of Baby Shoes are to be "Ceramized" and used as separate gifts to Grandparents or other relatives. (Keep this in mind as a sales approach for additional gift orders from each customer.)

In Marble and Onyx mounts there are the Picture Frame and Desk Set Bases, Single Shoe Mounts, and Onyx Ash Tray and Book Ends. All Warner Marble and Onyx Mounts are hand cut from the finest stone . . . beautifully finished and polished to a mirror-like luster . . . a complement to your fine "Ceramized" work.

See the ShopCraft Catalog in the back of this book for a complete description of each mount, plus quantity prices.

Other styles and types of attractive Baby Shoe Mountings will be available as soon as patterns are approved and dies are made. Write in and request your name to be placed on the mailing list to receive additional literature.

Chapter 12

THE SECOND GREAT FIELD OF PROFIT

"Ceramized" Costume Jewelry

The illustrations in this chapter show only a very few examples of the hundreds upon hundreds of "Ceramized" Costume Jewelry articles you can produce to cash in on the TWO BILLION DOLLAR yearly Costume Jewelry business. Just think, Two Billion Dollars spent in this country each year for articles of personal adornment . . . by official Department of Commerce records!

Here is a market so rich in possibilities that it staggers the imagination. A market that is open to your "Ceramizing" artcraft through Direct Selling, Retail Stores or Direct Mail . . . with no set limit but your own personal ambition.

The materials you can "Ceramize" for the creation of custom and novelty costume jewelry are endless. Mother Nature's masterpieces of design furnish you with limitless variety of beautiful forms for buttons, pins, brooches, earrings, bracelets, necklaces, belts . . . almost any ornament for sport or dress wear you have ever seen.



ILLUSTRATION No. 19

The "Ceramized" Costume Jewelry pieces shown here are made from common twigs, nuts, macaroni, dried flowers, etc., plus several refinished metal jewelry articles. The total material cost less than one dollar . . . the resale price several dollars per article!

THE PRODUCTS OF NATURE — AT NO COST TO YOU

Not even the worlds' greatest designers can equal nature's most commonplace effort, yet you can preserve and enhance in gleaming "Ceramized" loveliness every line and contour, every detail of beauty that Nature has created. And the fact that no two of your products are ever alike gives them an exclusive touch that makes them many times more valuable than factory-made duplicates.

For example, the "Ceramized" Belt and Bracelet set shown in Illustration 19. Ordinary twigs, small tree or shrub branches found on the ground or pruned from hedge or orchard will do. There is no material cost, the delicate bark pattern has already been created, simply yours for the taking.

A few moments time spent in cutting each branch into equal sections, with rounded end, square or bevel cuts as you prefer, then drilling the holes necessary for stringing the sections together. This completes your preparation steps.

Next add your "Ceramizing" artcraft to protect and preserve the design and give color and brilliance in Dresden China or Pearl Lustre, exactly as you have performed these operations on the "Ceramized" Baby Shoes. You follow through with the "magic touch" of Porcelglaizing for the high-glaze, kiln fired effect that supplies the character and originality of your "Ceramizing" craft.

After stringing the "Ceramized" sections on stout cord, with white or colored glass "dime store" beads as separators, your novelty Belt and Bracelet dress accessory is ready to be worn. Its charm and originality place it in the "custom" class, the plus-profit market, even though your materials cost nothing, and your "Ceramizing" was merely a standard operation in your shop.

As another example, the unusual "Ceramized" Sea Horse dress pin in Illustration 19. Here is a combination of a product of nature from the sea, and from field or prairie. Although the Sea Horse is a species found only in the warm, temperate sea waters and therefore not available as a free product to many of us, they can be purchased quite inexpensively in dried form from many of the dealers in sea shells, coral formations, etc. that you will see advertised in most of the hobby and craft magazines.

The background, or in this case we may say "den" of the Sea Horse is a common milkweed pod found anywhere and everywhere that weeds flourish.

The "Ceramizers" art has created an illusion of the sea by giving a Mother-of-Pearl finish to the inside of the milkweed pod, and the dried Sea Horse has been gaily "Ceramized" in bright colors. The Sea Horse is cemented in place in his Pearl Lustre "den," a bar pin clasp (such as included in your complete "Ceramizing" shop layout) is cemented to the back of the pod, and you have created a costume jewelry pin that would defy duplication by any mechanical process . . .

LET YOUR IMAGINATION BE YOUR GUIDE

The basic thought in presenting examples of "Ceramized" Costume Jewelry is not to limit your efforts to the few items it is possible to show here, but to fire your imagination to the possibilities for creative expression that may be merely outside your door.

Stop and think for a moment of the products of nature that are native to your particular locality. Acorns may be in abundance, and there are many ways in which they can be transformed into distinctive Costume Jewelry patterns, some of which may be suggested by an article shown here . . . a necklace or a bracelet for example. Strawflowers from your own garden can be transformed into "Ceramized" earrings or pins of exquisite Dresden China beauty. A broad leafed weed, a few holly berries or a pine cone can become a hat ornament sold by the leading women's wear shop in your town, at a handsome profit to you.

Ideas are all around us, merely waiting for a sharp eye and an open, active mind to find them. The countless thousands of nature's designs in leaves, twigs, logs, shells, nuts, beetles, flowers, fruits and grass are your source for unparalleled art—unparalleled beauty—and exclusive, unduplicated design.

RECLAIMING COSTUME JEWELRY

Remember too the need for your "Ceramizing" service, and the untapped profits waiting for you in the field of refinishing old and worn costume jewelry . . . bracelets, compacts, watch bands, brooches, charms, lockets, earrings, etc. Nearly every home has dozens of these and similar articles lying unused in dresser drawers and jewelry boxes—too valuable to throw away, yet not new enough to wear.

You can apply your "Ceramizer's" art to putting them in like new condition at just a fraction of what it would cost to replace them. A discarded compact on which the brass shows through can be given the appearance of a priceless Porcelain or a shimmering Pearl, in many cases far more appealing in its beauty than the original. A tarnished metal brooch or earring set can once again come to life in breath-taking "Ceramized" color . . . possibly to match a new evening dress, for you are offering a custom, creative service. You save your customers money . . . at a big profit to yourself.



ILLUSTRATION No. 20

Cementing a plastic pin-back to the Sea Horse dress pin. Quick drying household cement or Warner's Metal-Weld makes a strong, permanent fastening.



Chapter 13



THE THIRD GREAT FIELD OF PROFIT

"Ceramized" Giftwares

As a business—either for spare time operation or as a full time venture, "Ceramizing" opens fields of profit that are unheard of in an ordinary business enterprise. You have already learned of the first two—the "Ceramizing" of Baby Shoes and "Ceramized" Costume Jewelry . . . now "Ceramized" Giftwares. This third great market, like the first two, offers the thrill of creative artistry plus profit possibilities far beyond that of a business in which the materials cost and overhead are so high that only a small profit can be realized.

To properly cover the broad field of "Ceramized" Giftwares, we should make two classifications to divide the general term of Giftwares into the "Custom" and "Manufactured" lines.

The "Custom" line of Giftwares would be primarily the products of nature that are supplied to you at no material cost, and from which you create "Ceramized" novelties and objects of art of unusual and distinctive design. The type of giftwares that bring higher than average prices in the better gift shops, by direct mail sales or direct sales with your home as the sales outlet.

Illustrations 24 and 26 show many of these Giftwares, first created by the hand of nature, then arranged and styled to serve a practical purpose and "Ceramized" to preserve, protect and add rare beauty. As an example, the table centerpiece and candle holder set down in Illustration 24. The centerpiece is a section of branch from an ordinary mulberry tree, and the candle holders are side cuts of a larger trunk section with a one inch hole bored in each to accommodate the candles.

Before "Ceramizing," the natural design of the bark and wood grain have a rustic attractiveness that would make the complete set suitable for a sportsman's den or a summer house decoration. But just see what the simple "Ceramizing" process has done to transform this product of nature into a delicate Dresden China object of art to grace the finest dining table.

The "Ceramizer" has captured the living design and graceful form of nature no sculptor could ever duplicate, and given it the rich-hued luster of the finest porcelain ever produced by man.

AN ENDLESS VARIETY OF USEFUL BEAUTY

Many of the "Custom" Giftwares can be created from a variety of rather common materials, plus imagination or an inventive ability that fortunately most of us have, or can easily acquire through suggestion. To better illustrate this point, let us take several examples of custom "Ceramized" Giftwares and break them down into the materials and methods used in their construction.



ILLUSTRATION No. 21

This novel Giftware Table Lamp can be produced at a complete material and finishing cost of less than \$1.25 . . . and custom "Ceramized" to harmonize with the color decor of any room furnishing . . . an important advantage over ordinary mass-production articles.

A CUSTOM-CRAFTED TABLE LAMP

The material requirements for this lovely "Ceramized" table lamp are very few and quite inexpensive. The base of the lamp is a dime store cake tin with a filler of plaster-of-paris and a few large cinders or stones to give the rock garden effect. The upright section of the lamp is made of three cardboard mailing tubes that can be found in any stationery or office supply store. The top of the upright that performs the function of covering the open ends of the mailing tubes and also serves as a solid base for the lamp socket is a small tin can. Lamp socket and wire are ordinary hardware store items, or can be taken from a discarded electrical fixture.

The first step in construction is to cement the three mailing tubes together and slip the tin can over the top ends. Stand this upright assembly in the center of the cake tin and hold it in position with three short sticks wedged between the sides of the tin and the mailing tubes. The lamp socket can now be fastened to the tin can top, and the electric cord run down through the center hole formed by the three mailing tubes, along the bottom of the cake tin and out through a punched or drilled hole in the side.

Then mix a sufficient amount of plaster-of-paris to fill the baking tin, and before it hardens, press the cinders or rocks in place in a haphazard fashion.

"CERAMIZING" ADDS THE FINAL, MAGIC TOUCH

The assembly is now complete, and only needs your final magic touch of "Ceramizing" to become a decorative home accessory of very modernistic style. First, an overall spray coating of Warner's "Plas-Tuff" Pre-Coat Hardening Compound, followed by base coat and Porcelglaized finish in your choice of color. The "Ceramizing" process is identical to that used in the Baby Shoe field and completely described in previous chapters so there is no need to go into detail here.

Total material and finishing cost of the table lamp is less than \$1.25—finished value—see Chapter 21, where a complete pricing policy is recommended.



ILLUSTRATION No. 22

Here is a novel and very profitable new use for the many gift boxes, candy boxes, etc., that can be found around the home. Any size or shape will do—and your "Ceramizing" skill plus a few simple materials will add the beauty and value.

A CUSTOM-CRAFTED JEWELRY CASE

Here is a Jewelry Case that really sparkles like a jewel in iridescent Porcelain-Pearl with Dresden China trim.

The material list is simplicity itself . . . a cardboard box of medium size, a handful of rice, a dozen lima beans and a small twig . . . your "Ceramizing" skill does the rest!

First, an overall spray coat of Warner's "Plas-Tuff" to moisture-proof the box, inside and out. Then a second spray coat on all sides and top, and while still tacky, sprinkle the rice over the sprayed surfaces. A third spray coat and another sprinkle of rice will cover any thin spots and add a pleasing roundness to all corners.

The twig that forms the handle is now cemented in place and a few lima beans cemented here and there on and around the twig to simulate the buds of a pussy willow branch. After applying the base color coating and Pearl Lustre to the entire box, inside and out, the twig and buds are hand colored in a contrasting colored China Gloss. Then follow with the overall spray of China Gloss and a final, careful buffing with Porceglaze Powders.

This custom "Ceramized" Giftware Jewelry Box is an excellent giftshop retailer because of its extremely low material cost, and the ease and speed of production. Even allowing a standard trade discount, your profit is most substantial. See Chapter 17, on Selling Your "Ceramized" Costume Jewelry and Giftwares.



ILLUSTRATION No. 23

Many variations of the Chinese Ming Tree may be made by substituting real leaves or dried flowers for the bow macaroni used as foliage . . . you can be as original as you like.

A CUSTOM-CRAFTED CHINESE MING TREE

The Chinese Ming Tree is rapidly becoming a best seller in floral and gift shops over the entire country, and many original designs have become much sought after collectors items.

The Ming Tree shown here is certainly original in its design and construction, and in a Dresden-China "Ceramized" finish as appealing a decorative home furnishing as anything ever seen.

The Ming Tree list of materials is very short. The base, an ordinary large oval sardine can, the trunk and branches any sturdy steel wire. The most unique feature of this "Ceramized" tree miniature is the "bow" macaroni used to form the shrub effect on its branches. This is another of the "tricks of the trade" in the custom giftware . . . to use the ordinary in a most un-ordinary way.

The first step is to twist several lengths of wire to form the outline of the trunk and branches of the tree. As you can see in the illustration, the general shape of a Ming Tree is a rather gnarled, twisted trunk and low, looping branches. After you have roughly

achieved this effect, the wire form is covered with strips of newspaper in a step similar to the paper mache process, to give a natural tree bark appearance.

First mix a small amount of ordinary wallpaper paste or flour paste. Then tear a sheet of newspaper into small strips, soak them in water, and brush a coat of paste over one side of the strip. Wind several moistened and pasted strips around the trunk and branch formation, covering the wire completely. Then squeeze the pasted paper to the wire with your hands, leaving the wrinkles in the paper! In fact, the more wrinkled the paper, the more realistic will be the bark textured effect.

After the paper mache "bark" has dried completely, spread the wires forming the bottom of the tree trunk slightly, and stand the tree in the sardine tin, off-center as shown in the illustration. Next mix a quantity of plaster-of-paris to fill the tin to about $\frac{1}{4}$ inch below the top edge. Before the plaster dries, sprinkle the surface lightly with gravel or sawdust to give the appearance of rough earth.

When the plaster has set and dried, give the complete assembly a spray coating of Warner's "Plas-Tuff" to moisture proof and provide an adhesive base for color coating . . . probably a dark green colored China Gloss.

The macaroni bows should be handled individually. Twist a short (2 inch) length of light wire around the center of each bow—20 or 25 macaroni bows should be sufficient. Using the wire as a handle, the bows can be dipped in "Plas-Tuff" and also dipped in the selected color and final China Gloss coating.

It will be a simple matter to Porcelglaize each bow separately, and then wire them to the tree branches in appropriate clusters. After the Ming Tree is completely finished it will still be possible to bend the trunk or branches carefully to achieve a more balanced appearance if necessary.

Again your material cost is very low, and while the process described above sounds slow in print, you will find it really very easy and quick to do. What an endless variety of useful beauty can be made from a little imagination applied to inexpensive materials!



ILLUSTRATION No. 24

THE "MANUFACTURED" GIFTWARE LINE

The "Manufactured" Giftwares are the commonplace objects, the "dime store" merchandise made of plaster, plastic, rubber, wood, cork, glass, etc. By "Ceramizing" you give these products a value from five to ten times greater than their cost, and often your "Ceramized" product is re-sold through the very stores that handle the cheaper article also.

This phase of your Giftwares business is very lucrative, for others have created the designs, and you have merely added to their beauty and value by "Ceramizing." Also, since many of these articles will be in the statuary and wall plaque class, it is possible for you to duplicate them in quantity by the rubber mold and plaster casting process and still further reduce your product costs. See Chapter 21, the section on Volume Production for Plus Profits.

Illustration 25 shows several "before and after" examples of mass produced statuary articles to better illustrate the startling transformation from cold, white plaster to lifelike color and beauty that is possible with your "Ceramizing" handcraft. Take special note of two in particular . . . the Boy and Girl figurine lamps. Each originally had the typical "carnival" type brushed finish, gaudy color and a large amount of plain white area.

Artistically, the figures and their expressions were very appealing and the overall design well balanced for its use as a lamp base, but the cheapness of the finish immediately shouted "Dime Store Plaster!" and they became a novelty item, the kind you win by throwing baseballs at a milk bottle at the neighborhood carnival.

But see what "Ceramizing" in natural color has done to one of these lamps! It has life, true color, sparkling beauty and the richness of high-glaze, kiln-fired china. It is now out of the novelty class and becomes an object of art, a giftware of ten times its original value . . . simply with the addition of a few pennies worth of materials and the magic of "Ceramizing." Which of the two would you rather have in your own home?

Another example of the possibilities in "Ceramizing" ten cent store merchandise is seen in the small religious statue. Ordinary plaster underneath, the "Ceramizing" has given it a finish such as you find only on costly English and German figurines.

REFINISHING GIFTWARES AND HOME DECORATIONS

Here is a never-ending source of new business for your "Ceramizing" service. In at least one room in any home in your community you will find an article of decoration or utility whose replacement cost in the present market is too high for it to be thrown away, and yet in its present worn condition it is no credit to its surroundings.

The item could be a table radio, a desk lamp, a kitchen wall clock, a dresser set, a picture frame, salt and pepper shakers, jewelry box, ash tray stand, book ends, even an umbrella handle or a lamp shade. ANY article of ANY material can be returned to its original beauty and in many cases given an added attractiveness by "Ceramizing" in Porcelain or Mother-of-Pearl finishes.

And regardless of the service you are called upon to perform . . . "Ceramizing" a flower pot, a candlestick or a candy dish . . . the materials are standard, the methods are identical for the complete "Ceramizing" process.



ILLUSTRATION No. 25

Compare the unfinished plaster castings with the Dresden-China beauty of their attractively "Ceramized" mates. You can easily see how the richness of high-glaze, kiln-fired china has increased the material value of cold plaster by ten times its original cost, turning a novelty into an object of art by the simple "Ceramizing" process.



EVERYTHING YOU NEED TO KNOW

In this book you have all the basic requirements for a successful future in the "Ceramizing" field, either as a full time business or a hobby with a business future. You have already learned the technical "know-how" of "Ceramizing." You have learned the "why" of the market for your "Ceramized" products in the three great fields of profit, and you are now beginning to see the full "Ceramizing" picture as a giant, panoramic view with each branch, each type of service leading to the success of the next.

In the chapters to follow you will see still more of the picture, the additional fields of profit, how to sell your services, how to set up your business, what to charge, examples of a "Ceramizing" business operation. In other words, the completely charted path to the personal independence you are seeking.



ILLUSTRATION No. 26

Objects of nature, furnished to you at no cost, are your source for unparalleled art—and exclusive, unduplicated design . . . no artistic talent is required to preserve nature's masterpieces forever . . . in colorful, gleaming "Ceramized" beauty.

Chapter 14



HOW TO SET UP YOUR WORKSHOP

The first question to be answered before deciding upon a workshop arrangement would be, "How much time and effort are you going to devote to "Ceramizing?" If "Ceramizing" is to be a hobby at first and a business sometime in the future, there is no need of setting aside any definite working area, for a card table or the kitchen table will do as a temporary layout. Several large cardboard cartons can serve as storage space for your materials and supplies and your "Ceramizing" shop will be portable, ready to set up in a few moments time in a corner of the kitchen, spare room, back porch, etc.

If, on the other hand, you are planning on "Ceramizing" as a part time or full time business, a shop arrangement carefully arranged for your working convenience will be a wise choice. The suggestions to follow will help in selecting your workshop location.

YOUR WORK BENCH

The complete "Ceramizing" equipment and material supplies such as outlined on page 117 can be accommodated on a bench or table top of as little as 3 by 5 feet, and still allow ample free working area. As a matter of fact, even though the particular area you have available for your "Ceramizing" workshop may be quite spacious, it does not mean that you should spread out in order to utilize it. A well arranged, compact shop will help you produce more work in a shorter time by saving many unnecessary steps.

Your work bench or table should be of standard height to allow you to work comfortably either standing or sitting. Locate it preferably against a wall, utilizing the wall space for storage shelves. On these shelves you can store your "Ceramizing" supplies, always out of the way but still within easy reach as needed.

If the top of your bench does not have a smooth working surface, cover it with a sheet of masonite, plywood, or a heavy grade of linoleum. And, remember, when color-coating, dipping or spraying, always keep several sheets of newspaper spread over the working area to catch any drippings or excess spray. Removing the top soiled sheet of newspaper after each job will be much easier and quicker than wiping the bench top to keep a clean working surface.

For those of you who already have a home workshop, it will most likely meet the above specifications. Of course, good lighting is essential for close inspection of each "Ceramizing" step as your work progresses.

LOCATING YOUR DRYING RACKS

A little extra care taken in arranging a dust-free location for your drying racks will be well repaid in assuring high quality "Ceramized" finishes. The location best suited to be free of dust-raising drafts and traffic through the room is probably in some far corner. If there is a window nearby that is normally open to provide fresh air circulation, a cardboard shield or a cloth drape should be hung to guard as much as possible against direct drafts carrying outside dust to the drying racks.



ILLUSTRATION No. 27

Color-trimming a figurine with tinted China Gloss. Note the "dime store" paint box used for mixing small amounts of color . . . it's a handy accessory in your shop. The Buddha ash tray at the left is finished in metallic Bronze-Tone.

As mentioned previously, humidity conditions govern the length of time required for all "Ceramizing" materials to reach their full hardness, with dry, warm temperatures best for rapid drying. Taking this into consideration, the least suitable location for your drying racks would be a damp cellar during the summer months, or an unheated porch or garage during a cold or rainy season . . . for proper drying, temperatures should not be below 70 degrees if the situation can be avoided.

In addition to the drying racks designed especially for your "Ceramized" Baby Shoe Production, it is a good idea to string a wire or rope line across the corner of the room, or possibly below a shelf, that you can use to suspend many of the smaller articles that will be "Ceramized" . . . your giftwares, costume jewelry items, etc.

WORKSHOP HYGIENE

In your "Ceramizing" shop you will be working with lacquer thinner and plastic base materials that with normal care in handling are not in themselves any more dangerous than the paints, lacquers and varnishes you use during cleaning and decorating your own home. Use the same precautions you ordinarily would in handling any inflammable substance. Keep your "Ceramizing" materials away from open flame, and do not store them where they would be exposed to high temperatures, such as over a stove, furnace or radiator. Keep all containers tightly covered when not in use and do not allow an accumulation of soiled rags or newspapers under your work bench. Use common sense and ordinary care . . . and Follow The Instructions on The Labels.

A COMPLETELY EQUIPPED SHOP IS YOUR BEST INVESTMENT

Remember, a convenient working arrangement in your "Ceramizing" shop is not a sign of laziness, but of efficiency. And a complete selection of the supplies and materials especially designed and formulated for your "Ceramizing" craft, whether it be a hobby with a business future or a full time business venture, will help project that efficiency into profitable production.

Anything that helps make a job better, in less time, actually conserves working hours . . . and that means more production and bigger profits. You can depend upon the men and the facilities of the Warner Electric Company to keep you well informed and well supplied with the complete tools-of-the-trade for your new "Ceramizing" handcraft.

We cannot succeed unless you and others like you succeed. Our supply business will grow and be profitable ONLY if you grow and prosper. So it is to our selfish interest to help you succeed. It is helping to build our future sales when we help you build your business. And that probably is the finest guarantee you could have of the help and backing we give you when you establish your own "Ceramizing" business, for pleasure or profit.



ILLUSTRATION No. 28

Here is a completely equipped model "Ceramizing" shop that can be set up in the corner of any spare room or basement workshop. All equipment and accessories are grouped for convenience in following one "Ceramizing" step after another. The work table top measures approximately 3 by 5 feet, allowing ample room for the compact storage shelf and working area as well. The drying racks are arranged on an ordinary card table that can be easily moved about the room.

HELPFUL HINTS ON "CERAMIZING"

Here are a number of time saving, labor saving and trouble shooting hints that can be put to good use in your "Ceramizing" shop. They are the results of long experience in the development of the materials and methods used in the new art of "Ceramizing," and are offered here to give you every possible advantage in rapidly acquiring a professional skill in this new field.

- 1—Practice cleanliness in every operation. The "Ceramizer's" worst enemies are dirt and dust. Keep your shop equipment and work bench clean at all times.
- 2—Optimum temperature for complete drying of all "Ceramizing" materials is normal room temperature, never less than 70 degrees. If your shop is located in a garage or other unheated outbuilding, some means must be provided to keep it warm during cold weather.
- 3—Keep all "Ceramizing" material containers tightly covered when not in use . . . and do not store them where they will be exposed to high temperatures.
- 4—Clean your sable brushes and spray containers thoroughly after each use. Use lacquer thinner for cleaning brushes and spray containers used for Warner's "Plas-Tuff" Hardening Compound, Base Colors and Pearl Lustre. Use Warner's Color-Craft Thinner for cleaning after using China Gloss.
- 5—Use Porcelaine Powders sparingly . . . a little goes a long, long way. Keep Porcelaine Powders dry.
- 6—Do not apply Base Colors or Pearl Lustre over any China Gloss finished surface. China Gloss should be first removed, using Color-Craft Thinner.
- 7—Apply Porcelaine Powders within 48 hours after the final China Gloss coating for best results.
- 8—Mark off ½ inch graduations on the inside of your spray containers to allow easy, accurate measurement of thinning proportions. The graduation marks can be scratched in with the point of an ice pick, or a small dent may be made from the outside of the container, using a blunt pointed nail.
- 9—A strip of corrugated cardboard tacked on the underside of a shelf will provide a handy drying rack for any small objects where toothpicks or small wires can be used for handling during "Ceramizing." The tooth pick handles or wires can be inserted in the holes in the corrugated cardboard to hold the articles during the drying period. This also makes a very convenient rack for storing your sable artists brushes.
- 10—Always stir, never shake the Base Color or Pearl Lustre containers in order to mix the contents. Violent agitation may cause a layer of air bubbles on the surface of the material that will be transferred to an object being dipped. This does not apply to the spray method of finishing, as the action of your Foot Compressor Spray Unit will automatically break up any air bubbles in the mixture.
- 11—After cleaning your sable artists brushes, twirl the bristles to a sharp point before setting them aside to dry. This will help the brushes hold their shape and add greatly to their useful life.
- 12—When thinning any "Ceramizing" materials, measure slightly less than the amount of material needed, and add the thinner to the material in small amounts until you have reached the desired consistency.

DON'T BE AFRAID TO EXPERIMENT! The successful accomplishment of any new craft is always a challenge to an active mind . . . and a few moments time spent in trying an idea or a new method provides a worthwhile education regardless of the outcome.

Chapter 15



HOW TO SELL YOUR SERVICES - - - - - Easily and at Low Cost

There is perhaps no other phase in the establishment of a new business venture that deserves as much time, thought and attention as the problem of securing sufficient sales to make the operation profitable. And it is undoubtedly true that thousands of ambitious men have never gotten beyond the "planning" state in launching an enterprise, simply because the difficulties of selling seemed to be too tough a problem to overcome.

It is the "unknown" things in life which scare us. And that is what so often happens to those of us who have no previous sales experience. Because we're afraid of unfamiliar work—the job of selling any service or product—we falter along the way and never make that decisive step toward being our own boss.

A problem completely understood is half solved. Once you have a clear conception of your sales problem, you can proceed with confidence. For if you choose a business in tune with your interests and capabilities, there can be no obstacle which you cannot overcome.

YOU CAN SELL SUCCESSFULLY . . . if the proposition is the right one for you. Many a man makes a good living at selling, even though he is not a salesman!

That sounds contradictory, doesn't it? Well, actually, it isn't. And within the next few pages we will prove why you have all that it takes to secure substantial business in "Ceramizing." We will give you a clear picture as to why "Natural Born" salesmanship is not necessary.

As there are all sorts of products, there are also all sorts of selling. And in that, you'll find one of the basic reasons why the "Ceramizing" of Baby Shoes is so appealing as a business. Most products and services can be classified as one of two types.

TYPE A . . . A PRODUCT THAT MUST BE SOLD

There are many products and services which folks seldom buy voluntarily. They must be pressured and forced into buying through salesmanship. The public parts with its money only after a great deal of persuasion. Products or services in this field definitely do require salesmanship. For example: Insurance is seldom bought . . . it's sold!

TYPE B . . . A PRODUCT THAT PEOPLE BUY

Products or services in this classification are commonly known as "impulse" items. The public buys them voluntarily—on the spur of the moment—whenever the desire or inclination so moves them. Here the sales problem is altogether different. It is almost entirely a question of exposure . . . constantly exposing the product to a maximum number of logical prospects.

Sales on such items depend primarily on displaying the product in locations where traffic is extremely heavy and the flow of prospective customers ever-changing. Among the many thousands of such products, you'll find foods, candies, beverages, razor blades, etc. in this classification.

TYPE B IS THE CLASSIFICATION THAT INTERESTS US. And to make sure that you have a clear picture of the characteristics of this classification of product, we'll cite several additional examples of the "exposure" type of selling.

(ONE) First, the man who owns and operates a route of vending machines selling peanuts, gum, etc. Here is an example of a man in the business of making sales . . . and still he need not be a salesman! In order to sell successfully, his only requirements are common sense and aggressive determination to find the best traffic spots in which to locate his machines. Exposing his wares to a maximum number of logical prospects guarantees his success.

(TWO) For a second example, let us take two nationally known selling operations of established success . . . namely, the Realsilk Company and the Fuller Brush Company. These concerns distribute solely by house-to-house selling. Fundamentally, they are selling TYPE A products with TYPE B methods. Although, "natural born" salesmanship is quite advantageous, these concerns do not depend on salesmanship for their continuing success.

To find a sufficient number of men of outstanding sales ability to cover the country is impossible. And so, what do these companies do to develop their sales organization? Well, first they find men with the two most important qualifications . . . (A) The ambition to succeed . . . (B) The willingness to work. Then they teach these men the basic principle of effective salesmanship: **MAKE THE CALLS . . . AND THE SALES WILL COME!**

In this world of ours, the law of averages is constantly at work . . . and any man who wants to sell his services can make it work for him! It all boils down to this . . . Contact as many logical prospects as easily as possible and a profitable percentage of them will buy your goods. That—plus merchandise of fair value—is the basic foundation for the millions of dollars in sales enjoyed annually by Realsilk and Fuller Brush!



"CERAMIZED" BABY SHOES . . . AN "EXPOSURE" ITEM

In reviewing the types of merchandise in which selling does not require "natural born" salesmanship, two things become readily apparent. IN BRIEF, YOU MUST:

- (1) Determine your most logical prospects . . . and contact as many of them as possible.
- (2) Plan your efforts for maximum exposure. Keep your products in front of your prospects, so that you'll be ready to sell when they get the urge to buy. Make the purchasing of your item as convenient as possible.

The above two factors are particularly basic in selling "Ceramidez" Baby Shoes. Farther along, we give you the exact, detailed procedure in securing profitable sales through "exposure" selling.

In analyzing the reason why parents are so interested in having baby's first shoes "Eternalized," there can be but one answer . . . Sentiment! And that is why the selling of "Ceramidez" Baby Shoes does not require super salesmanship. Parents are sentimental . . . or they are not. And no sales talk you can give them can possibly change their feelings about their offspring. Either they love them, or they do not!



WHAT PERCENTAGE OF PARENTS LOVE THEIR CHILDREN?

WE DON'T KNOW . . . but the parents who do not must be few and far between. And so, figure it out for yourself. Just about every parent is receptive to the service you will render. Just about every parent (and relatives, too . . . aunt, uncle, grandmother, etc.) can't help but sentimentalize about the babies in the family. That's why they're so easy to sell!

In their human weakness you'll find your selling strength . . . all the salesmanship you need. In short, you'll be capitalizing on a natural, human impulse . . . pride of parentage, something as prevalent as the human race!

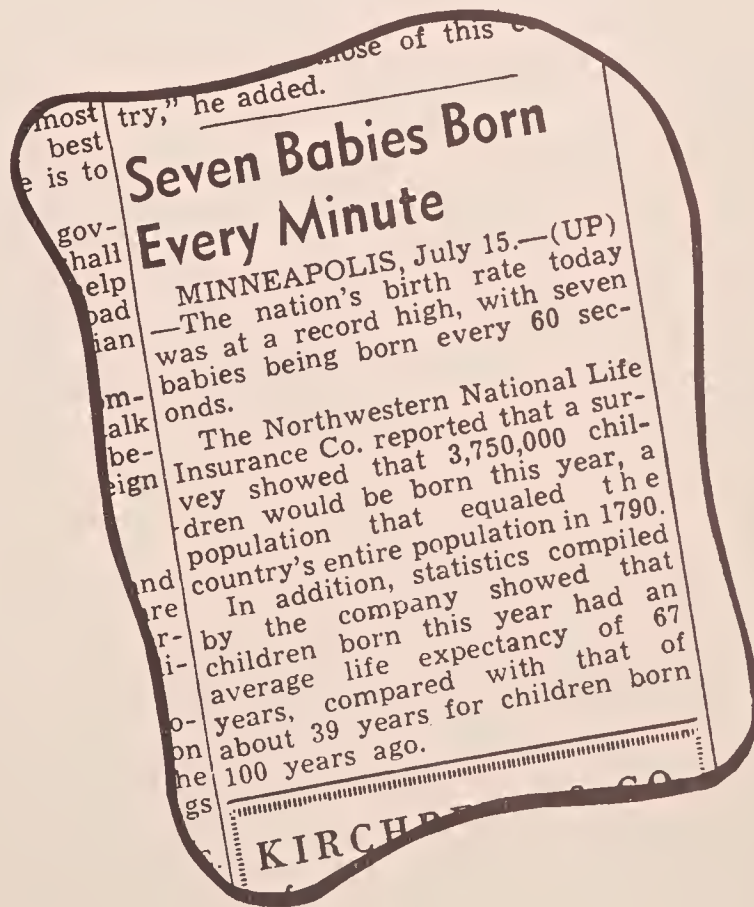
. . . AND HERE'S HOW YOU DO IT!

SECURING YOUR PROSPECTS. The steps to take to get business in profitable volume can be stated in a few essentials . . . the first of which is to secure a list of logical prospects—and, also, to arrange for a continuous flow of new ones. In this, you are fortunate. For in few other businesses can you find such a reliable and steady source of pre-selected customer-prospects.

Today, there are but few localities in which the law does not require prompt registration of every birth. In short, you will find a complete and accurate list of new parents in the public records. Registrations are added daily and always kept up to date. Inquiry of your public officials will reveal which department of your local government has the responsibility of maintaining birth registrations. In most communities, these birth listings are available at little or no charge to responsible individuals. In all probability, your local newspaper also lists these births periodically in its news columns.

Occasionally, there is a local government situation wherein someone seems to have an inside track on the securing of these birth names. One operator, encountering this "exclusive" situation, solved it quite neatly by learning the name of an employee of the Bureau of Vital Statistics. He then made a private arrangement for a steady supply of registered names. Local doctors and hospitals will often cooperate on some basis or other, once they are satisfied that your use of the names will be legitimate.

If you do not desire to do your own collecting of parent prospects, the Warner Electric Company can get them for you at low cost. In fact, with practically no exceptions, a continuous stream of new birth registrations can be supplied for any city or county in the United States. In reasonably small quantities, these names can be secured for about two cents (2c) each. The only requirement being that one must take a complete list . . . that is, all the registrations for one month for any selected community.





Chapter 16

SEVEN TESTED SOURCES FOR GETTING BUSINESS . . .

As an operator of a business specializing in the "Ceramizing" of Baby Shoes, you have available seven different ways to secure orders for your services. Some of these are more profitable than others. All, however, have advantages well worth your consideration. It is possible you may find some of them preferable, easier and more appealing from your point of view. But don't lose sight of the fact that one shouldn't put all his eggs in one basket, especially when it isn't necessary. It's better to get your business from several different sources.

So do not discard any of the seven sources in devising your sales program. Plan—if you wish—on starting with only one method and then expanding into the other fields as your experience and servicing facilities permit. It is merely common sense to handle a little business well . . . rather than taking on more than you can handle efficiently and profitably.

Listed directly below are the seven different sources from which you can derive business. All are tested and proved methods. A detailed discussion of each immediately follows:

- (1) Sales secured through Stores
- (2) Sales by use of Direct Mail
- (3) Sales through names of Friends
- (4) Magazine and Newspaper Advertising
- (5) Sales through Solicitors
- (6) Business Stimulator Plan
- (7) Sales through Church and Fraternal Organizations

(1)

SALES THROUGH STORES

As stated previously, one of your most important sales goals is the placement of your product before as many logical prospects as possible. This means meeting the public where they gather in greatest numbers. Retail stores must also depend on traffic and those which have a steady flow of customers are an ideal source for sales. By appointing selected stores as your sales agents, you can devote more of your time to the manufacturing end of your business.

Past experience tells us that the type of stores best suited for the selling of "Ceramized" Baby Shoes are those listed here. In most instances, their customers are overwhelmingly women . . . and they, without a doubt, are your best prospects. Make it your business to arrange sales representation with all types suggested. Remember, the more stores you have, the greater the exposure . . . and just one order a week from each outlet means good business for you. All of such stores are receptive to an "extra income" proposition. So make the most of them!



Jewelry Stores
 Gift Shops
 Dry Goods Stores
 Beauty Shops
 Camera Shops
 Variety Stores
 Photographers
 Stationery Stores

Drug Stores
 Juvenile Shops
 Department Stores
 Lingerie Shops
 Women's Wear Shops
 Hosiery Shops
 Opticians
 Millinery Shops

Naturally, in agreeing to act as your sales representatives, these stores have to be shown that it is to their financial advantage to feature your "Ceramized" Baby Shoes. In presenting your proposition to the stores you select, be sure to base your sales talk on the following points. Here, in brief, is why it is to the best interests of the storekeeper to work with you. By stressing these sales points, he cannot help but co-operate in your undertaking.

WHY A STORE SHOULD ACT AS YOUR SALES AGENCY . . .

- (1) A BIG MARKET. (In talking to a storekeeper, cite the birth statistics and sales figures given in the introduction to this course.)
- (2) NO INVESTMENT, NO RISK. (Emphasize the fact that the storekeeper doesn't invest a single penny . . . that no inventory means no risk.)
- (3) LARGE UNIT OF SALE. (Explain that sales run into dollars . . . from \$3.50 to \$20.00 on each order.)
- (4) BIG PROFIT MARGIN. (Emphasize again that he has no investment, no risk . . . and still makes 40 per cent on every sale. No other item in his store can match that.)
- (5) NO SALES EFFORT. (The item sells itself. Show the storekeeper that all he has to do is to use the sales aids you supply free of charge.)

HELPING THE DEALER TO SELL

Naturally, you cannot expect a dealer to get business for you unless you provide advertising material to help him sell. It is to your advantage to do all you can for him. In appointing a dealer as your sales representative, plan to provide him with the following sales aids:

- (A) A Sample "Ceramized" Baby Shoe, Preferably One Mounted on a Bookend or Ash Tray.

These samples of your work may be made up during your spare time, at very little actual expense. Used baby shoes for this purpose may be secured at most any second hand clothing or salvage store or through the Warner Electric Company direct. Remember, the sample baby shoe must represent your best work, for the sales a storekeeper makes will depend on its eye-appeal and quality of workmanship.

(B) A Sales-Making Card To Be Displayed on the Dealer's Counter.

If the storekeeper is to call his customer's attention to your "Ceramized" Baby Shoe Service, he must have an advertising card to display on his counter, alongside the sample baby shoe. The Warner Electric Company has prepared a new, low-cost printing service for the exclusive use of Warner Ceramizing Service Operators . . . and beautiful, two-color counter cards are one of the many business stimulating Sales Aids offered for your use. Samples are included in the complete "Ceramizing" Unit listed on page 117.

Since at least in the beginning, the storekeeper will have but one actual sample of your Baby Shoe Mountings, it will be necessary to provide photographs from which his customers can select the style of mounting desired. Reproductions of the actual, professionally made photographs we have used in our own literature and advertising are also available to you through our complete Sales Aid Service . . . the same 8x10 glossy photos as are included in your "Ceramizing" Unit. On the back of each photograph you should attach a typewritten description and schedule of prices in the various finishes you are offering. (See Chapter 20 for what to charge for each type of mounting.)

WHAT TO PAY FOR STORE BUSINESS

The amount of margin (the difference between cost and selling price) varies with almost every type of retail outlet. A grocery store operates on about 20%; a hardware store, 25-30½%, a gift shop, 50%. The closer an item comes to being a staple, the smaller the margin. Novelties and specialties retail for about twice the wholesale price. Although "Ceramized" Baby Shoes can probably be classified as a "novelty" item, the usual store discount is 40% of the selling price. This is the standard discount, the margin now being allowed by old established operators in the field. You, too, should offer dealers a 40% discount.

In concluding your arrangements with the dealers you appoint, be sure to have a clear understanding as to terms of payment. In order to insure that customers will pick up the baby shoes when ready for delivery, insist that your dealers collect a 25% advance deposit on every order. Tell them it's for their own protection. Dealers must be held responsible for payment to you, inasmuch as, with no inventory investment, they have everything to gain and nothing to lose. In other words, on every order, the dealer must guarantee your 60% of the retail selling price.

(2)

SALES BY USE OF DIRECT MAIL

In operating your business, there is one thing you should always keep uppermost in your mind . . . your evergrowing list of pre-selected prospects is worth its weight in gold, if you really make use of it!

As an additional source of business—supplementing your sales through stores at wholesale prices—you can appeal direct to prospective customers at the full retail price. Securing sales at the full retail price may sound extra attractive to you—and it is attractive—but, naturally, it is going to require extra effort and extra cost on your part. Nevertheless, profits are always in proportion to effort . . . and we are sure you will find it well worth your while to devote considerable effort toward increasing your sales through contacting customers direct.

It is here that the birth registrations you are collecting will give you a super quality mailing list . . . a very choice list, in which every name is a red hot prospect for your "Ceramized" Baby Shoe Service.

USE THE RIGHT TYPE OF MAILING FOR THE JOB TO BE ACCOMPLISHED

The type of mailing you will use depends on the job you want it to do. A tiny midget cannot handle a giant's job . . . and neither can an inadequate mailing. Your sales literature must be designed expressly for its purpose. Only then, can its chances of failing be minimized and the odds for profit directed in your favor. In doing a 100% selling job, you will employ two types of mailings . . . postcards and a more elaborate type built around a descriptive circular and sales letter.



POSTCARD MAILINGS . . . WHERE and WHEN TO USE THEM

On first thought, mailings on government postcards will strike your fancy for two obvious reasons: (1) Extremely low cost . . . (2) Ease of handling. Such advantages should never be disregarded, but it is well to bear in mind that one never gets something for nothing. A postal card's convenience and economy are greatly offset by these limitations: (1) It is too small to permit a complete telling of your story . . . (2) You cannot do justice to your product, because you cannot illustrate your metalized baby shoes to best advantage . . . and (3), you cannot expect postcards to pay in direct, cash-with-order business.

POSTCARD MAILINGS CAN BE PROFITABLE BUT ONLY IF PROPERLY USED!

Experience has proved that, in selling your ceramized baby shoes, postcards do have a place and purpose. They are an efficient and economical way to qualify the names on your mailing list and weed out the less likely prospects. In other words, write and plan and use them to arouse interest . . . use them as a means of getting requests for you (or your salesmen) to call personally with actual samples and prices!

Study carefully the wording used in the sample postcard reproduced on Page 84. Note that it does not attempt to make a direct sale. Its one and only purpose is to introduce you and your service, to open the door to personal sales solicitation. When used for that purpose—and that only one—postcard mailings can pay you well.

WHAT'S NEEDED TO GET ACTUAL MAIL ORDER SALES?

In securing cash orders through the mail, it is necessary to have sales literature that provides the prospect with a complete picture and understanding of what you have to offer. Your sales presentation must explain everything, everything you would cover in a personal sales call.

You must arouse and intensify the parents' natural weakness . . . love and sentiment for their young ones. You must dramatize the artistry and beauty of your work. You must sell the value and desirability of genuine "Ceramizing" or Pearl Finishing of those precious Baby Shoes. You must picture as appealingly as possible the various styles of mountings. You must provide a convenient way of ordering. You must make it easy for them to send in the worn baby shoes. And you must inject the salesmanship necessary to impel the purchaser to act immediately. To offset the fact that the buyer-to-be is unable to see an actual sample, every word and illustration must sell and sell and sell.



WHAT SHOULD A MAIL ORDER MAILING CONSIST OF?

Unless your sales literature tells a complete story, it cannot possibly do a profitable job. Your mailing should consist of the following:

1

SALES LETTER. The letter will be the most personal piece in your mailing. In most cases, it will be read first, before the prospect examines the illustrated circular. This letter introduces your service, plays on the love and sentiment of the parent, does everything possible to arouse desire for your product, and sells the prospect on taking immediate action.

2

CIRCULAR. This illustrated folder pictures your "Ceramized" baby shoes as attractively as possible. It sells the quality and appeal of your work. It shows the various types of mountings available and gives a complete description and price on each style. It tells how to order. And it, too, urges instant action.

3

ORDER BLANK. Anything you can do to make it extra easy and convenient for a customer to order is well worth doing. A ready-to-use order blank simplifies ordering. So be sure to use one.

4

RETURN ENVELOPE. A self addressed envelope also helps to make it easy for a customer to send you an order and the remittance.

HOW TO SELECT THE NECESSARY MAIL ORDER LITERATURE

Unless you have advertising experience, it is better to rely on a professional to prepare and produce your sales literature.

Check up on the advertising services in your community. Inquire as to the most reliable printer and letter shop. Contact these sources and explain quite frankly what you have in mind. Stress the fact that over a period of time you expect to use a great deal of printed matter . . . and that you solicit their help and advice in getting started.

When properly approached, such advertising service organizations are usually quite willing to assist you in every way possible. If you convince them of your ambition and future possibilities, they are apt to cooperate far beyond what the profit in your work would normally call for.

Advertising-Direct Mail

A B C LETTER SERV 184 W Washngtn. DEA rbn-0791

A RELIABLE LETTER SERV 53 W Jacksn WA8 sh-6798
DEA rbn-1891

A-Z LETTER SERV 155 N Clark
Aaqard Prntg Co&Letter Serv 648 W 47.80U lvr-4083

ALEXANDER H M & CO
**Complete Service from
CREATION TO CONSUMER**
 COPY & LAYOUT - ARTWORK
 PRINTING - ADDRESSING - MAILING
 Discussion of Your Direct Mail
 Problems At No Obligation
 64 W Randolph. DEA rborn-6502

ALLIANCE ADVERTISING & LETTER SERV
 Multigraphing-Mimeographing & Addressing
 35 S Dearbn. FRA nkin-8553

ACME CORPORATION
 Printing With Every Phase of
 Direct Mail From "Idea to the
 Finished Piece in the Mailbag"
 1132 W 35th. YAR ds-1750

Acme Letter Co 531 SPlymth HAR isn-2046
 Advertisers Address Co. Wwackr

Adve
CA
Ca
CH
rr
DO
Fac
Fac
Falk
Fedr
Crea
Cur
Day
Da

CONSULT
YOUR LOCAL
TELEPHONE DIRECTORY

(3)

SALES THROUGH NAMES OF FRIENDS

Customer goodwill is often the most valuable asset an established business possesses. Recently a big corporation changed hands and in the terms of sale there was a separate provision of \$22,000,000 for the company's goodwill. Yes, it took many years of fair-and-square dealing to build goodwill to such a cash value. But this is to be remembered: Goodwill is an asset that can start working for you from the moment you deliver your very first job.

Please a customer and you have won a friend . . . a friend who can easily help you to additional business. A satisfied customer automatically becomes a booster of your service . . . and although you may do nothing to encourage it, these customer-friends will often refer neighbors and relatives to you.

Yes, some of this extra business will come your way without effort. But the man who actively capitalizes on customer good will is the one who ends up the year with the best business and biggest profits!

Most folks are a bit lazy at heart . . . and even those with the best of intentions may forget or neglect to put in a good word for you with other prospects. So, why not make it worth their while to help you get sales? HAVE YOUR PRINTER MAKE A POST-CARD BEARING COPY SOMEWHAT AS FOLLOWS:

WILL YOU DO US A FAVOR?

WE are sure you are as proud as we are over the Baby Shoes we "Ceramized" for you. We've enjoyed making them . . . and hope they will bring you a lifetime of happy memories.

When showing this family keepsake to relatives and friends, will you do us a favor? Tell them who did the work. Write their names and addresses below . . . and drop this card in the mail box. (No postage required)

NAME.....ADDRESS.....

NAME.....ADDRESS.....

Thanks for the favor, and in return . . .

••••

A SURPRISE GIFT FOR YOUR YOUNGSTER

if one of the two named above orders "Ceramizing" service from us soon.

(YOUR NAME AND ADDRESS HERE)

Include one of these printed cards with every pair of baby shoes you deliver to a customer. The names you secure from the cards returned may be contacted by telephone, in person or by mail. The fact that you can refer to the party who gave you the names makes these better than the average prospects. The recommendation of someone they know is a strong sales point in your favor.

On this extra business, you can easily afford to buy a modest gift for the son or daughter of the customer who helped you make the sale. The value of the gift can be limited to about 5% (really, a very low sales commission) of the business you secure through this source. Psychologically, it is better to give a gift to the child, rather than the mother. A cheap gift to the young one will receive more appreciation than an expensive one to the parent. A toy of some sort is your best bet.



(4)

SALES THROUGH MAGAZINE AND NEWSPAPER ADVERTISING

Many operators of "Ceramizing" Services, similar to the one you are establishing, have found it quite profitable to secure business through the placement of advertising in Sunday Newspapers and Monthly Magazines. This is another form of mail order selling. It is different, however, than direct mail selling in several respects. Direct mail costs substantially more per sales message . . . but it goes to pre-selected prospects. Display advertisements in publications cost far less per copy . . . but it is aimed at the whole wide world, prospects and non-prospects alike. In other words, you buy a great deal of waste circulation. The comparison between the two types of mail order selling can perhaps be made more clear by stating that it is similar to going hunting . . . with a rifle or with a shotgun. The first gives you the accuracy of a bullet, the second is a scattershot proposition.

Successful mail order advertising in magazines and newspapers depends on many factors. And it will vary with the type of publication and its readership. The cost per thousand of usable circulation is very important. No universal, hard-and-fast rules can be given here . . . for in the mail order game there are exceptions to upset every rule.

The best advice that can be given to a beginner is this: Study carefully every piece of mail order advertising you see; get all available text books from your local library. Go slowly; feel your way; test by careful trial and error before committing yourself to too great an expenditure.

HOW TO PREPARE MAGAZINE AND NEWSPAPER ADVERTISING

In writing the sales message and preparing the advertisement, you must keep one thing always in mind: Tell a complete story. See to it that your advertising gives you all necessary information . . . that the prospective customer, once she has read your advertisement, has such a clear picture of your "Ceramizing Service" that she can sit right down and send you an order, baby shoes, remittance and all.

Actually, your advertisement should contain all of the information that you include in your direct mail literature. That means boiling down your sales message to its absolute essentials. Every word should do the work of four. Though you may think this impossible, if you persevere you can condense and concentrate your sales story in a relatively small ad of minimum wordage.



FREE HELP AVAILABLE TO YOU

Every newspaper and magazine of any consequence has an advertising service department that is organized for one specific purpose . . . to help the advertiser who has neither the experience nor the ability to prepare his own advertising. Helpful advice is yours without obligation. Usually, there is no charge for writing the copy. On the necessary art work and engravings, a charge is made . . . but much less than you would pay elsewhere.

The advertising service rendered by these promotion departments is usually quite reliable, for they make it available solely to build more advertising business. And if they advised folks wrongly, it would defeat their own purpose. So check with your local newspapers and the magazines you plan to use. Ask for their help.

In preparing and scheduling such mail order advertising, keep the following fundamentals always in mind: In comparing the advertising rates for various publications, judge them on the basis of cost per thousand circulation. For example, a \$50.00 ad in one publication may be cheaper than a \$25.00 ad in another. It is obvious that if the first magazine delivers three times the circulation at only twice the price, it is a much better buy for you.

In judging the best media for you, it is also well to consider one other factor: Quality and type of circulation. A thousand well-to-do readers may be a better source for business than two thousand "poor" readers. For your type of service, aim your appeal directly at the womenfolk. Concentrate your advertising where they concentrate.

Some publications of course have both men and women readers. In such instances, be sure your ad is placed in the women's section of the magazine or newspaper. When you want to reach women, you can understand why it would be poor policy to place your ad on the sporting page or in the financial section.



Mail order results from space advertising are greatly dependent on the life of the publication. A monthly magazine is a better bet than a weekly, for it is "alive" four times as long. Also, in newspapers, the Sunday edition is good for at least the weekend, whereas the daily edition is current for no more than about twelve hours. As a general rule, you can be sure that "the longer the life, the better the chance for profitable results."

(5)

SALES THROUGH SOLICITORS

There are always distinct advantages in personal selling—that is, when a prospect is called on in person. Personal selling has two "strengths" which are the basic weakness of mail order . . . (1) The salesman's sales approach can be changed or varied to meet the situation or sales resistance encountered . . . (2) He can show an actual sample, so that the prospect cannot help but be impressed by the quality and eye-appeal of your "Cerami-ized" Baby Shoes.

No doubt about it, these are sales advantages common to only two types of distribution. . . . Sales through stores and sales through solicitors. And even here, there is a "plus" for personal salesmanship. The salesman calling on the prospect in person is usually concentrating on only one item . . . while the storekeeper is dividing his time between a thousand-and-one different items.

A SALES FORCE FOR YOU AT NO FINANCIAL RISK

A good salesman will be attracted by two unusual features of your sales proposition. . . . (1) He doesn't have to work house-to-house, for you are in a position to supply him with a steady flow of red hot leads, every one a pre-selected prospect . . . (2) it is a relatively high unit of sale. He has a good chance of a worthwhile commission on every call. Thus, he doesn't have to "work his head off" in order to make an interesting income.

Today, in most types of businesses where salesmen are employed, it is necessary to pay a salary in addition to commissions. Naturally, if the salesman falls down on the job, the employer has lost the salary advanced. But that is one problem with which you need not be concerned.

You can attract qualified salesmen of a very high type. Your proposition and your product appeal to the better side of human nature. It is a dignified service, a widely wanted service that is not at all difficult to sell. Through your collection of birth registrations, the salesmen's work is half done for them. Last, but most important to the salesmen, you can easily afford to pay them 30% commission on every sale. And that makes interesting reading for any salesman who is worth his salt!

HOW TO GET QUALIFIED SALESMEN

The easiest and most resultful source through which you can secure aggressive salesmen is the classified "Salesman Wanted" advertising column in your local and neartown papers. The paper's advertising department will be more than glad to help you write the ad. Just so you won't miss any of the elements that should be included, use this suggested ad as a guide:

MAN
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 n. Con-
 155
 dicit leads
 job office,
 -0632.
 man and are
 nd red tape—
 ten are now
 comm. work-
 no exp. nec.
 318.

SALESMAN WANTED

To take orders for "Ceramized" Baby Shoe Mementos from proud parents. Unit of sale, \$3.50 to \$20.00. Substantial commissions. Leads furnished. A permanent, year-round proposition. Protected territory.

(Your name and address)

basic
 for adv.
 expense
 furnished,
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 Add:

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 Address

YOUNG

In appointing salesmen to represent you, do not take anyone who applies. Be fussy, be selective. Check applicant's references. Be sure he isn't a "floater" . . . that he will stay and work and build a business with you. For remember, you are in this business for a lifetime income . . . and you don't want a salesman who is a fast worker, a "quick change" artist.

Work out a protected territory for him. Have a clear understanding as to how he is to take orders, how and when he is to collect his commissions. Emphasize the fact that he is selling quality, that the customers must be satisfied.

Explain to him that this isn't just another house-to-house peddling job . . . that you are supplying him with a high type of pre-selected prospects. See that he understands that you expect the utmost in sales cooperation; that you are supplying him with valuable samples; that he is to sell honestly and fairly without misrepresentation. Arrange a definite policy as to terms of payment . . . that he is to collect 25% with order and that he is to deliver "Ceramized" Baby Shoes and collect the balance due.

You are paying him a substantial 30% commission . . . and you expect a profitable return!

(6)

SALES THROUGH A BUSINESS STIMULATOR PLAN

In every community—including yours—there are retail stores outstanding in sales aggressiveness and merchandising leadership. These outlets are constantly on their toes, always receptive to new promotional ideas, always on the alert for any sales plan which will encourage customers to buy more merchandise more often. They are interested in building store traffic. And a business stimulator plan that is basically sound and which has wide appeal will receive their wholehearted support and cooperation.

What has that got to do with your business? Well, much more than you think. Here's how. Your "Ceramized" Baby Shoe service is an ideal premium for retail-store sales promotion. When properly presented, it can be the means of selling more drugs in a drug store, more groceries in a grocery store, more housewares in a variety store . . . in fact, it can be the incentive for increased business in most any kind of store you can name.

Basically, the "Business Stimulator" plan you will offer to stores is this: Stores will make available to their customers your "Ceramized" Baby Shoes on a special Save ½ Offer. In other words, after complying with the requirement explained below, a customer will be able to order "Ceramized" Baby Shoes at a considerable saving.

You will provide the dealer with special "Purchase Privilege" cards, imprinted with his name. (Dealer will pay for cost of printing . . . his only cost, by the way, for the entire plan). The cards are numbered around the edge . . . in units of 10c, 25c, 50c, 75c and \$1.00. These units will total \$25.00. Each time customer makes a purchase, the card is punched to indicate the amount of the sale. When the customer has purchased a total of \$25.00 worth of merchandise, the card will be completely punched . . . and the store's customer is then entitled to the privilege of having a pair of baby shoes "Ceramized" at one-half the LIST* price.

A PROFITABLE PLAN FOR THE DEALER . . . AND FOR YOU, TOO!

On this business stimulator plan, everybody gains. The dealer is assured \$25.00 in sales and a customer in the habit of patronizing his store. The customer, in return, receives an obvious bargain. And you develop another source for steady business.

At first thought, perhaps you may be inclined to reason that there's little money for you in "Ceramizing" baby shoes at half price. Well, let's analyze it and see how you actually come out. Let us suppose this Purchase Privilege offer is limited to your Bookend style of mounting. Normally, in Pearl Finish, you'd probably charge a customer \$10.95. Now, if you sold it through a regular dealer, allowing him 40% off, the amount you would receive is about \$6.57. And at that price, you know you make a mighty nice profit.

*Now, in the commercial world, there is a term known as "LIST" price. This is an item's highest price, normally more than it usually retails for. In other words, the LIST price for the bookends would be about \$13.25. On the "Purchase Privilege" card, you will feature your Metalized Baby Shoes at LIST . . . as an \$13.25 Value. So, here you will receive \$6.62 for your work . . . slightly more than you receive from your regular dealers.



STORES LIKE THIS NO-COST DEAL

Practically speaking, this Business Stimulator plan costs the dealer nothing . . . for his only expense is the cost of printing the cards. And when you get them printed for several dealers at a time, they shouldn't cost him more than five to ten dollars . . . and that's really nothing when you consider the benefits he receives. In every way it is a good deal . . . for the storekeeper and for you!

This tested business-getting plan can develop a lot of business for you. Once a dealer is started on this merchandising program, it requires no sustained effort on your part. The dealer receives the orders from his customers, together with a 25% deposit, and turns them over to you. You deliver the completed shoes to the storekeeper, collect your money in full and leave entirely in his hands the responsibility of completing the transaction.

SALES THROUGH CHURCH AND FRATERNAL ORGANIZATIONS

Clubs and groups within church and fraternal organizations are continually confronted with the problem of raising funds to carry on their various activities. Their endeavors in this direction range all the way from conducting raffles to the staging of amateur theatricals. Ice cream socials and buffet suppers are also very common methods of adding to their income.

Such activities will always be popular, for they combine fund-raising with social enjoyment. However, there are often times when such things become too commonplace and the individuals in charge cast about for new and more exciting ways to earn money for the organization. And that is where you can render a welcomed service . . . one from which you can derive good profits.

MANY WAYS YOU CAN CO-OPERATE FOR BOTH PUBLICITY AND PROFIT!

Before we discuss in detail exactly how you can cash in on club and fraternal activities, let us take time out to emphasize one pertinent point . . . the value of publicity. The benefits you derive from your various sales promotion efforts should not be judged entirely on the immediate cash return. You are building a lifetime business . . . and the better you become known the better your business will be in the years to come. These intangible benefits may seem to be long and slow in accruing . . . but the history of all successful businesses dramatically demonstrate the ultimate cash value of good will. So, be sure to take advantage of every opportunity for publicity. Do everything possible to bring you and your "Ceramizing" service to the attention of the buying public. One resultful way of accomplishing that is to cooperate in church, club and fraternal activities.

Do not let the fact that you are not affiliated or active in some of the organizations deter you from participating in any of their programs. Naturally, you cannot expect to benefit without giving something in return. Unless you cooperate for mutual profit, there can be no deal. Through inquiry of neighbors and friends, and through constant watch of the social columns of your local newspaper, you can soon discover the name of the individual in each organization who seems to be the ringleader in directing activities. From then on, it's a matter of contacting these leaders and discussing the various ways in which you might cooperate.

THREE WAYS TO CO-OPERATE

(1) **THE CASH-UP PLAN.** From a strictly business point of view, the Cash-Up is an exceedingly successful sales method. It is based on giving something "free" . . . that in most cases results in the recipient eventually paying out some money. **HERE IS HOW IT WORKS:** The Cash-Up is employed in cases where an organization is planning a raffle, a prize contest, card party, Bingo, or even the offering of door prizes at a social.


As your contribution, you offer to donate six (or whatever number you desire) \$3.50 credit letters . . . which you will accept as full payments for the "Ceramizing" of six different, single baby shoes, unmounted. In other words, each prize winner awarded one of your letters may bring it to you and you will "Ceramize" a baby shoe at no charge.

What's the catch? Where do you come in? Well, did you note the four words emphasized above? . . . single baby shoes, unmounted. By a few well chosen words and the showing of mounted samples of your more expensive styles, you can get the majority of these people to pay the difference in cash for a more elaborate keepsake. This switch is known as the Cash-Up. Experience has provided that once you get a little practice, you can Cash-Up eight out of ten prize winners. And that's real money to you!

(2) MATCH THE SHOES CONTEST. Although this type of sales promotion may not be as aggressive a plan as the preceding one, it has much to be said for it. It is basically a sound business operation, one that can bring you immediate orders and one that will pave the way to substantial business in the days to come. The prospect list you secure will not only be pre-selected, but pre-sold as well.

This contest activity requires some advance preparation. However, the material can be put to steady use in innumerable ways, so do not consider it merely as a "lot of work" to be used once and then discarded. All you need do is this: Secure from friends, relatives or a second-hand store five pairs of used baby shoes . . . all of the same size and approximately the same style. "Cerimize" one shoe of each pair. And that's all there is to it.

When you hear of an organization that is conducting a fund-raising campaign, a bazaar, a social or an affair where there is a possibility of setting up a display, be quick to make arrangements to participate. Arrange a display of the five pairs of baby shoes. Do not match them . . . but mix them up as much as possible. Then make up ten small cards, each card bearing one of the numbers between one and ten. Place a card alongside of each shoe. Employ a sign painter to make a large display card with copy somewhat as follows:



MATCH THE SHOES AND WIN A PRIZE!

There are five pairs of baby shoes in this display. One of each pair has been "Cerimized". See if you can match the "before and after" shoes by number! Use entry blank, drop in box. Fill out your name and address and list the numbers as you think they should match. FOR EXAMPLE: Is Shoe 5 the mate of shoe 7??? What's your guess?

On each side of your "contest" display be sure to arrange a merchandise showing of your various mountings and finishes. Have available pencils and blank sheets of paper for use by the audience in entering their guesses as to the correct matching of shoes. Provide a big cardboard box, with a slit in the top, in which entries can be dropped.

THE PRIZES? Well, what's better than the prizes suggested before? Give the winners letters entitling them to your services . . . the "Ceramizing" of a single baby shoe, unmounted. Don't ever forget the profit possibilities of the Cash-Up. It works on this promotion, too!

A contest of this sort accomplishes two things. Because it is different, it arouses a great deal of interest and results in much conversation. It gives you a wonderful opportunity to sell the artistry and quality of your work . . . and gives the audience an appealing idea of what they can expect from your service, before and after "Ceramizing".

Entries in the contest will provide a prospective customer list for future cultivation and harvest. Meeting the public where they are gathered in greatest numbers should always be a welcomed opportunity. It enables you to display your samples, discuss your service, pass out literature and to take immediate orders. The more folks you can address at one time, the more profitable will be the use of every selling hour.

(3) PART TIME SALES LADIES. When an activity is carried on in the name of a church or fraternal organization, sales of most anything are easier to come by. Usually, the last ounce of sales resistance melts away when it's "for the good of" a person's favorite church or club affiliation. That is a fact to be reckoned with . . . and turned to your good account.

The ladies of a church auxiliary or the women of a fraternal chapter can be the most persistent and aggressive sales representatives you could find anywhere. When it's for the good of the cause, they can launch a whirlwind sales drive that will enrich the treasuries of their organizations and profit you as well.

For many years, it has been common practice for women in such work—the raising of funds for worthy purposes—to sell a variety of things . . . ranging all the way from cakes and cookies, to greeting cards, to magazine subscriptions, etc. If the item has a wide market and offers a generous commission, these sparetime lady sales solicitors can do an unusually fine job.

These women will welcome the new opportunity of selling something as appealing as your "Ceramized" Baby Shoe service. The idea intrigues them. It is a service that puts them right in their element. Since, by nature, they are all wrapped up in children, they can sell with enthusiasm that is hard to find in a man who sells strictly for a living.

Contact the leaders of the various church, fraternal and charity organizations in your community. You can discover the proper persons to contact by following the suggestion made previously. Explain your proposition. Offer them your standard 30% commission. Make the same sales agreement that you would with any salesman . . . and even though they may work but twelve hours a week, the chances are that in cash business they'll give many a full time salesman a run for his money!



Chapter 17

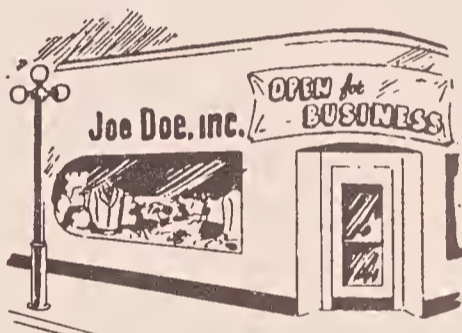
SELLING YOUR "CERAMIZED" COSTUME JEWELRY AND GIFTWARES

In Chapters Fourteen and Fifteen you have been provided with a complete and detailed sales plan on how to sell your services and the tested sources for getting new business. While Baby Shoes are used as a specific example for the sources of business and advertising ideas, the suggestions offered can and do apply to your "Ceramizing" service as a whole. In this Chapter, therefore, we will limit ourselves to the question of distribution and the sale of the hundreds of "Ceramized" products you will basically be "manufacturing".

Generally speaking, there are two types of sales programs you can follow in selling your "Ceramized" novelties, costume jewelry, and giftwares.

- (1) You can retail them direct to the customer yourself, or
- (2) You can wholesale them through established commercial outlets.

The first of these plans is especially adaptable where production is small and of a more specialized nature. The second plan can be used where production is seen to be relatively large and a substantial sales volume is anticipated.



SELLING DIRECT TO THE CUSTOMER

One method by which your products may be sold direct is through your own retail store. Now, this doesn't mean that you must rent expensive space in a busy shopping district. You can easily have the equivalent of a shop right in your own home, where you can display your products to excellent advantage. In fact, since you will be selling "custom" merchandise, this will tend to give your products a "personal touch" that's difficult to obtain in a regular retail store. The chief advantages of this sales method, however, lie in the fact that by operating in your own home, you have no overhead expenses to contend with or commissions to pay to someone else for selling your merchandise for you.

But, like any sales plan, it has certain disadvantages, for although you have no commissions to pay, you must bear the cost of attracting customers. This involves newspaper advertising, handbills, display cards and perhaps a sign in the yard or over the door of your home. Advertising of this nature is seldom an expensive proposition and word-of-mouth promotion can be counted on to bring in a steady number of customers, so this disadvantage is hardly a discouraging one. What may be more important is the necessary interruption to normal homekeeping, the fact that someone should always be present during regular business hours, and the possible interference with production if your "Ceramizing" shop is also located in your home. The seriousness of these objections, of course, will depend entirely upon you as an individual.

SALES THROUGH THE MAIL

Another way in which your products may be sold directly to customers anywhere in the country is by direct mail. There is only one major requirement—you must have a good mailing list. You can't expect results if your sales literature is merely mailed at random to names picked out of a telephone book. If a mailing is to pay its way, it must go to people who are logical prospects for your products.

Organizations and clubs are a valuable source of good names and will often let their membership lists be rented at a small charge. Or, if you prefer, you can contact a firm which specializes in supplying people like yourself with tested mailing lists. They have extremely long and varied lists of categories, and you're sure to find one that fits your "Ceramized" specialties. Your local classified telephone directory can supply you with the names of such firms in your locality.

Closely akin to direct mail, inasmuch as the merchandise and payment are delivered through the mail, is mail-order selling. A quick glance at the pages of most any magazine will show the wide variety of articles which are offered in this way. A small ad, preferably with an illustration, in the "Window Shopping" or "What's New" columns of some of the better women's magazines should bring excellent results in the sale of costume jewelry and other "Ceramized" novelties. If you're in doubt as to how to launch a mail-order sales program, there are mail-order counselors in every city who, for a slight fee, will give you expert help in laying out your plan of operations.

SALES THROUGH COMMERCIAL OUTLETS

Local retail shops, such as gift and novelty shops, jewelry stores, etc., have previously been mentioned as a possible source of business for your "Ceramized" products. These shops are usually managed by people who take a particular interest and pride in the merchandise they stock and are chiefly concerned with quality. As a rule, the owners do their own buying and do not expect mass production prices or quantity . . . an important point when you are first starting out.



Small stores can be a valuable source of sales so long as you keep one important rule in mind: Make sure that the other merchandise handled is on a par with yours. This is your best assurance that their customers are the ones you wish to have your products displayed before. It's better to wait until you can place it in a leading gift or specialty shop than rush it into a second-rate outlet just to get started.

By selling through retail stores, you are relieved of the problem and expense of finding individual customers, plus the bothersome handling of each product's sale. Also, by having several retail stores carrying your products, you will be placing them before a much larger prospective market than you could possibly hope to as an individual.

Against these advantages, you have the discount required by retail merchants (usually about 40% of the retail selling price of the product) and the fact that your products will be selling in competition with similar articles in the store. The increased volume of sales should, however, more than offset the loss in your profit margin through discounts. And the beauty and novelty of your "Ceramized" artwares will more than overshadow competition.

SALES TO LARGE VOLUME PURCHASERS

When you feel that you have thoroughly mastered the fundamentals of the business and have developed confidence in your own ability to build it into a successful enterprise, you can begin to concentrate on the big, quantity buyers of specialty goods—department stores, church supply houses, jewelry chains, wholesalers and jobbers, and large specialty mail-order houses. No matter how far you wish to carry your manufacturing operations, you'll always find a ready market for steady, profitable sales and plenty of room for expansion.



ILLUSTRATION No. 29

While it is impossible for man or machine to duplicate the grace and beauty imparted by the hand of nature, it is possible to preserve these qualities forever in "Ceramized" Dresden-China, Pearl Lustre or "Ceramized" metallic finishes.

What woman wouldn't thrill to the beauty and charm of these exquisite costume jewelry pieces . . . and what woman wouldn't be willing to pay a handsome price to possess them?



Chapter 18

IT'S SMART TO KNOW SALESMANSHIP . . . EVEN IF YOU DO NOT PLAN TO SELL!

The foregoing pages in the chapter on How To Sell Your Services have given you a basically complete course in salesmanship . . . a foundation of sales knowledge that will be indispensable to you in operating a prosperous "Ceramizing" service. From these pages you have gained the fundamentals of selling . . . knowledge that has a big cash value in operating any type of business.

In a large established enterprise, there is sufficient business and money to hire experienced men to handle the many different operations. For example, an accountant to keep the books, a purchasing agent to buy materials, an engineer to supervise production and a salesman to do the selling. And none of these men need to know a great deal about the other men's work.

But even in a business of such size, you will usually find that the president or owner does have a basic knowledge of everything pertaining to the business. Way back in the beginning, when the business was just started, he had to have a personal knowledge of every operation. Maybe he didn't like to keep books, perhaps he wasn't interested in selling . . . but he did them, anyway, just to know what it was all about. And that's why, today, he's the "big boss" . . . the man who controls the business, the man who is most independent, the man who makes the most money!

IN THE BEGINNING, YOU SHOULD BE A JACK-OF-ALL-TRADES

Operating a "Ceramized" Baby Shoe Service is far easier and simpler than running most businesses. Bookkeeping, purchasing supplies and other routine work are so easy to handle that they need not bother you in the least. Your wife, daughter or friend can take care of such things in an hour or so a week. You can spend your time on the most important things, manufacturing and selling.

As the boss of this new business, it is a smart idea to try your hand at both manufacturing and selling. It is to your advantage to have actual experience in both departments. Once you've had a "taste" of both ends of the business, you can then decide whether to handle it all yourself . . . or whether to concentrate your time on getting business or whether to specialize in the finishing part of the operation.

In any event, it is well to plan ahead. It's a good idea to know which way to go when your business grows to a point where you need assistance. Then you will have your choice of two moves: (1) Hiring an assistant, either to work in the shop or to go after business. (2) Getting yourself a partner . . . again, either to handle the shop work or to do the selling. The choice is entirely up to you. You are the boss . . . and it is your privilege to decide which work you prefer.



Chapter 19



HOW AND WHEN TO CHOOSE A PARTNER

In deciding as to the advisability of having a partner, here in brief are the things to be considered. First, the "Ceramizing" of Baby Shoes is such a big field and so profitable, you can easily afford to have a partner . . . even two partners. In other words, the potential income is more than enough to support a two or three-man operation.

The second thing to remember is this: So little capital is required, that it isn't really necessary to sell a share of the business to someone else. Since you only require a maximum of forty to fifty dollars you can be the full owner if you so desire.

However, other considerations may influence your thinking. Either one of the following reasons may make it worth your while to have a partner. (1) You personally would prefer to devote all your time to either the manufacturing or the selling. For example, you to do the finishing and your partner to do the selling.

(2) You'd like to start the business in your sparetime . . . and by having a partner also working sparetime, you could grow much faster. In other words, two sparetime partners could equal one fulltime man . . . and as a result, the operation could become a full time business that much sooner.

TEAM WORK IS THE SECRET OF A SUCCESSFUL PARTNERSHIP

In choosing a partner from among your family, friends or acquaintances, the first thing to do is to decide which part of the business you prefer to handle personally. If you are mechanically inclined and like to do shop work, then select a partner whose personal preference and ability are inclined toward selling. If, on the other hand, you'd prefer the selling end, then the best partner for you will be someone who has aptitude and liking for working with his hands.

The ability to work as a team is the most important thing to look for in forming a partnership. In the Ceramizing field, the capital required is so modest that it is of secondary consideration. That is emphasized again for this reason: A man with only fifty dollars cash to contribute may make a much better partner than one who has a thousand dollars. What you want, primarily, is a co-worker who matches you in ambition and willingness to work . . . a man or woman to handle one department as well as you handle the other.

If you desire a partner to handle the selling end of the business, it isn't necessary to find someone who is already a successful salesman. There is no need for experience or "natural born" salesmanship. Securing business in "Ceramizing" is a job of order-taking. If your prospective partner is not afraid to introduce himself to strangers, if he likes to meet people and be with them . . . then he has all the sales qualifications you require. One who has clerked in a store, who has worked in a gas station, or has had a job where he was continually coming in contact with a variety of folks, should make you a perfect partner. All he needs is a liking to meet people . . . PLUS the Seven Tested Ways to Get Business as outlined in these instructions.



Chapter 20



WHAT TO CHARGE FOR YOUR "CERAMIZING" SERVICE

Inasmuch as the "Ceramizing" of Baby Shoes is Custom Work—not a mass production proposition—you are primarily in the business of selling personal service. All businesses based on service enjoy a higher than average margin of profit . . . and, as you will note below, that especially holds true in "Ceramizing" Baby Shoes.

The retail price of an article is usually determined by the costs entering into its manufacture and distribution. Whether the resulting profit margin is higher or lower than average depends on two factors: (1) The amount of competition . . . (2) What the public is willing to pay. In both cases, you are very fortunate. First, competition is something you don't have to worry about. Second, the public is willing to pay extra well for "Ceramizing" because Sentiment is the reason they buy, and Sentiment cannot be put on a scale and weighed out by the pound.

The prices to be charged for "Ceramizing" Baby Shoes is pretty well established. Several million of dollars' worth are being sold yearly . . . and, unquestionably, the prices you charge should be in line with what others are getting. However, even if you should accept blindly the prices established by others as being correct, it is wise to know exactly what your actual costs may be . . . so that you will have a clear idea as to how much money you are making from week to week.

In addition to the production costs discussed here, you will also have other expenses, generally known as "overhead." Such operating expenses include rent, if any, telephone, water, printing and similar charges. These are not considered or included in our analysis, for they vary too greatly by where you live, the available space you have, the size of your operation, etc. Here, we are concerned solely with production costs. Nevertheless, in studying these cost figures, it will become quite apparent to you that there is ample margin to cover your overhead.

The cost analysis following pictures a typical operation. Your experience will undoubtedly vary somewhat, but the difference will be but little more or little less. The conditions under which you work and operate will have much to do with your actual costs . . .

For example, you may work much faster than the operator whose figures are given here. You may discover some labor-saving steps of your own. And, on the other hand, you may use more material than he does. Carelessness, for instance, in replacing the cap on the can of Warner's "Plas-Tuff" Pre-Coat Hardening Compound may result in a great deal of waste in this valuable material. In spite of all these variations, however, you can accept these figures as being sufficiently accurate, for they are based on an average operation.

It should be emphasized here that the cost figures are based on high quality, artistic craftsmanship and the use of the very best materials. The "Ceramizing" procedure employed is the recommended, Perfected Warner Method. Yes, if you are so inclined, you can cut your labor and material costs, but we definitely do not advise it. Doing good work is only good business . . . and when the profit margin is so high, there is no need to cut corners or do shoddy work. Don't ever risk this lifetime gold mine by disappointing your customers.

COST BREAK-DOWN OF "CERAMIZING" ONE PAIR OF BABY SHOES IN PEARL LUSTRE-TRIM

MATERIAL

Warner's "Plas-Tuff" Pre-Coat Hardening Compound	
\$5.85 Gallon—2 coats per pair.....	.08¢
Base Color Coat—Baby Blue	
\$1.95 Quart—1 coat per pair (1 dip or 2 spray).....	.06¢
Pearl Lustre—Genuine Pearl Essence	
\$9.85 Quart—2 coats per pair (2 dip or 4 spray).....	.29¢
Trim Color (On laces, eyelets, etc.) Tinted China Gloss Trim—	
Final complete China Gloss Coating \$1.85 Pint.....	.10¢
Porcelainizing (The "Magic" Touch!)	
\$1.25 1/2 oz.....	.03¢

TOTAL MATERIAL COST..... .56¢ PER PAIR

LABOR

Rate \$1.20 per hour. For cleaning, hardening, spraying, trim painting and Porcelainizing—average 20 minutes per pair.....	.40¢ PER PAIR
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TOTAL LABOR AND MATERIAL COST..... .96¢ PER PAIR

STANDARD SELLING PRICE..... \$5.95 PER PAIR

YOUR GROSS PROFIT..... \$4.99 PER PAIR

COST BREAK-DOWN OF "CERAMIZING" ONE PAIR OF BABY SHOES IN DRESDEN-TRIM

MATERIAL

Warner's "Plas-Tuff" Pre-Coat Hardening Compound	
\$5.85 Gallon—2 coats per pair.....	.08¢
Base Color Coat—Baby Ivory	
\$1.95 Quart—2 coats per pair (2 dip or 4 spray).....	.13¢
Trim Color (On laces, eyelets, etc.) Tinted China Gloss Trim—	
Final complete China Gloss Coating \$1.85 Pint.....	.10¢
Porcelainizing (The "Magic" Touch!)	
\$1.25 1/2 oz.....	.03¢

TOTAL MATERIAL COST..... .34¢ PER PAIR

LABOR

Rate \$1.20 per hour. For cleaning, hardening, spraying, trim painting and Porcelainizing—average 15 minutes per pair.....	.30¢ PER PAIR
---	---------------

TOTAL LABOR AND MATERIAL COST..... .64¢ PER PAIR

STANDARD SELLING PRICE..... \$4.95 PER PAIR

YOUR GROSS PROFIT..... \$4.31 PER PAIR

**NOTE: We have arbitrarily set an hourly labor rate of \$1.20. This is more than generous. In fact, it's on the high side. Here in Chicago satisfactory help for this work can be hired for \$1.00 per hour. Wage rates in big cities are usually higher. So if you live in a smaller community, you do not necessarily have to pay as much as we have figured in this break-down of production costs. Whether you plan to do your own shop work or hire a man to do it, you can safely figure that \$1.20 per hour will cover your labor costs. In all probability, you will start a man at a much lower rate and then increase his salary as he becomes more experienced and is able to turn out a greater volume of work.



OFFER A COMPLETE "CERAMIZED" BABY SHOE LINE FOR GREATER PROFITS

In the above outline of basic costs, we have discussed only a pair of UNMOUNTED Baby Shoes in Dresden-Trim and Pearl-Trim, the two most popular of the four standard Baby Shoe "Ceramizing" Methods. The second two, plain Dresden and plain Pearl, complete your fine selection. As a matter of fact, you will find many customers who prefer their simple, unadorned beauty.

Strictly on a cost-of-material basis, the plain Dresden and plain Pearl Baby Shoes lack only the very small amount of tinted China-Gloss on the laces and eyelets, or perhaps a few accent lines on the decorative trim of the shoe, therefore the costs differ only by two or three cents in materials and a few moments of your time. However, the plain "Ceramized" finishes are important to you in establishing a base figure in your price structure, as you will see in the Suggested Retail Prices on page 102. Also, the few pennies saving in material and labor can be passed on to your customer as a lower priced volume retailer or as a "leader" in one of the advertising programs you will read more about in Chapter 16.

COST ANALYSIS OF "CERAMIZING" BABY SHOE MOUNTS AND ACCESSORIES

To complete the cost break-down of your "Ceramizing" business, we must also take into consideration the cost of finishing the various styles of metal mounts, picture frames, etc., that you will produce to match the particular shoe style and finish ordered by your customers. Since the color of the finish does not affect the cost, we need only be concerned about the unfinished mount cost and the time and materials used in each finish. In the cost analysis chart below, you will note that we have based the individual cost per mount on the dozen price rather than the single list price. As you will undoubtedly buy mountings in quantity as your business increases, you will get the benefit of the quantity discount rates.

Here again, just as in the finishing of Baby Shoes, your experience will vary somewhat, but the difference will be slight, and tending toward lower "Ceramizing" costs as you become more proficient in your technique.

"CERAMIZING" BABY SHOE MOUNTS AND ACCESSORIES

MOUNT STYLE	DOZEN PRICE (each)	LABOR AND MATERIALS		TOTAL COST	
		FINISHING DRESDEN	COST PEARL	MOUNT plus FINISHING DRESDEN	PEARL
Book Ends (Pair) Order No. 10-FW-1788 \$2.65 each.....\$29.57 doz.	\$2.47	\$0.24	\$0.45	\$2.71	\$2.92
Single Shoe Mount Order No. 10-FW-1787 79¢ each.....\$8.82 doz.	.74	.11	.21	.85	.95
Ash Tray Order No. 10-FW-1786 \$2.06 each.....\$22.99 doz.	1.91	.27	.47	2.18	2.38
Picture Frame—Desk Set Order No. 10-FW-1785 \$1.85 each.....\$20.65 doz.	1.72	.23	.44	1.95	2.16
8x10 Picture Frame Order No. 10-FW-1784 \$1.25 each.....\$13.95 doz.	1.16	.08	.17	1.24	1.33
5x7 Picture Frame Order No. 10-FW-1783 \$1.05 each.....\$11.72 doz.	.98	.06	.13	1.04	1.11
3¼x4¼ Picture Frame Order No. 10-FW-1782 80¢ each.....\$8.93 doz.	.74	.05	.10	.79	.84
5x7 Oval Frame Order No. 10-FW-1781 \$1.60 each.....\$17.86 doz.	1.49	.06	.13	1.55	1.62
3¼x4¼ Oval Frame Order No. 10-FW-1780 \$1.25 each.....\$13.95 doz.	1.16	.05	.10	1.21	1.26

LABOR CHARGE FOR MOUNTING SHOES AND PICTURE FRAMES: .25¢ per pair—
.10¢ per frame.

NOW—with complete costs for "Ceramizing" Baby Shoes and the attractive mounts, let us see the profit picture for a typical order. With your basic "Ceramizing" cost clearly in mind, it is quite easy to arrive at selling prices for any combination of Shoe and Mount you desire. For example let us take a pair of Dresden-Trim "Ceramized" Baby Shoes mounted on a Picture Frame Base with a 5x7 Picture Frame, all in a beautiful matching color style:

COST FOR "CERAMIZING" 1 PAIR SHOES IN DRESDEN-TRIM.....	.64¢
COST FOR PICTURE FRAME BASE and 5x7 FRAME TO MATCH.....	2.99
Labor Charge for Mounting Shoes.....	.25¢
Labor Charge for Mounting Picture Frame.....	.10¢
TOTAL COST.....	\$ 3.98
SELLING PRICE (Approximately 3½ times cost).....	\$13.93

(Most operators believe it good judgment to shave an odd price slightly, in this case to \$13.75 or \$13.65. I'm sure you'll agree, it's a better sounding price!)

As a rule of thumb, you can figure that your sales price should be 3 to 3½ times your cost. Basically though, it's a matter of good judgment. You will always have some styles and combination of mountings that give you a greater than average margin. Some models of mountings simply LOOK like more than others even though their production costs may be lower.

**QUALITY WORK . . . AT THE RIGHT PRICE . . .
IS ALWAYS GOOD BUSINESS**

The retail prices suggested below are "Medium" prices. They are not the highest nor are they the lowest in the field. They are the prices now being charged by the biggest operator in the business. They are fair prices, offering good value to the customer and a good profit for you. For the immediate future, we suggest that you follow these prices. As time goes on—when you expand your selection of mountings to include fountain pen sets, lamps, calendar and clock mountings, etc.,—you will profitably price your various models as follows: just given. In the meantime, you can quite well have a greater need for the pricing formula

SUGGESTED "CERAMIZED" BABY SHOE PRICE LIST

SINGLE SHOE (To be used as Cigarette Container, etc.) regular style	
Dresden Plain.....	\$ 2.25
Dresden-Trim.....	2.65
Pearl Lustre Plain.....	2.75
Pearl Lustre-Trim.....	3.15
SINGLE SHOE (Weighted, to be used as a Paper Weight)	
Dresden Plain.....	2.55
Dresden-Trim.....	2.95
Pearl Lustre Plain.....	3.05
Pearl Lustre-Trim.....	3.45
SINGLE SHOE (Weighted and Stuffed, Pin Cushion Style)	
Dresden Plain.....	3.00
Dresden-Trim.....	3.40
Pearl Lustre Plain.....	3.50
Pearl Lustre-Trim.....	3.90
PAIR OF SHOES (Unmounted) regular style	
Dresden Plain.....	4.25
Dresden-Trim.....	4.95
Pearl Lustre Plain.....	5.25
Pearl Lustre-Trim.....	5.95
PAIR OF SHOES (Mounted on Bookends)	
Dresden Plain.....	10.75
Dresden-Trim.....	11.50
Pearl Lustre Plain.....	13.25
Pearl Lustre-Trim.....	13.95
PAIR OF SHOES (Mounted on 5 x 7 Photo Frame)	
Dresden Plain.....	12.95
Dresden-Trim.....	13.65
Pearl Lustre Plain.....	14.75
Pearl Lustre-Trim.....	15.45
SINGLE SHOE (Ash Tray Mounting)	
Dresden Plain.....	8.75
Dresden-Trim.....	9.10
Pearl Lustre Plain.....	9.85
Pearl Lustre-Trim.....	10.20

SUGGESTED "CERAMIZED" BABY SHOE PRICE LIST

PAIR OF SHOES (Ash Tray Mounting)

Dresden Plain.....	10.15
Dresden-Trim.....	10.85
Pearl Lustre Plain.....	11.65
Pearl Lustre-Trim.....	12.35

SINGLE SHOE (Single Shoe Mount)

Dresden Plain.....	4.85
Dresden-Trim.....	5.25
Pearl Lustre Plain.....	5.65
Pearl Lustre-Trim.....	6.00

YOU ARE THE BOSS!

As the owner and active operator of a "Ceramizing" service, you are entitled to two profits. First, you are entitled to pay yourself a weekly salary, for the same reason you would pay your employees for services rendered. The salary is for the actual work you perform. For example, if you do the "Ceramizing" work personally, then you should be the one to get the \$1.20 per hour which, you remember, is figured into your production costs. This salary represents your weekly pay for the hours you put in.

In addition, as the owner and the one who has provided the operating capital, you are entitled to "dividends" on your investment. In other words, the profits the business has earned, after paying salaries, production costs and general overhead. These profits are yours to use as you see fit . . . to be withdrawn when the business is able to spare it, or to be plowed back into the business to provide additional production facilities. Either way, of course, it is you who reap the benefits.

WHAT PROFIT OR INCOME CAN I EXPECT?

Naturally, you are interested in knowing how many dollars you can make. Well, it is impossible to give you exact figures . . . to fit your particular case. We can cite, for example, a man who makes a steady eighty to one hundred dollars a week . . . and, also a big company which nets about 10% on a million dollars worth of Baby Shoes and Trophies annually. No two businesses are ever identical.

A brand new business cannot expect to be as prosperous as an old established one. Much depends on whether you operate from rented space or from a corner of your basement . . . whether you turn out fast, medium-quality work or whether you do careful, high-quality work . . . whether it's a one-man business or a partnership . . . whether you are selling through stores exclusively or by mail as well. Those are but a few things that make a difference.

So, you can readily see that if we did give you an exact figure for weekly income, we'd only be taking liberties with truth and honesty. And that's not necessary! The "Ceramizing" of Baby Shoes is so rich in its possibilities for profit that there is no need to exaggerate. Study it . . . and then draw your own conclusions as to the opportunity. Your good judgment will give you the correct answer! Your business and your income are limited only by your personal enthusiasm, ambition and effort.



This completely charted course to personal independence can bring you success and security. Common sense, ambition and effort are the only other things you require. Apply what you learn . . . and you'll surely profit!

Chapter 21

DETERMINING RETAIL SELLING PRICES

"Ceramized" Costume Jewelry and Giftwares

In determining the retail selling prices for the various "Ceramized" costume jewelry, novelties and giftwares you will produce, you will have little difficulty in arriving at a cost formula for almost any article you can name. For whether you "Ceramize" a souvenir smoking pipe, a prize ear of corn, a "Sea Horse" costume jewelry pin or a Baby Shoe, the identical service is being performed. You are preserving forever in delicate Dresden or lustrous Pearl a sentimental memory, or you are adding artistic beauty to an otherwise commonplace, unattractive object. Therefore, a basis of charge can be applied to your "Ceramizing" service as a whole, rather than to each individual project.

By basis of charge, we are referring to the mark-up or profit margin over the cost of production, that can be asked and received according to competitive products and the price the public is willing to pay. This you will recall, is well established for your "Ceramized" Baby Shoe service at approximately 3½ times cost of labor and materials. Or in other words, a gross profit margin of 350%!

In view of this, the charge for "Ceramizing" an object which required \$1.50 in time and materials would be in the vicinity of \$5.25 ($\$1.50 \times 3\frac{1}{2} = \5.25); one which had a production cost of \$2.00 would carry a charge of \$7.00 and so on. As an article varies in size and complexity, its production costs will vary accordingly and in turn affect its selling price.

ESTIMATING PRODUCTION COSTS

It is impossible to give you set figures on costs for all the hundreds of articles you will be called upon to artistically preserve by the "Ceramizer's" art, or those articles you will handle in "production line" volume, or manufacture from the products of nature. Because each job is different—varying in size, in the amount of special handling and preparation—each will have separate rates. However, by considering the objects in comparison to a more standard article such as Baby Shoes, you will be able to use certain production yardsticks which will enable you to estimate quite accurately the costs involved in each case.

The chart which follows is a review of the cost break-down of "Ceramizing" one pair of Baby Shoes in Dresden-Trim, figuring the average size baby shoe to have approximately 24 square inches of surface area. The individual steps of Pre-Coating, Base Color Coating, Trim Coloring, China-Gloss Coating and Porcelainizing will be found in some fashion or other on almost any other object, so a proportionate amount of time and material can be used. You will find it quite simple to transfer this estimating method to Pearl Lustre finishing when the occasion arises.

PRODUCTION COST BREAK DOWN OF "CERAMIZING" ONE PAIR OF BABY SHOES IN DRESDEN-TRIM

"Plas-Tuff" Pre-Coating (2 coats).....	.08¢
Base Color Coating (2 coats).....	.13¢
Trim Color and China Gloss Coating.....	.10¢
Porcelainizing03¢
*Labor (Forming, Hardening, Trimming, Spraying).....	.30¢
TOTAL LABOR AND MATERIALS.....	.64¢

*Labor Charge figured at \$1.20 per hour

The examples to follow will illustrate how, by using the above chart, you can very closely estimate the cost of "Ceramizing" any object. Once the cost has been established, it is an easy matter to apply the pricing standard of 3½ times cost of production to arrive at an approximate charge for your services.

EXAMPLE ONE — An Artificial Rose

This is a "dime store" item, made of colored cloth and possibly intended as a dress ornament. Let's see what a few moments time and your "Ceramizier's" art can do to give this commonplace object a delicate Dresden beauty, turning it into a costume jewelry piece worth up to three or four dollars!

First, since we purchased it at the dime store, we have a product cost, let's say 25¢. Second, upon comparison to a baby shoe it has basically the same material structure. Being cloth and therefore soft and pliable, the rose must be given the "Plas-Tuff" Pre-Coating, about two coats, and hung up to dry thoroughly. The cost of Pre-Coating will be less than that of a pair of Baby Shoes since the rose has less surface area, so we can quite safely figure it as being approximately equal to one shoe, 24 square inches, and our cost exactly one-half of that shown above . . . or 4¢. On this same basis, the amount of Base Color Coating will also amount to one-half of that used for the pair of Baby Shoes, or 7½¢.

Trim Coloring and China Gloss Coating in this case should be figured at slightly more than the material cost for a single baby shoe for this reason: The surface area of the three leaves that form the background for the rose will require just a little more tinted China Gloss to give them a rich, lifelike color, than you would normally use for the simple trim or accent lines on a baby shoe. So let us figure the Trim cost to equal that of two Baby Shoes or 2¢, and the complete China Gloss Coating again at one-half the cost of a pair, or 4¢. Total material cost for Trim Coloring and China Gloss Coating 6¢. Porcelainizing, again at one-half the surface area would equal 1½¢.

Now for our labor charge. It is reasonable to assume that all operations being approximately equal to one-half of that required for the pair of Baby Shoes, the amount of labor will also be in proportion. True enough, while we used more Trim Color for the leaves, it was much simpler and faster to apply an overall color rather than the careful, neat outlining of laces and trim necessary on the shoes. So we are quite safe in charging one-half for labor, or 15¢.

Next, the final, finishing touch in our magical transformation from cheap cloth to "Ceramized" richness . . . adding the bar pin clasp to make a beautiful rose costume jewelry piece. Unit cost for the clasp is 6¢ (see accessory listing in the complete "Ceramizing" shop on page 117 and a small labor charge for attaching the clasp can be figured on the charge for mounting a single baby shoe as outlined in the cost break-down on page 101. An approximate figure of 10¢ easily covers labor and materials (Warner's Metal-Weld or ordinary household cement).

Now let us total our complete "Ceramizing" costs, labor and materials, and use our standard 3½ times cost pricing formula to establish a retail selling price for our newly created product.

ONE ARTIFICIAL ROSE "CERAMIZED" COSTUME JEWELRY PIECE

PRODUCT COST—One cloth rose.....	.25¢
"Plas-Tuff" Pre-Coating (2 coats).....	.04¢
Base Color Coating (2 coats).....	.07½¢
Trim Color and China Gloss Coating.....	.06¢
Porcelainizing01½¢
Labor (Forming, Hardening, Trimming, etc.) @ \$1.20 hr.....	.15¢
Pin Clasp06¢
Mounting Pin Clasp (materials and labor).....	.10¢
	<hr/>
TOTAL COST75¢
Selling price—3½ times cost.....	\$2.62

In a case such as this, it will probably be a good idea to boost the selling price somewhat over that indicated by your costs. Remember, the layman has no idea of the various processes involved in "Ceramizing." He, or in this case more likely she, does not realize how shaping, hardening, etc., play an important part. To the average person, SIZE and APPEARANCE are the important considerations, and articles of the same size should cost approximately the same, and articles with the same attractiveness and beauty should be comparably the same. Also, some of the articles you will "Ceramize" will just naturally look like they should command higher prices than others, especially those in the specialized or luxury lines.

The "Ceramized" Rose Costume Jewelry piece for example can be quite reasonably expected to bring \$3.50 to \$3.95 in any gift or jewelry store. Be sure to read carefully the following chapter on Pricing Your Manufactured Articles.

EXAMPLE TWO — A Plaster Figurine

A plaster-of-paris figurine can either be a dime store item, or it can also be an intricately sculptured, carefully cast object of art worth several dollars even in its raw state. Let us strike a happy medium and pick one out for say .49¢. It is a very well done casting of a Cocker Spaniel in a sitting position, a saucy tilt to its head. Overall height about 4½ inches with a base dimension about 2 by 4 inches. Roughly estimating its surface area it would be between 35 and 40 square inches of surface to be "Ceramized." Again using our Baby Shoe cost break-down, here's how our production costs figure out.

Comparing a plaster figurine to a Baby Shoe immediately discloses a decided difference in basic characteristics. True, both belong in Classification No. 1, due to their open-grained, porous nature, however the baby shoe before "Ceramizing" is soft and pliable, while the plaster figurine is hard and rigid. The cost analysis to follow will demonstrate how this difference will result in considerable variation in the costs of the Warner Approved "Ceramizing" operations.

Since the plaster casting is already hard and possesses a permanent shape, neither hardening nor forming is necessary, so one dip or spray coating of Warner's "Plas-Tuff" Pre-Coating Compound is sufficient to seal the surface against absorption and provide the proper undercoat for a base color. With the number of square inches of surface area of this plaster Cocker so close to the total surface area of the pair of Baby Shoes, we can be generous and use the same material cost figure, divided in half, however, because of only one dip coat, or 4¢.

In applying the Color coating, we naturally eliminate the standard base colors of Baby Blue, Ivory and Pink, and instead use the Color Concentrates to color a sufficient quantity of China Gloss to a black or golden brown typical of the natural color of the Cocker Spaniel. Since our first color coat is dark, one coat should provide sufficient coverage. Also, the plaster being hard surfaced, additional color coats are not necessary to provide strength. This first color will require an amount of Clear China Gloss equal to that of a pair of Baby Shoes (the approximate surface area we have used before) about 8¢, plus double the amount of Color Concentrate as would be used for a trim color, or 4¢ . . . making a color coat cost of 12¢.

For color trimming the features of the dog, the eyes, outlining the mouth, coloring the collar, etc., we can again use the same basic cost as that of color trimming the pair of Baby Shoes. Over the first color coat and the trim we will also want a complete coating of clear China Gloss to guarantee getting the full gleaming porcelain effect from that "magic touch" of Porcelglaze. Following our former comparison, this Trim Coat and China Gloss Coating can be listed at the same cost as the pair of Baby Shoes, or 10¢ . . . the complete Porcelglazing at 3¢.

In figuring labor on this particular project, several differences between this article and a pair of Baby Shoes are immediately apparent as we said before there would be. First, no hardening or forming was necessary, so a labor saving on that operation takes place. Secondly, using only a single Pre-Coat dip eliminated one handling, and eliminating the standard Base Color saved two more. We did add an extra China Gloss Coating for a base color, so that brings us back to 3 coating and coloring steps rather than 5 for a pair of Baby Shoes. Keeping in mind the time saved in forming, plus the 2 coating and coloring steps eliminated, we can figure our labor rate at approximately 2/3 of the Baby Shoe break-down, or 20¢.

Now again we take our complete "Ceramizing" costs, labor and materials, and make use of the standard pricing formula of 3½ times cost to establish an approximate retail selling price for this novelty giftware:

ONE "CERAMIZED" COCKER SPANIEL FIGURINE

PRODUCT COST—One plaster Spaniel.....	.49¢
"Plas-Tuff" Pre-Coating (1 dip).....	.04¢
Base Color Coating (1 Tinted China Gloss).....	.12¢
Trim Color and Clear China Gloss Coating.....	.10¢
Porcelaizing03¢
Labor (Coating, Coloring, etc.).....	.20¢
<hr/>	
TOTAL COST98¢
Selling price—3½ times cost.....	\$3.43

Good sales judgment tells us to "round off" the \$3.43 price to a better sounding \$3.39 . . . leaving an excellent mark-up for you, and with good workmanship and high quality "Ceramizing," a decidedly good value to the customer.

VOLUME PRODUCTION FOR PLUS PROFITS

Now let us take a look at this Plaster Cocker Spaniel figurine as a possible volume production item. To begin with, we had a product cost of 49¢—its retail sales price. Allowing for the retailer's markup of a standard 40%, the cost to him in quantities of several dozen equalled about 29¢ each. As an owner and operator of an established "Ceramizing" business, you are also entitled to wholesale discounts in quantity direct from the manufacturer, just as you are in your dealings with the Warner Electric Company. So in purchasing in quantity from the manufacturer rather than at retail, the product cost is reduced to 29¢, thereby adding 20¢ to your gross profit for each figurine.

If you will recall, the production cost estimate was based originally on processing a single article, and we made a generous material allowance in figuring the amount of surface area to be "Ceramized." Let's be more specific this time. We figured approximately 35 to 40 square inches of surface area on the figurine, so we can now take an average between the two of 37 square inches, as against the 48 square inches of surface area on a pair of Baby Shoes . . . or slightly more than 2/3 of the area upon which we figured the price break-down.

Actually, then, on a production line basis in "Ceramizing" a dozen or more of the Cocker Spaniel figurines, it is safe to take 2/3 of the original material cost as a definite figure. (In volume processing, you will find considerably less than normal waste of materials, which alone will provide a good margin of safety in your cost of material figures.) Material cost would then be 2/3 of 29¢ the original cost, or 20¢.

Since we have already estimated labor costs closely enough for all practical purposes, that figure can remain at the original 20¢. Also providing an ample margin of safety, for volume production eliminates much waste motion found in handling only a single unit.

Adding our new production figures, discloses an entirely NEW profit picture that well illustrates the interesting possibilities of adding a volume production operation to your "Ceramizing" business!

ONE "CERAMIZED" COCKER SPANIEL FIGURINE

Wholesale Product Cost.....	.29¢
Material Cost20¢
Labor Cost20¢
<hr/>	
Total Cost in Lots of 1 Dozen.....	.69¢
PREVIOUSLY ESTABLISHED RETAIL PRICE.....	\$3.39
<hr/>	
GROSS PROFIT	2.70 EACH

Your gross profit margin is now better, but it can be improved still further. It is possible that on this and many similar articles, the product cost can become negligible by manufacturing your own products—using the rubber mold process or other casting methods. As a matter of fact, after you have experimented with and tested several fast selling merchandise items, it would be a recommended business procedure to make a complete investigation of the materials and methods necessary to their manufacture.

With the lower costs of volume production you can take full advantage of both local and nationwide markets for your "Ceramized" products through retail store and mail order distribution. Read Chapters 15-16-17 carefully, then plan your work and WORK your PLAN!

The cost analysis we have presented here are for *typical* operations. Your own personal experience will probably vary somewhat. For example, you may work faster than the average operator, or, on the other hand you may use more material than he does. The difference in any case will be slight. The purpose of the above examples, keep in mind, is not to give you absolute figures for specific articles, but rather to familiarize you with a method of cost estimation that can be applied to the hundred and one "Ceramizing" projects awaiting your "Magic Touch."

Chapter 22

PRICING YOUR MANUFACTURED ARTICLES

The pricing of articles "Ceramized" for sale presents an entirely different problem from that encountered in the service end of your Baby Shoe "Ceramizing" business. Here, it will not be possible to arrive at any single standard mark-up for each of the many different articles you will produce . . . the costume jewelry pieces, souvenirs, book-ends, statuettes, sea shells, objects of art, etc. The sales appeal for each article will differ, and consequently, selling prices will vary accordingly. Production costs, on the other hand, will be the same for articles of similar material and complexity. It may cost no more, for instance, to produce a "Ceramized" table centerpiece than it does a statuette, yet the selling price of each can be \$2—\$4—\$6.00 apart.

Perhaps the best method to use in establishing a retail price on the articles you will manufacture by "Ceramizing" is to pay a visit to several of the leading gift shops and variety stores in your locality. There, you will undoubtedly find numerous articles similar to those you intend to produce. Check with the retailer and see what he is currently charging for these objects. The prices he has set are the result of years of experience with the buying habits of the people in your community. He knows just how much they are willing to pay for certain merchandise and he has established his prices accordingly. You will do well to take advantage of what he has had to learn through the years. Furthermore, as these shops will be the chief outlets for your products, you can easily see the importance of having your suggested retail prices coincide with those the dealer has found to be profitable.



Inasmuch as the price of each article will be more or less predetermined, independent of cost, you are bound to have a wide variation in profit margins. One article may bring you a gross profit of 400%, whereas another may bring only 200% . . . and both may cost the same to produce.

In determining just what the profit margin will be on a certain object, the previously described method of cost analysis will prove invaluable. Despite the fact that certain of your "Ceramized" articles will have selling prices more or less already established, it is still necessary that you have accurate advance knowledge of your costs. Certainly you would not want to enter into the manufacture of an article only to find that its selling price, as determined by competition, will not allow you a sufficient margin of profit.

Using the cost determination method with which you are now familiar, you can easily compute your profit margins and thus be able to select as the items you will manufacture only those offering the greatest mark-up and largest potential sales volume as determined by your research.

Chapter 23



EXAMPLE OF A SPARETIME, ONE-MAN BUSINESS WORKING FROM ONE'S HOME

Herewith, we give you an example of a typical, small "Ceramizing" business. You can start on a similar basis . . . or on a far more ambitious project if you so desire. The size of the operation is up to you. In other words, the operational analysis given below is merely to illustrate the possibilities. It can be a guide for the business you are organizing.

Naturally, during the first few weeks, while you are getting under way, you will be spending quite a bit of your spare time setting up your shop, establishing your first sales outlets, making up "Ceramized" samples and taking care of other details incidental to the launching of a new enterprise. Once you are under way, of course, the time you devote to the various activities will be governed by the time you have and the business you do.

This example is that of one man, working spare time, using his home as his shop and office. General overhead, therefore, is not of great importance. Every hour devoted to the business can be a profitable one. Expenses and material costs are exceptionally low in relation to income. And the net profit is mighty interesting!



ILLUSTRATION No. 30

You will find it most practical and profitable to duplicate this layout and equipment in your own shop. Any venture is only good business when you are prepared to handle it! See the complete shop layout list on page 117:

SUMMARY OF A TYPICAL ONE WEEK'S SPARETIME OPERATION

ITEM		Hours	Labor Cost	Material Cost	Total Cost	Sales Price	Gross Profit
1 Pair Shoes— Bookend Mounted	Pearl-Trim	25 min.	\$0.50	\$0.56 shoes 2.92 mt.	\$3.98	\$13.95	\$9.97
Single Shoe Cigarette Container	Dresden	5 min.	.10	.15	.25	2.25	2.00
	Dresden-Trim	6 min.	.12	.17	.29	2.65	2.36
	Pearl	8 min.	.16	.26	.42	2.75	2.33
	Pearl-Trim	10 min.	.20	.28	.48	3.15	2.67
1 Pair Shoes No Mounting	Dresden	12 min.	.24	.32	.56	4.25	3.69
	Dresden-Trim	15 min.	.30	.34	.64	4.95	4.31
	Pearl	17 min.	.34	.54	.88	5.25	4.37
	Pearl-Trim	20 min.	.40	.56	.96	5.95	4.99
1 Pair Shoes No Mounting	Dresden	12 min.	.24	.32	.56	4.25	3.69
	Dresden-Trim	15 min.	.30	.34	.64	4.95	4.31
	Pearl	17 min.	.34	.54	.88	5.25	4.37
	Pearl-Trim	20 min.	.40	.56	.96	5.95	4.99
Single Shoe Paper Weight	Dresden	7 min.	.14	.16	.30	2.55	2.25
	Dresden-Trim	8 min.	.16	.18	.34	2.95	2.61
	Pearl	10 min.	.20	.27	.47	3.05	2.58
	Pearl-Trim	12 min.	.24	.29	.53	3.45	2.92
1 Pair Shoes Bookend Mounted	Dresden-Trim	20 min.	.40	.34 shoes 2.71 mt.	3.45	11.50	8.05
1 Pair Shoes Bookend Mounted	Pearl	20 min.	.40	.54 shoes 2.92 mt.	3.86	13.25	9.39
Single Shoe Pin Cushion	Dresden	10 min.	.20	.19	.39	3.00	2.61
	Dresden-Trim	12 min.	.24	.21	.45	3.40	2.95
	Pearl	15 min.	.30	.30	.60	3.50	2.90
	Pearl-Trim	17 min.	.34	.32	.66	3.90	3.24
Single Shoe Pin Cushion	Dresden	10 min.	.20	.19	.39	3.00	2.61
	Dresden-Trim	12 min.	.24	.21	.45	3.40	2.95
	Pearl	15 min.	.30	.30	.60	3.50	2.90
	Pearl-Trim	17 min.	.34	.32	.66	3.90	3.24
1 Pair Shoes Ashtray Mount	Dresden	20 min.	.40	.32 shoes 2.18 mt.	2.90	10.15	7.25
1 Pair Shoes Ashtray Mount	Pearl-Trim	25 min.	.50	.56 shoes 2.38 mt.	3.44	12.35	8.91
Single Shoe Metal Mount	Dresden	7 min.	.14	.15 shoes .85 mt.	1.14	4.85	3.75
	Dresden-Trim	8 min.	.16	.17 shoes .85 mt.	1.18	5.25	4.07
	Pearl	10 min.	.20	.26 shoes .95 mt.	1.41	5.65	4.24
	Pearl-Trim	12 min.	.24	.28 shoes .95 mt.	1.47	6.00	4.53

Continued on Next Page

SUMMARY OF A TYPICAL ONE WEEK'S SPARETIME OPERATION

ITEM	Hours	Labor Cost	Material Cost	Total Cost	Sales Price	Gross Profit	
Single Shoe Onyx Mount	Dresden	7 min.	.14	.15 shoes 1.49 mt.	1.78	6.25	4.47
	Dresden-Trim	8 min.	.16	.17 shoes 1.49 mt.	1.82	6.65	4.83
	Pearl	10 min.	.20	.26 shoes 1.49 mt.	1.95	6.75	4.80
	Pearl-Trim	12 min.	.24	.28 shoes 1.49 mt.	2.01	7.15	5.14
1 Pair Shoes Onyx Mount	Dresden	15 min.	.30	.32 shoes 2.49 mt.	3.11	10.95	7.84
	Dresden-Trim	20 min.	.40	.34 shoes 2.49 mt.	3.23	11.35	8.12
	Pearl	20 min.	.40	.54 shoes 2.49 mt.	3.43	11.45	8.02
	Pearl-Trim	25 min.	.50	.56 shoes 2.49 mt.	3.55	11.85	8.30

NOTE: FINISHING COSTS FOR MATCHING METAL MOUNTS
ARE INCLUDED IN MOUNT COST SHOWN ABOVE

SUMMARY OF ONE WEEK'S SPARETIME OPERATION:

(A) TOTAL PRODUCTION TIME.....	9½ HOURS
(B) TOTAL LABOR COST.....	\$11.32
(C) TOTAL MATERIAL COST.....	\$45.75
(D) TOTAL PRODUCTION COST (B PLUS C).....	\$57.07
TOTAL SALES	\$246.55
TOTAL GROSS PROFIT.....	\$189.48

There is one important point to be noted when comparing the above example to your own situation and amount of spare time. As you see, in figuring production costs, there is a charge for labor of \$11.32. If you do your own shop work, that part of the production cost goes right into your own pocket. But in the event that your spare time is not too great, just find yourself a likely looking young man who wants to make some extra money. Teach him how to "Cerimize" Baby Shoes . . . and then pay him to do your work on a part-time basis.

As long as you arrange to have this assistant work for you on a hourly basis, only when you have work for him to do, this hired help need never be a burden or a needless expense. Whenever he is working, you know he is producing profits for you. By having such an assistant on call, the amount of time you must personally devote to the business can possibly be cut drastically. Or, even better, you can turn that extra time to good account by using it to establish more and more sales outlets. Either way, the operation can pay you well.

So don't take this example of a small "Cerimizing" business too literally. Don't take it as an absolute rule for you to follow, as the only way that you can operate. If you are content with a smaller operation in the beginning, one that requires less than 10 hours a week, one where you have no responsibility for hired help, by all means hold the operation down to a size you can handle most easily.

Another appealing feature is this: You can always control its size. Since you are your own boss, you can accept as much or as little business as you desire. Working only 8 hours a week, perhaps only on week ends, will still make the "Cerimizing" of Baby Shoes a most enjoyable hobby and an interesting source for extra income.



Chapter 24



HOW MUCH MONEY DO I NEED TO GET STARTED?

The Answer Is . . . VERY, VERY LITTLE!

Today, there are very few types of businesses left that can be started on a shoe string. And that is particularly true if it is a business that promises exceedingly substantial profits. Gone are the pioneer days of Henry Ford. In his day, just a few thousand dollars put him in the automobile business.

Contrast that with Kaiser-Frazer. Just a year or so ago, they launched an automobile business with \$20,000,000.00 in cash . . . and before they got underway they needed another \$20,000,000.00. Even with a bankroll as big as that, the going wasn't easy. Apparently, they've won out . . . but it took more than forty million dollars to do what was done on a starting capital of less than forty thousand dollars in years gone by.

Today, in even the most common types of businesses, the minimum investment required runs far too high for many of us. For example, it takes several thousand dollars to equip a good gas station, three or four thousand for a small food store, five or more thousand for a hardware store and at least a thousand for a not-too-fancy hamburger stand. Check up for yourself . . . almost all businesses nowadays demand a substantial investment, really big money. And that's not all . . . in addition to the cost of the business itself, you've got to have extra cash to meet running expenses until the business turns the corner.

BUT . . . "CERAMIZING" BABY SHOES IS DIFFERENT!

Here's a business that is an exception to the rule. It is a seldom-equalled opportunity for the man who is rich in ambition but not in money. And, although it takes very little money to get it started, it is not small in any other way . . . for production can be big and the income, too, a modest outlay for equipment and supplies—PLUS THE INSIDE "KNOW HOW" YOU ARE GAINING FROM THIS INSTRUCTION MANUAL—will enable you to establish yourself securely and permanently.

A PROFITABLE "CERAMIZING" BUSINESS . . . NOW EASILY WITHIN YOUR REACH—A MODEST INVESTMENT SETS YOU UP ON A PRODUCTION BASIS!

As we have said before, the "Ceramizing" of Baby Shoes is not an untried, revolutionary, new type of business. It is an established, widely accepted service . . . that has long been paying big money to a few enterprising individuals, operating in a quiet way, making substantial profits without fanfare or publicity. Their ace in the hole has been the necessary "know how" and an investment in special equipment that tended to discourage newcomers.

Now, Warner Research and Engineering bring you the necessary knowledge and cut equipment costs down to bed-rock . . . well within the reach of your pocketbook!



\$58.75 OR LESS PUTS YOU UP IN A STEADY PAYING, LIFETIME BUSINESS

The equipment and supplies listed below are all you need to set yourself up in a business on a profitable basis. Everything's included. It's a Ceramizing plant you can be proud of. A Ceramizing plant for real production . . . capable of handling a great deal of work.

REMEMBER, it's not just a "toy" setup . . . it's actually planned and engineered for serious business. Warner Warranted Materials and Supplies are specified . . . your best assurance of all-round satisfaction and efficiency.

AND THE COST? ONLY \$58.75 OR EVEN LESS!

Please note in the following inventory of necessary equipment and supplies that each item is listed and priced separately. That is for your convenience in checking your present workshop against this list. For it is very possible that you can get along in the beginning on a smaller investment if you so desire.

You may already have (or can borrow) the spray gun. If so, that alone can cut your initial investment by \$9.95. Then again, by specializing in "Dresden" finish only, in the beginning, you can eliminate the Genuine Pearl Essence. However, if at all possible, start off with a complete "Ceramizing" plant. After all, it costs so little extra to have everything. So why be satisfied with less than a full-profit operation?

SEE OUTLINE ON NEXT PAGE.

HERE'S A SUGGESTED OUTLINE AND LIST OF WHAT YOU NEED

PREPARATION EQUIPMENT

- 1 Gallon Warner's "Plas-Tuff" Pre-Coat Hardening Compound—Order No. 6-FW-992.....\$ 5.85
- 1 Shoe Dipping Container (An empty one-gallon paint can with tight fitting cover will do nicely).
- 1 Baby Shoe Drying Rack (Make your own, 1/2-inch diameter dowel rods or 4-inch nails set in 1-inch thick board. See one illustrated on page 26).

"CERAMIZING" MATERIALS

- 1 Quart Pearl Base Color—Baby Blue—Order No. 10-FW-1746..... 1.95
- 1 Quart Pearl Base Color—Baby Pink—Order No. 10-FW-1747..... 1.95
- 1 Quart Pearl Base Color—Baby Ivory—Order No. 10-FW-1748..... 1.95
- 1 Quart Pearl Base Color—Baby White—Order No. 10-FW-1791..... 1.95
- 1 Quart Pearl Lustre—Genuine Pearl Essence—Order No. 10-FW-1745..... 9.85
- 1 Pint China Gloss—Order No. 10-FW-1750..... 1.85
- 2 Pints Color Craft Thinner—Order No. 10-FW-1749.... @ 65¢ pint..... 1.30
- 2 Vials Porcelglaize—Order No. 10-FW-1741.... @ \$1.25 each..... 2.50
- 12 Tubes Color Concentrate...2 tubes each of Green, Blue, Red, White, Yellow, Black—Order No. 10-FW-1754.... @ 28¢ each..... 3.36
- 1 Jar Antique Brown—Order No. 10-FW-1759..... 1.25

"CERAMIZING" EQUIPMENT

- 1 Foot Compressor Spray Kit—Order No. 14-FW-2406..... 9.95
- 1 Artist's Sable Brush—Fine—Order No. 10-FW-1755..... .35
- 1 Artist's Sable Brush—Medium—Order No. 10-FW-1756..... .75
- 1 Artist's Sable Brush—Coarse—Order No. 10-FW-1757..... .85
- 6 Shoe Jacks (Make your own from wire clothes hangers, see illustration on Page 33).
- 1 Baby Shoe Drying Rack, to hold shoe jacks (Make your own from scrap lumber. See illustration on Page 40).

BABY SHOE MOUNTS AND ACCESSORIES

- 1 Pair Book End Mounts—Order No. 10-FW-1788..... 2.65
- 1 Ash Tray Mount—Order No. 10-FW-1786..... 2.06
- 1 Aragonite Onyx Single Shoe Mount—Order No. 10-FW-1654..... 1.69
- 1 Aragonite Onyx Photo-Frame-Desk set Mount—Order No. 10-FW-1658..... 2.69
- 1 Pint Metal-Weld Mounting Cement—Order No. 18-FW-3324..... 1.48
- 12 Ear Ring Clasps for Costume Jewelry—Order No. 10-FW-1789..... .60
- 12 Bar Pin Clasps for Costume Jewelry—Order No. 10-FW-1790..... .72
- 1 Sales-Aid Portfolio with Eight 8 x 10 Professional Studio Photographs of your complete "Ceramized" Baby Shoe line..... 1.20

TOTAL FOR A COMPLETE "CERAMIZING" SHOP LAYOUT.....\$58.75

SUPPLIES INCLUDE MORE THAN ENOUGH TO BRING BACK YOUR ENTIRE INVESTMENT!

HERE'S A PLEASANT SURPRISE! When you have used up only a portion of the materials and supplies listed above, you will already have taken in more than enough money to cover the entire cost of both the materials and the equipment. AND THIS IS ONLY THE BEGINNING!

ALL THIS . . . AND MORE . . . YOU CAN MAKE RIGHT AWAY!

You can make all of the following Baby Shoe Keepsakes and still have a great deal of material left over. In short, you can get your entire investment back before you have actually gotten into real production . . . and from then on, you can consider your entire "Ceramizing" Plant yours at no cost. In reality, you will have paid for everything, not by spending money, but by spending time and effort.

RETAIL VALUE OF EACH STYLE AND FINISH

ITEM	DRESDEN-		PEARL	PEARL-TRIM
	DRESDEN	TRIM		
1 Pair Shoes, Bookend Mount	\$13.95
Single Shoe, Cigarette Container	\$ 2.25	\$ 2.65	\$ 2.75	3.15
Single Shoe, Cigarette Container	2.25	2.65	2.75	3.15
Single Shoe, Paper Weight	2.55	2.95	3.05	3.45
Single Shoe, Paper Weight	2.55	2.95	3.05	3.45
Single Shoe, Pin Cushion	3.00	3.40	3.50	3.90
Single Shoe, Pin Cushion	3.00	3.40	3.50	3.90
1 Pair Shoes, Ashtray Mount	10.85
Single Shoe, Metal Mount	5.25	5.65	6.00
Single Shoe, Onyx Mount	6.75
1 Pair Shoes, Onyx Mount	11.35
	<hr/>	<hr/>	<hr/>	<hr/>
	\$15.60	\$45.45	\$31.00	\$40.95

OR A GRAND TOTAL OF \$133.00

FOR LESS THAN A WEEK OF YOUR SPARE TIME!



PLUS A HUNDRED-AND-ONE OTHER ARTCRAFT ARTICLES THAT BRING YOU PLUS PROFITS!

The many novelty costume jewelry items you can make, at practically no material cost, can bring you your share of the profits to be found in this one branch of "Ceramizing" alone. Dress Pins and Earrings, using the jewelry accessories included in your "Ceramizing" equipment, plus giftwares such as the Ming Tree on page '65' are the filler items that keep your shop in full production for as many hours as you care to devote to your business. Here too, this "miscellaneous" production is ideal for using the odds and ends of base color materials, tinted China Gloss, etc., left from the day's run of baby shoes. As we have said before, the operation and efficiency of your methods can do much to brighten an already pleasant profit picture.

THE NECESSARY MONEY IS WITHIN YOUR REACH . . . AND SO IS THIS VERY PROFITABLE BUSINESS!

In conclusion to this discussion on capital requirements, let us remind you of these few fundamentals. In this day and age, any man worth his salt can secure the necessary backing for a worthy purpose. Ambition and proved willingness to work are far more important than a big bank account. Your good standing and acquaintanceship in your community is as valuable as money.

You undoubtedly have the necessary capital in your own right. But, if you haven't, you can secure it in either of two ways . . . through a personal loan, or through a working agreement with a relative or friend. If you do contemplate securing assistance from someone you know, try to find a partner or backer who can contribute time, effort and enthusiasm as well.



WHY DO YOU WANT A BUSINESS OF YOUR OWN?

Perhaps you will find the answer in these few paragraphs . . .

Whether you want to operate a store, a service business, or a manufacturing plant, (your "Ceramizing" business is all three) the business will be yours and you will be top man in it.

If you have a new idea you can put it to work right away, and if it proves to be unsuccessful you can drop it just as quickly. You won't have to wait for someone else to make the decision. You have the final word.

You will pay yourself a wage, and in addition you will have a return on your investment. There is no set rule or policy as to how much you will make, but you can earn a great deal more for yourself—and at a faster rate—if you handle the wages rather than working for someone else. Regardless, you are the manager of your own capital and any net profits you make are yours to use as you see fit.

Nobody can fire you when you are the owner. The position you make for yourself is just as permanent and lasting as your success, and along with your success you will be building something of permanent, lasting value. A business that can provide for your family today, and be passed on from generation to generation.

As your operations expand, so will your income. You will be creating an asset with value, one you can sell, either partially or in total. Remember, there is always a market for profitable businesses.

Then there's this thing called pride of ownership. It is in the same class as liking to be your own boss. It's one of the advantages of having your own business which doesn't show up in dollars and cents. But it's mighty satisfying to own a business, watch it grow, and know it is yours.

ORDER FOR . . .

WARNER ELECTRIC COMPANY, Inc.

1512 WEST JARVIS AVENUE

CHICAGO 26, ILLINOIS



YOUR NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____
 TYPE OF ORDER _____
 Post Office (If not same as Post Office) _____

HOW SHALL WE SHIP? MARK X IN PROPER SQUARE

Parcel Post Rail Freight Rail Express MOTOR TRUCK _____
Name of Truck Line

SHIP TO ANOTHER ADDRESS? Give Address Below:

IF YOU HAVE MOVED SINCE SENDING YOUR LAST ORDER . . . GIVE OLD ADDRESS HERE:

NOTE: All members of the same household should order under one name. If you also have a Company or Business Name, write it below.

CATALOG NO.	QUANTITY	DESCRIPTION	PRICE, EACH	AMOUNT
0-FW-992	1 gal.	Warner's "Plas-Tuff" Pre-Coat Hardening Comp.	5.85	5.85
0-FW-1746	1 qt.	Pearl Base Color - Baby Blue	1.95	1.95
0-FW-1747	1 qt.	Pearl Base Color - Baby Pink	1.95	1.95
0-FW-1748	1 qt.	Pearl Base Color - Baby Ivory	1.95	1.95
0-FW-1791	1 qt.	Pearl Base Color - Baby White	1.95	1.95
0-FW-1745	1 qt.	Pearl Lustre - Genuine Pearl Essence	9.85	9.85
0-FW-1750	1 Pint	China Gloss - Clear Glaze	1.85	1.85
0-FW-1749	2 Pints	Color-Craft Thinner	.65	1.30
0-FW-1741	2 Vials	Porcelaize (The "Magic" Touch!)	1.25	2.50
0-FW-1754	12 Tubes	Color Concentrate (Green, Blue, Red, White, Black) ^{Two each of Yellow}	.28	3.36
0-FW-1759	1 Jar	Antique Brown	1.25	1.25
4-FW-2406	One	Complete Foot Compressor Spray Kit	9.95	9.95
0-FW-175567	1 each	Artist's Sable Brush--Fine, Medium & Coarse	.35-.75-.85	1.95
0-FW-1788	1 pr.	Metal Book End Mounts	2.65	2.65
0-FW-1786	One	Metal Ash Tray Mount with Glass Insert	2.06	2.06
0-FW-1654	One	Aragonite Onyx Single Shoe Mount	1.69	1.69
0-FW-1658	One	Aragonite Onyx Photo-Frame Desk-Set Mount	2.69	2.69
8-FW-3324	1 Pint	Warner's Metal-Weld Mounting Cement	1.48	1.48
0-FW-1789	1 Doz.	Ear Ring Clasps for Costume Jewelry	.05	.60
0-FW-1790	1 Doz.	Bar Pin Clasps for Costume Jewelry	.06	.72
	One	Sales-Aid Portfolio with Eight Glossy Photos	1.20	1.20

PLEASE WRITE ALL CORRESPONDENCE ON A SEPARATE SHEET OF PAPER

1-Print Name, Address in full . . . Specify method of shipment you desire.
 2-List Catalog Number, Quantity, Description and Price of each item on a separate line.
TOTAL YOUR ORDER.
 3-Show here any amount you have credited to your account, or show any amount you owe Warner's from a previous order. CREDIT CERTIFICATE or AMOUNT DUE CERTIFICATE MUST BE ATTACHED TO THIS ORDER.
 4-IF YOU ARE A RESIDENT OF ILLINOIS, add 2c State Sales Tax for each dollar's worth of merchandise in TOTAL (A).
 5-If this order is to be shipped PARCEL POST, add amount for postage . . . See Rate Chart on other side.
TOTAL YOUR ORDER . . . Enclose Personal Check, Express Money Order or Postal or Telegraph Money Order for full amount . . . NOTE: Merchandise will be shipped C.O.D. for balance, plus shipping charges if 25% Deposit accompanies order.
RAIL FREIGHT, RAILWAY EXPRESS or MOTOR TRUCK SHIPMENTS WILL ARRIVE C.O.D. FOR SHIPPING CHARGES.

(A) TOTAL For Merchandise _____

(B) CREDIT DUE ME . . . or Amount I Owe From Prev. Order _____

(C) AMOUNT FOR TAX _____

(D) POSTAGE _____

(E) TOTAL AMOUNT _____

Our Own Business Provides Security and Happiness for Yourself and Family!



Man Runs His Own Business. He gives orders to his employees, collects the long share of the profits . . . knows his future is secure. How often have you pictured yourself in this position? Now is the time to do something about it!



A Better - Than - Average Family. A comfortable home . . . a new car . . . the comforts and even the luxuries of life . . . these plus personal independence and security can be yours if you have the initiative to break the shackles of making money for others instead of for yourself. Why not do it now?



Contentment Reigns In This Family. Freedom from worry about bills . . . freedom to enjoy life by providing more than the bare essentials . . . those are the things that mark a successful man. Today the opportunities that beckon you to success are yours for the taking. The Warner Method of "Ceramizing" will start many an alert man to a worthwhile goal in a surprisingly short time.



Envy of Their Neighbors. In every community there are a few families who stand out from the rest . . . who have comfortable homes . . . and money in the bank. How can you ever achieve this position by grubbing along on a flimsy pay check! The world today holds unlimited opportunities . . . but only for those who go after them aggressively.



Does Your Family Have Two Vacations a Year? The Northwoods in summer and the Southland in Winter, that's what men of means can give their families year after year. Men who are not content to stay in the same rut year after year. Where will you be in one year from now? The move you make today can bring you closer than you ever imagined to your goal. But make that move!



This Man Obeyed That Impulse. Yes, right now . . . don't let anything stop you . . . get busy and fill in the Inspection-Request form and *mail it* with your deposit. That's the first step toward independence and security for you and your family. Don't let some one else establish themselves right under your own nose . . . step out and do it now! That's how success is won.

*The Man Who Takes Action Today . . .
 . . . Takes Success in His Stride!*

In every community you find them . . . big city . . . small town . . . men who "could-have-been, IF" and each has the same sad story starting with the word "IF"! "IF I had taken that opportunity" . . . "I could have been in his shoes, IF." And so on it goes. If Samuel Zemurray hadn't taken opportunity by the forelock where would the enormous fortune of the United Fruit Company be? If Amedeo Obici hadn't grabbed his opportunity America today wouldn't be eating tons of peanuts daily and the outstanding fortune of Planters Peanut would not exist. William A. Fairburn made his fortune on toothpicks and matches (Diamond Match Co.) but . . . if he had neglected to take the first move he'd never have built his empire. That's it . . . THE FIRST MOVE . . . it's before you right now . . . I can only urge you to take it . . . I can't force you to do it! The Two Week Trial Inspection Request is enclosed . . . will you put it off till "tomorrow" or will you take action immediately? It's up to YOU!



IMPORTANT!

UNLIMITED CONSULTATION SERVICE INCLUDED WITH THIS COURSE!

From the day you receive this Warner Success Course, How to "Ceramize" For Pleasure and Profit, you have at your disposal the services of experienced technical and business advisors to help solve any problems you may encounter. And best of all, there is no limit on the length of time this service is available to you.

TAKE ADVANTAGE OF THIS NO-COST SERVICE!

The field of "Ceramizing" and its three great markets for your service is a profitable and worthwhile business opportunity. It is a service much in demand, and we are sincerely interested in helping you establish yourself in a profitable, lifetime profession. No technical problem or question on procedure can ever retard your progress . . . you are backed by our laboratory experts and sales and business counsellors, free of all charges.

By studying the real day-to-day needs of our operators we are able to give them the kind of help that means success. And all this becomes yours when you become a Warner operator. Simply mail your questions or requests, together with a stamped, self-addressed envelope to:

Business Service Department

WARNER ELECTRIC COMPANY, Inc.,

1512 West Jarvis Avenue

Chicago 26, Illinois



At your service . . .

REFERENCE AND DATA FILE

(Also handy Order Blanks for supplies you will need)

From time to time you will receive additional literature and advance information on the latest developments in the Baby Shoe, Costume Jewelry and Giftware "Ceramizing" Industry.

As new equipment and improved "Ceramizing" techniques become known, they will be made available to you in the interests of keeping your "Ceramizing" Shop a progressively expanding and increasingly profitable business.

For quick reference, keep all such valuable correspondence in this handy file pocket.

WARNER ELECTRIC COMPANY, Inc.,
1512 West Jarvis Avenue
Chicago 26, Illinois

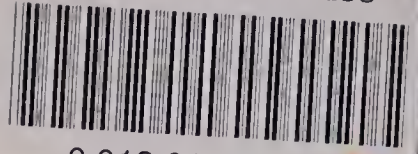


Deacidified using the Bookkeeper
Neutralizing agent: Magnesium Oxide
Treatment Date: June 2012

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