



The all inclusive Scene-A-Rama Mountain Diorama Kit from Woodland scenics quickly establishes the terrain that students could use to create a realistic Bald Eagle Habitat, an architectural model background, a scenic waterfall location or any mountainous scene.



ment might purchase Plaster Cloth, but make sure to stimulate their imagination by showing them your diverse supply of other materials — sequins, beads, feathers and paints — in other areas of your hobby shop. Give the student ideas, opportunity, diversity, choices and a wide selection.

Pay Attention to the Latest Trends in Hobbies and Crafts

Going to trade shows and watching the do-it-yourself shows on TV are good ways to find out what is hot. Do your research on market trends. Be proactive. Ask your customers what they want to see. Maybe they've always wanted you to carry a certain product but were too timid to say anything. Maybe they thought it just wasn't your niche.



PineCar Racer Basic Kit has nail-type and one-piece axles. Chassis Weights give an authentic look. Drago Decal gives that edge to help win the craftsmanship ribbon, and PineCar's Body Skins are a clean and odorless alternative to paint.

Tie In New Products From Tried-and-True Companies for Add-On Sales

Many manufacturers are also learning the sales power potential of diversity. Most modelers know that



Items like this interesting clay pot and flat stone can be a big boost to many school projects. Students can replicate Native American ceramic relics using Woodland's Scene-A-Rama Sculpting Clay and lots of imagination. Woodland's comprehensive Scene-A-Rama Building & Structure Kit includes a variety of materials to create tepees, stucco buildings, bridges, corrugated metal roofing and more. Draped over wadded newspaper and wetted, Scene-A-Rama Plaster Cloth can create almost any form.

Woodland Scenics is a leader in model scenery, and many of them have children. When you stock the new Scene-A-Rama product line from Woodland Scenics, make sure to tell them that the line was created especially for students doing school projects. Then they'll know ahead of time that it will produce excellent, realistic dioramas.

Out of the Box Advertising

You don't have to spend a lot of money to advertise your new products. If you are selling school project supplies, such as the new Scene-A-Rama school project line, ask

your local school if you can distribute flyers with the information. Make up a few dioramas and display them near your cash register, along with a school project discount on Scene-A-Rama products. Make posters and put them in your window. Hold a Mt. Vesuvius volcano demonstration in your hobby shop. Again, be proactive. Get to those potential customers in every way you can.

Move your standbys by adding a wide variety of hobby and craft products. You'll almost certainly realize a boost in sales, bring in new customers and establish yourself as *the* hobby shop to visit for the latest and best supplies in all the hobby and craft categories. **HM**