

Agencies Inc



Hello EVERYONE only days left until Halloween and maybe 0 days until the next party!

Do you have all that you need to make the most \$\$\$ for the season and the most per client that walks in the door? You want to be ready for both that everyday client, and the one dressing up for Halloween. This month's NACR News letter is

designed to help with just that.

Also Remember November is MOVEMBER stock up on Moustaches

- ***** Rubie's is aiming for a 1-3 day turnaround from order received to in your hands!! *****

Be sure to get your **orders in as soon as possible** to avoid being disappointed and risk losing valuable sales opportunities. We encourage you to call Rubie's directly for specific stock requests. Our customer service representatives are on hand to accept your orders and answer any questions you might have. You can contact Rubie's via "order hotline" (905) 470-0300 or "order department fax number" (905) 470-0301. That said I am here for you as well via phone (403) 681-4366, fax (866) 680-2191, and email: ryan@nacragencies.com.

Thank you in advance for your support, and we wish you a profitable 2012 Halloween.

What Trends do you see?

This link will give you access to how the movies are doing and guide you as to some of the trends See the Box office results <http://movies.yahoo.com/mv/boxoffice/>

Want to sell more? Ry's pointers....

- 1) GET YOUR PRODUCTS OUT AND, MAKE IT LOOK NOT JUST GOOD, **BUT GREAT!**
- 2) MAKE SURE THERE IS A FLOW TO THE MERCHANDISE PERHAPS EVEN BOUTIQUE A FEW AREAS LIKE SUPERHEROS, PIRATES, 80'S ETC.
- 3) STAND BACK, HAVE A LOOK AND ASK YOURSELF THESE 2 QUESTIONS;
a) **DO I HAVE ALL THAT I NEED? IS ANYTHING MISSING?**



Some our 160 Licensed Costumes

- The Dark Knight Batman
- Superman
- Playboy
- Flinstones
- Monster High
- Kiss
- Star Wars
- Indiana Jones
- Halo
- 300
- Beetlejuice
- Super Mario
- Jason & Freddie
- Wizard of Oz

Accessories

- Teeth / fangs
- Blood
- Wigs
- Makeup
- Eyelashes
- Stockings and tights
- Nails
- Hairspray
- Hats
- Weapons
- Shoes/Boots
- Fun streamers / silly string
- Home décor

Basic Costumes

- Pirates
- Witches
- Vampires
- Renaissance
- Doctors
- Ghosts
- Angels
- Clowns
- Zombie / Goth

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LIKE; A CERTAIN COLOR, MAKE UP OR ACCESSORY.... USE Ry's questions (See Below)

b) WOULD MY FRIENDS SHOP IN A STORE THAT LOOKS LIKE THIS? WOULD I SHOP @ THIS STORE?

The good news is; even if both answers to(a) & (b) wereNO THERE IS STILL TIMEYOU CAN FIX IT....

- For (a) that's an easy one ORDER FROM RUBIE'S!!!!
- For (b) take the time to arrange and fiddle with your displays, test your staff, ask them to put a pirate outfit together, or an outfit for the 80's. I think you may surprised by what they come up with and perhaps what they forget...
- REMEMBER THE ACCESSORY IS THE KEY TO BUMPING THE SALE UP AND MAKING MORE ON THE BOTTOM LINE, ONCE THEY LEAVE THEY PROBABLY WON'T BE BACK FOR THE TEETH, WIG, MAKE UP, OR THE BLING...

Ry's Note:

- Your store is the stage for Halloween. It sets the mood for the customer to come in, and get caught up in all that is fun and/or spooky about Halloween. Like, when you go to a concert, or a play, the stage gets you feeling like you are ready to hear the most awesome music, or in a play the stage gets you feeling like you are there with the actors. Your store including your staff, need to get your customers feeling like they are part of what is happening. Or they can be part of the fun if they dress up.
- So make it fun for you, your staff and your customers will enjoy it too!.... The more they enjoy... the more they spend.....



Ry is Wearing:

Rubie's Wig Item # 51872
Rubie's Real Hair Moustache
Item # 211 Blonde

Note: Even just the accessories makes a costume:



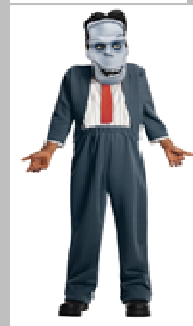
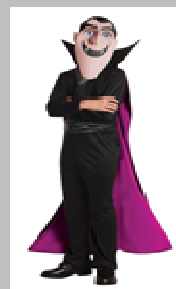
Ry is wearing:

Rubie's Captain Cutthroat
Item # 16844

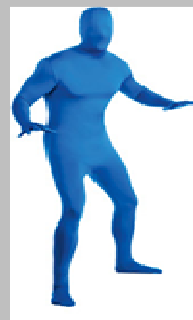
To help you determine if you are ready for Halloween, here are a few key questions:

- 1) Do you have all your colours of makeup, especially
 - Black,
 - White,
 - Red?
- 2) How's your stock on
 - Hairspray
 - Spider webs?
- 3) Do you have the following wigs
 - Afro / Super Afro
 - Supermodel
 - Black
 - Character
 - Witch
 - SECRET WISHES AND SHOES TOO
- 4) Do you have enough of the following accessories:
 - Teeth (vampire too)
 - Capes
 - Tattoos
 - Eyelashes
 - Swords
 - Wings
 - Halos
 - Devil & cat accessories
- 5) How's your stock on costumes?
 - Vampires
 - Nuns
 - Doctors
 - Witches
 - Priests
 - Batman/Joker
 - Star Wars
 - Prisoners /Jailbirds
 - Comedy / Couple costumes Salt & Pepper etc
 - Smurfs, Flintstones Super Mario...

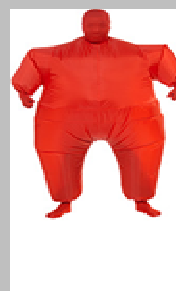
NEW FROM RUBIES:



Hotel Transylvania



2nd Skin



INFL8s