

A Successful Store Gets the Business

By Keeping a Neat, Clean, Well Lighted Show Room

Letter Number 8

PROBABLY 80% of your customers are women whose every-day work at home teaches them to keep their homes neat, clean and attractive. What can be more distasteful to them than dusty counter fronts, messy floors, unswept aisles, and dirty corners? They would not tolerate such a condition in their homes and they will not tolerate it in our stores. Your customers demand neatness and cleanliness in your store—bright, polished counter fronts, clean walls, unspotted glass and well swept floors. Their reaction is instantaneous. Either they like your store or they want to get out. Their confidence in your merchandise is developed by their impression of your store.

Who can deny the sales-producing value of light? Lights bring out the value as nothing else will. Lights brighten up the entire store. Lights give your store a cheerful, prosperous appearance, and lights make it necessary for you to keep your store clean. A customer wants to be comfortable as she shops. She wants to feel herself to be in clean surroundings, breathing fresh, pure air, comfortably warm or cool as the case may be, with plenty of light to aid her in seeing your goods.

In getting the business you cannot afford to overlook these very important elements.

