

A Successful Store Gets the Business

What Is an Attractive Counter?

Letter Number 3

THE true test of an attractive counter is its power to sell the goods which it displays. A counter may be laid out with painstaking exactness, each item given its proper space and position close to its relatives and friends, and still a large part of this counter's selling power can be frittered away by soiled goods, dirty counter boxes, improper filling, scattered bags and papers or boxes, broken false bottoms, crooked and dirty signs, cracked and chipped glass.

Your counters should display their goods in such a way that each item says to the customer, "I am clean, fresh, and a good value for your money. I am just what you have been looking for."

To secure this appeal requires care and study and work. Here your well trained girls are indispensable. Give them the counter plan, teach them to associate related merchandise on the counter and to give each item the space it deserves. Teach them to cut a display that is constantly getting shopworn, and to enlarge a display that is forever empty. Insist upon a clean counter from the floor up—understock, false bottom, bag racks, counter boxes. See that displays are well filled and kept well filled. Have no damaged or soiled merchandise on the counter to arouse the suspicions or fears of your customers. Watch the skyline of your counter. Make the ensemble attractive by avoiding both a choppy and a monotonous horizon, and very important: have each sign holder erect and firm, proud of the message it carries to your customers.

Now sprinkle the top of these displays with Red Stars and watch the merchandise go!