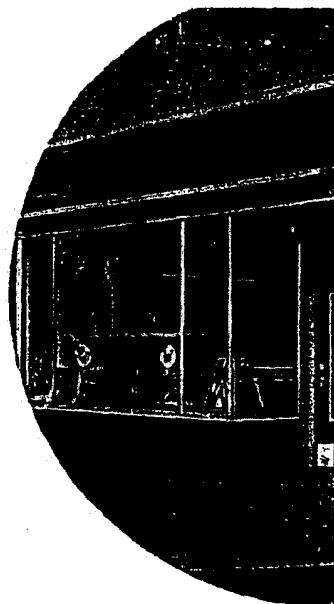
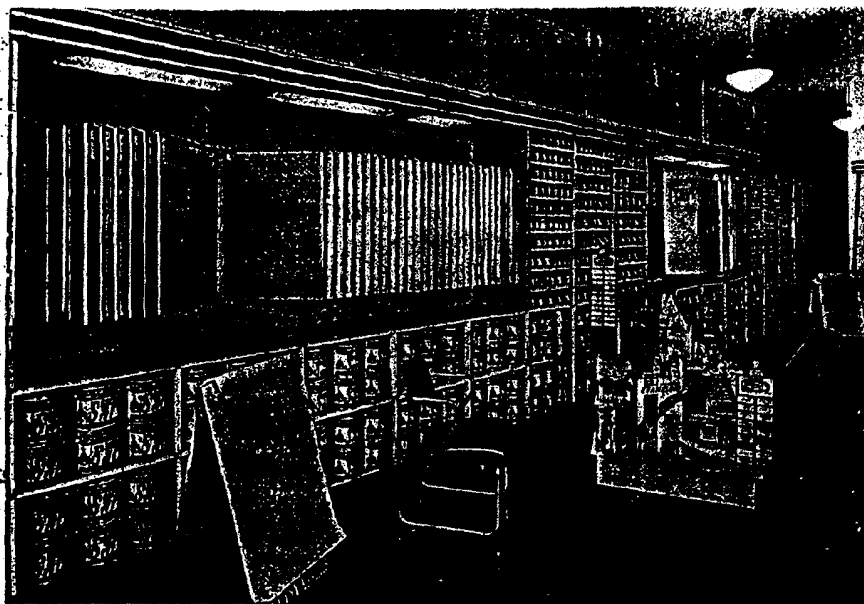


MODERN DISPLAYS

Accelerate Paint Sales

Reprinted from American Paint & Oil Dealer, August, 1937

0007-SWP-039292



FROM the retail paint merchant's standpoint, the most important thing about a successful paint display is not its orderly exhibit of a complete line of finishes, nor its easily seen specimens of surfaces beautified with paint; nor even the fact that such a display costs but little and can be laid out from plans—free for the asking—designed by experts.

Visual Selling Aided

The really vital thing, considering that three out of four consumers today buy on impulse, is the fact that it is an open display, tempting shoppers to pick up the goods and inducing immediate purchase to satisfy a desire already stimulated by universal publicity about homes and the "home decorator."

Open displays bring to light the easy-to-handle features of paint. Such displays induce customers to handle the

Above are interior and exterior views of the well planned store of Henry R. Bollinger, Hudson, N. Y., where the principles of visual selling aided by open display are carried out to the utmost.

packages; and handy containers emphasize the simplicity of paint and brush as a combination for home beautification. The natural creative urge which lies dormant in every human being needs only a reminder—to supply the remaining ingredient necessary to produce sales.

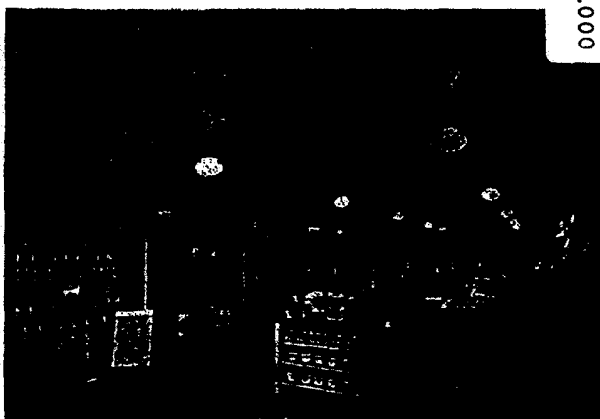
When paint displays are so arranged that the packages lie at the potential buyer's finger tips, neither time nor effort is lost in getting a container into his hands. The correct placing of examples enables him to see what new beauty he can create—what a new lease

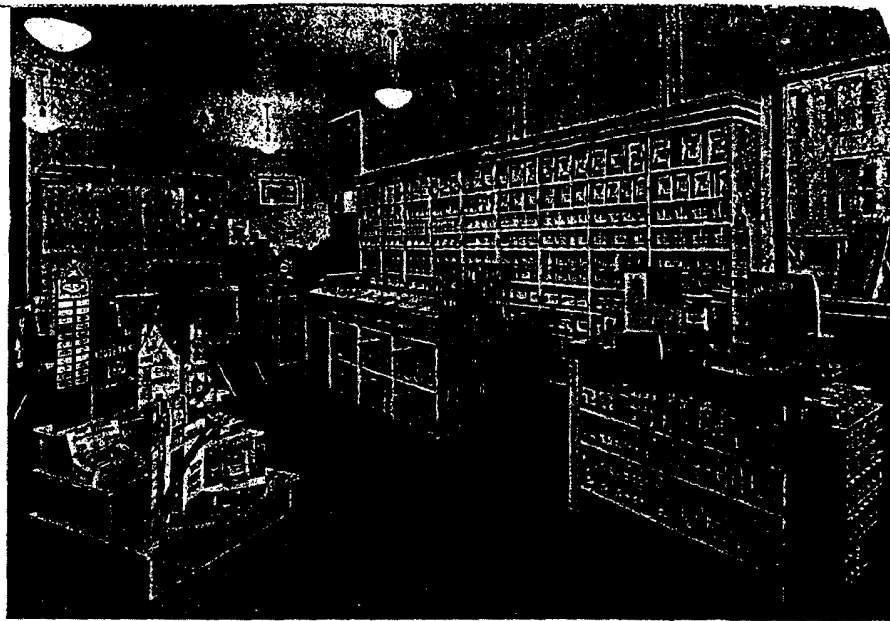
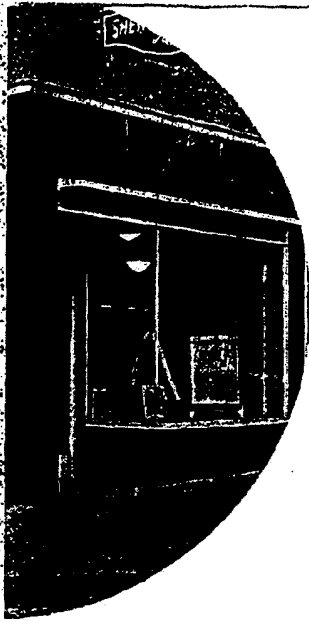
MODERN 1 Accelerate 1

By RICHARD

on life he can give to dingy surfaces—when the brush is in his own hand. The entire layout leads the customer to think about what he can accomplish in his own surroundings, with such simple tools as a brush and a can of paint.

0007-SWP-039293





DISPLAYS Paint Sales

ED T. RICK

Several retail establishments have recently taken steps in the right direction. An excellent illustration is found in Erie, Pa., where Rusterholtz Wallpaper and Paints, Inc., have arranged merchandise in low, open display fix-

Below are some excellent examples of modern arrangement including (left to right) Rusterholtz Wallpaper and Paint Co., Erie, Pa., and stores in Milwaukee, Kansas City, and Lincoln, Neb., respectively.

tures opposite samples which demonstrate how the colors and finishes appear when combined with collateral surroundings in the home. Typical modernized stores in Milwaukee, Kansas City, and Lincoln, Neb., likewise carry their products in low, open display fixtures that not only invite handling of the merchandise, but also permit entering customers immediately to see color guides or other displays, such as exhibits of finished surfaces, mounted on the far walls of the show room.

Henry R. Bollinger, in Hixson, N. Y., lately completed an outstanding job in

completely modernizing his store. Window displays are so arranged that a maximum amount of natural light enters the show room and every passerby has the opportunity to observe the orderly and clean arrangement of merchandise within.

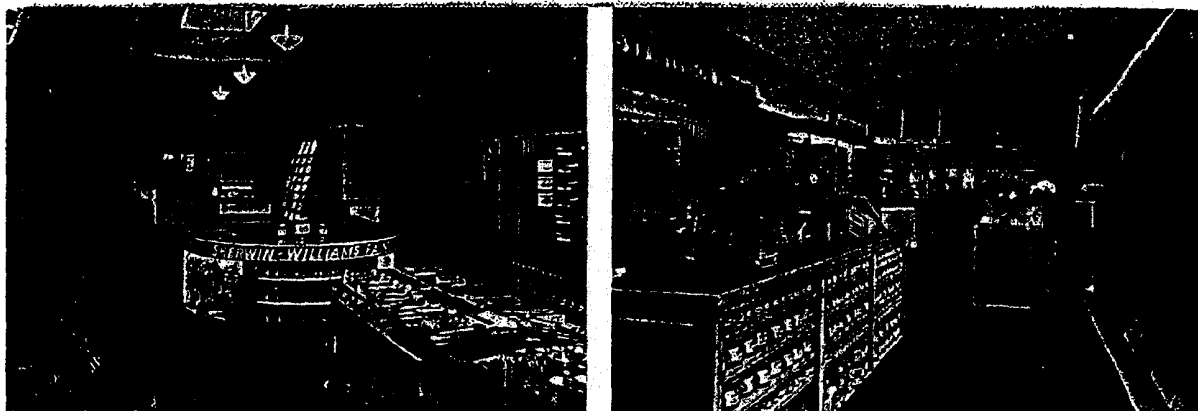
Store Suggests Decorative Values

The new store of William Zinsser & Co., in the Singer Building, New York, also makes use of expertly designed fixtures, arrayed in a layout that helps to make it one of the most beautiful independent retail paint stores in the country and the last word in paint store arrangement and display.

With the growing importance of impulse buying, the progressive paint retailer recognizes that he must arrange layouts and displays with more concern to increase the number of purchases

0007-SWP-039294





Effective modern store planning often involves intelligent use of available space as in the Paint Store, Inc. (left), of New Rochelle, N. Y., and the H. O. Worden Paint Store (right) of Auburn, N. Y.

that are decided right in the store, regardless of whether the customer is drawn there by seasonal needs, advertising, planned buying, or just plain "shopping."

Adequate Space Helps

To be successful, the paint display must have space commensurate with its dignity as a department of business that specializes in materials to improve and beautify the consumer's property. The line should be determined by the market potential, based on the proper and adequate finish for various types of surfaces, interior and exterior, which require refinishing, in the community served by the store. The orderly arrangement of brushes and accessories as well as paint, varnish, enamels and lacquers in well kept sections is imperative to attract customers to examine the entire array of goods which are available. Suitable examples of surfaces, finished with the various products, which demonstrate the improvement made possible by use of items on sale, must be

placed to arrest attention and invite inspection.

One of the most unusual and attractive arrangements for the display of decorative examples is utilized by The Paint Store, Inc., in New Rochelle, N. Y. Upon entering, the customer is immediately struck with the spaciousness of the place despite the fact that this store is but fourteen feet wide. Ordinarily such width would give visitors a feeling of constriction, but the color scheme and design of the fixtures give an illusion of bigness. All fixtures are low and compact.

Customers Interested in Results

Four-tier shelving runs around the walls and invites easy handling of the merchandise. Above the shelving, a series of photographs in color are mounted under glass and show how attractive various surroundings can be made by proper decoration.

Not far from the entrance a U-shaped fixture ingeniously shields a center stairwell in which an attractive stairway

leads to the basement where many small sections of rooms are exhibited—decorated as bedrooms, bathrooms, dining rooms, living rooms, etc., with paints and other finishes conveniently at hand.

The principle of unhindered access to merchandise is carried out in every part of this store.

Expert Aid Available

Aware of the benefits to be secured by correct paint displays, a number of manufacturers, including some doing business in a restricted area as well as some of those operating on a national scale, now employ staffs of experts to lay out and design fixtures which meet the needs of this modern trend in merchandising. Blue prints of the various fixtures are obtainable, upon request, by their dealers. Hardware firms, department stores, and lumber companies, as well as paint stores, have taken advantage of the expert guidance which such manufacturers provide; and the results have been measured in outstanding service to customers as well as increased sales volume from faster turnover.

The modern paint department is full of color, light, life and consumer appeal. What a far cry from the dim and dusty paint store interiors of yesterday, with their ceiling-high shelving and rows upon rows of paint cans—out of reach!



An attractive, modern front is the first essential in attracting customers. Windows with intriguing evidences of what decorative materials will do are the best means of drawing passersby within to view more extensive examples.

0007-SWP-039295

0007-SWP-000122674