

A Successful Store Gets the Business

By Working the Feature Corners

Letter Number 5

GLANCE at any object designed or patterned of rectangular shape; glance at your own desk-top and see what catches your eyes instantly. The corners, every time. Whenever you look at a counter, you see the corners first. Whenever you approach a counter, you reach a corner first.

Your corners give the key-note of your counters. Attractive and inviting, they unlock the mind of the approaching customer and urge her to investigate. Uninviting, they prejudice the customer against the entire department. If you question this statement, step into your competitor's store and test it out.

Our corners are our best selling space. Every one should be considered the show place of the counter and unusual care should be given to the merchandise selected and the method of display. Here is the place to advertise and sell new items, unusual values, or "hot" features. It is not necessary to feature foreign merchandise although often that is a good plan. The customer will soon learn to watch your corners every time she enters your store. Pick the best selling and greatest satisfaction producing items you have and offer them. Change the corners often. Insist that they be attractive and well filled. Back up the display with a snappy sign, tally the results, and watch your business increase.

A successful store gets the business by *having a good assortment of merchandise, by pushing new items, by having attractive counters, by having "Come in and get it" windows, and by working feature corners.*

