

A Successful Store Gets the Business

Through Attractive Signs and Trims

Letter Number 9

IF we agree that signs and trims have but one purpose—to sell merchandise—then this letter is easily written.

An over-head sign or trim should be bright, attractive and inviting. You are featuring some department or some particular line of merchandise and to draw the customer to this department you hang a special sign or make a special trim. Your purpose is to sell goods through attracting customers to your enlarged display. If your sign or trim does not do this, the effect is lost.

Seasonable merchandise, such as curtain rods, auto accessories, paint and brushes, Easter toys, house cleaning supplies, soft drinks, at certain times will be in the minds of most of your customers. Here is your chance to say to everyone entering your door, "Come over here and get it." A bright attractive sign brings them directly to your enlarged display.

Every special sign or trim carries upon its shoulders an extra responsibility because it is placed there to promote a line which is now selling at top speed.

The customer has been drawn into your store by your feature windows and, as she glances around, there, in plain view is an attractive sign telling her where to go to make her purchases.

Your sign has guided her to the counter and the sale is made.

A few stores have too many signs or trims. Most stores have too few. Aim to make your store different, attractive, easy to shop in, restful to the eye but businesslike and compelling.