

A Successful Store Gets the Business

Stop, Look, and WANT IT Windows

Letter Number 4

YOU are looking out of a second story window, down at the sidewalk. People are hurrying along in either direction. Do many of them stop? Your windows, to be a success, must stop these people and make them come up to the glass for a better look.

Many devices are in use in successful windows: novelty, beauty, moving figures, attractive signs, unusual displays. All unsuccessful windows *look alike*; all successful windows *look different*. They draw the passer-by like a magnet.

Now the interest changes from the windows as a whole to the particular item featured. The merchandise being examined must sell itself. Quality, quantity, low price, usefulness, should strike the looker's eye. His desire to own, his willingness to exchange his money for the item must be aroused. The display must either bring him in immediately or so impress itself on his mind that whenever he thinks of that item or assortment he will remember that window and come into your store.

"I was going by Kresge's and they had the most interesting notion window I ever saw. I went right in and bought these needles and this thread. There were a lot of other things I wanted, too, and I am going to get them."

Watch the passers-by from a second story window. Do they hurry by with a glance, or do they stop, look, and want it?

Your cash register will sing the answer.

