

SUMMER DISPLAYS

The increasing demand for summer merchandise has created a corresponding increase in summer display requirements. Vacation and Camping requisites, beach and outing wear, cooler clothing, outdoor furniture, garden and automobile accessories, all require adequate attention from display and sign men.

The principal merchandise promotions include -

- Luggage - Travel and Vacation Apparel
- Beach Wear - Sport Togs
- Cool Evening Clothes
- Photographic Supplies -
- Summer and Sun Tan Toiletries.

There are also the important semi-annual clearance sales in July and the fur sales in August. There are, therefore, ample opportunities for the displayman to exercise his ability.

VACATION TRAVEL WINDOW

The travel window design shown on this page is a good all purpose display which can be used for showing luggage, apparel or any kind of travel or vacation accessory or service. It is an excellent example of present day drama-

tized display which is so easy to create with the CUTAWL -- and so hard to make otherwise.

The display can be treated either as a silhouette finished in dark tones such as brown or black, or painted in natural colors.

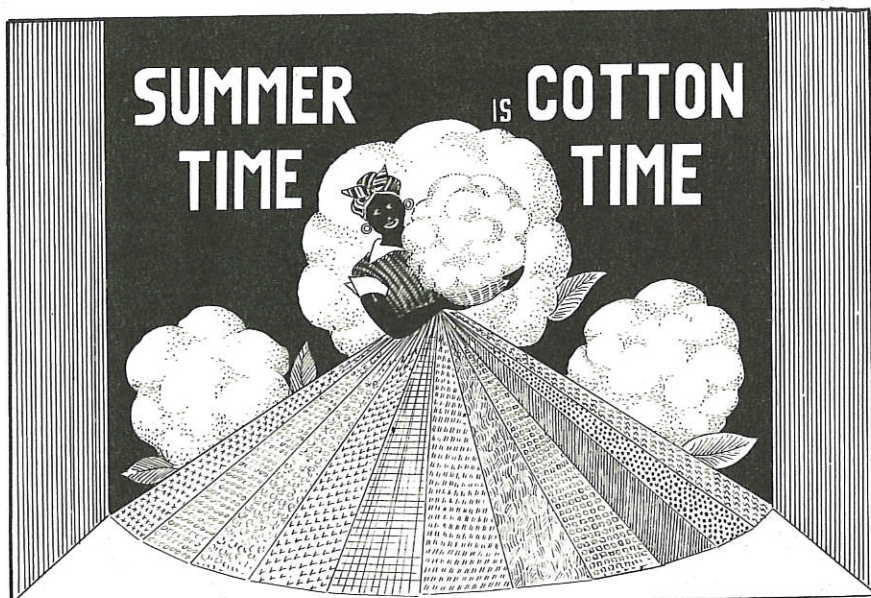


COTTON FABRIC DISPLAY

The coolness and freshness of cotton make summertime cottontime, the theme of the bottom display illustrated on this page. Equally typical is the colored cotton picker with her basket piled high with real cotton. The whole effect is intriguing, amusing and effective.

The construction of the display is simple. The central figure, the jumbo balls of cotton and the leaves are all cutouts. The negress' skirt is made of multiple pieces of gay cotton prints arranged in a semi-circle, so that each can be seen readily from in front of the window.

The background should be deep blue, cotton and lettering white, leaves green and figure in natural colors.



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CUTOUT LETTERS

However unpleasant the depression may have been it taught the world -- and the display industry -- important lessons. Not the least of these was the value of cutout letters as a selling force. The Continental Displays of the mid-depression depended almost entirely on cutout lettering for their sales appeal with very satisfactory results. It is not surprising, therefore, to find that while the severity and lack of incidental decoration of the Continental era has been abandoned, cutout letters are still retained in present displays. Typical of today's use of cutout letters are the window settings featured on this page.

SHIRT SALE

The shirt sale background is intended for the semi-annual mid-summer clearance sales. By simply changing the cutout message the display could be used for selling hats, towels, underwear, or any similar articles.

The construction of the display is simple and inexpensive. If the store's delivery employees have a distinctive uniform, the poster's figure can be dressed similarly. Otherwise, any attractive, eye-catching combination of colors can be used.

AUGUST FUR SALE

The August Fur Sales have assumed such importance of late years that they deserve special treatment. Repeated use of the icicle-animal theme has led the public to associate this type of advertising with this particular sale. In consequence, August Fur Sales advertising has become almost as standardized as that for Christmas.

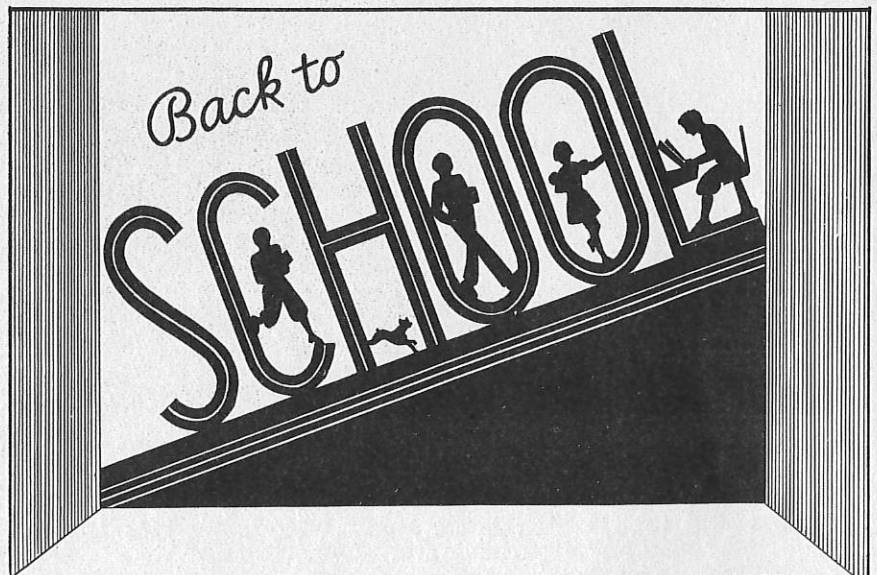
The display shown here follows tradition - with variations. The fur pelt supported by cutout bears carries the cutout sales message, while cutouts in the form of icebergs provide platforms for display of furs.

Simple cutouts are used for animals, pelts and icicles. The icebergs have cutout wallboard tops with cardboard or paper sides. Color the background deep blue; ice, bears and pelt white; floor green.

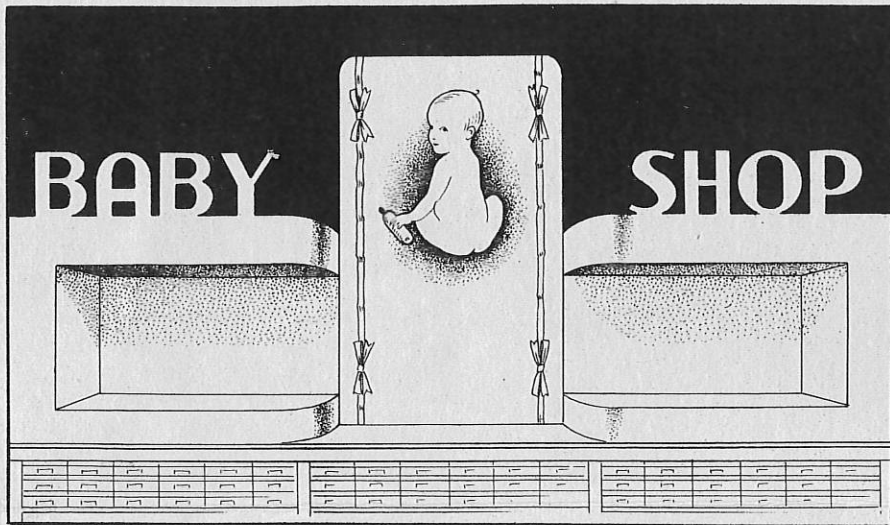
BACK TO SCHOOL

The millions of young people returning to school in the fall, all needing clothing and school supplies, create one of the largest mass buying movements of the year, of which full advantage must be taken.

The setting suggested here is simple inexpensive and yet effective. It contains appropriate human interest and at a glance suggests a wide range of suitable supplies.



Cutawl HELPS



plainly visible over the heads of shoppers. The ship's wheel and lettering are cutout; the ship's rail and life preservers may be either cutout or real.

The "Carnival of Values" counter, appropriate for a summer sales event, is similar in construction. Clown, hoop, letters, wheels and float border are all cutouts.

Paint the nautical "over-counter-trim" blue and white; the carnival set in bright colors, such as red, yellow, blue, etc. Paint both sides of the clown and hoop so that the display is equally attractive when viewed from either side.

THE SHOP IDEA

One of the recent trends in department store merchandising is the creation of specialty shops within the store itself. This idea has, of course, been used by leading merchandisers such as Marshall Field, for a long time. Only recently, however, has it been given general acceptance.

A variation of this idea, based perhaps on chain store merchandising, is the creation of special sales islands or counters carrying open display of merchandise at strategic points throughout the store. Counters of this type are used in particular for sales or to push special classes of merchandise. Experience has shown that goods sell faster when displayed in this way and that customers practically wait on themselves.

The three designs shown on this page illustrate current treatment of the display problems which these new merchandising trends create.

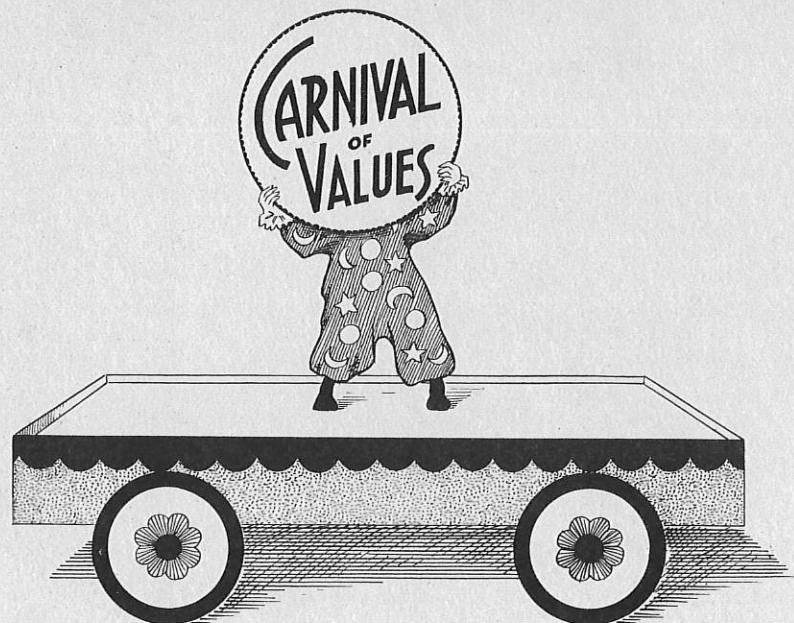
BABY SHOP

A very practical and inexpensive way to carry out the shop idea in the average store is to build a constructional decoration over the shelving and combine in this setting a sign and space for display. The accompanying illustration shows one way in which this can be accomplished.

Settings of this character usually are painted in light colors to match or harmonize with the traditional baby colors of pink, white and blue. Plywood, wallboard and heavy cardboard are the most suitable materials for building sets of this kind.

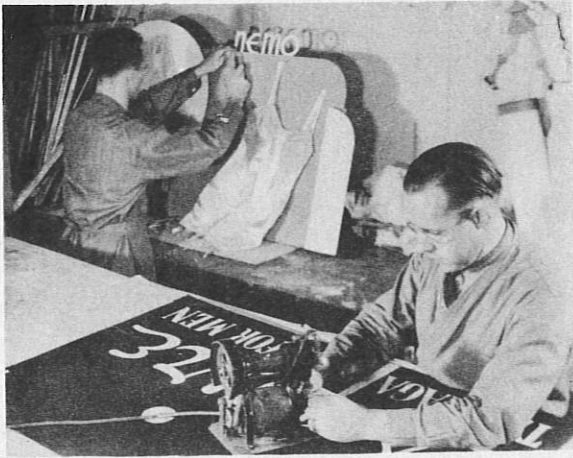
OVER COUNTER TRIMS

The increasing use of counters or tables for featured displays of merchandise has created a demand for "over table trims" of which the beach wear trim shown to the right is typical. The ship's wheel should be elevated sufficiently to be

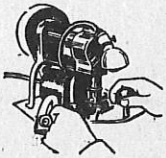


CANDID CAMERA SHOTS OF THE

Cutawl ON LOCATION



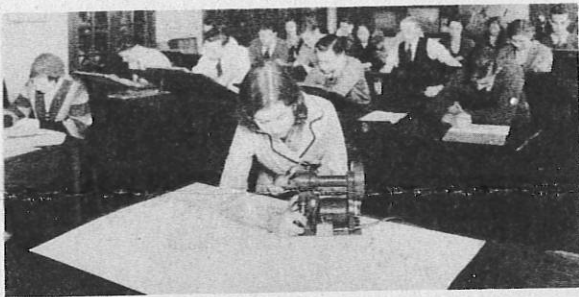
A Cutawl in action in the display department of the J. N. Adam Department Store, Buffalo, New York. Similar scenes are to be found in practically every important store in the country.



Two busy Cutawls in the shop of The Art Sign Company, Newark, New Jersey. They operate one of the largest studios in the country and have seven Cutawls in constant use.



From Rio de Janeiro, South America, comes this camera shot of a Cutawl in use in the display department. The Cutawl is very popular in South America.



Schools find the Cutawl invaluable in the art department and in manual training. Here is a Cutawl in use in the Technical High School of Memphis, Tenn.

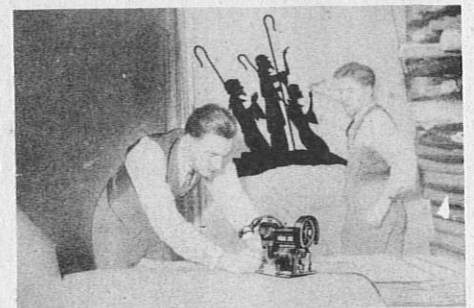


Many have wondered how the intricate cutout work on Accordions is made. The Southern California Music Company, Los Angeles, California, do it with the Cutawl.



Cutawls for a children's window are here shown in production by Mrs. Etta Konigshofer, Display Manager, Konigshofer Dry Goods Store, Alameda, California.

The windows of nineteen stores of the Public Service Company of Manchester, New Hampshire, are trimmed by Mr. Donald Caswell, Mr. David Cheney and the Cutawl.



INTERNATIONAL REGISTER COMPANY
15 S. Throop Street Chicago, Illinois