

BOOSTING
BUSINESS

\$350

Boosting Business

WITH

Kawneer STORE FRONTS

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SHOWING
HOW OTHERS HAVE DONE IT

TELLING
HOW YOU CAN DO IT

**Awarded us at The Panama Pacific
International Exposition**

Held in San Francisco, Cal.

1915



BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS

You Can Benefit by the Experience of Others With Kawneer Store Fronts

AS FAR as you are concerned, the value of an article consists in its ability to either make money, or save money for you.

Authorities on modern merchandising agree that properly designed show windows will draw business into your store. "The more completely you can place the inside of your store on the sidewalk, the more surely you will get the people from the sidewalk into the inside of your store." More business means greater profits—in other words, properly designed show windows will make money for you.

The experience we have gained in the years we have been manufacturing Kawneer Store Fronts enables us to advise you just what front will fit your particular requirements—to offer a Kawneer Store Front designed for you, for your business, for your needs, a front must be attractive, and at all times represent your merchandise, your methods of doing business.

In order not to be continually called on to pay painting and repairing bills of all sorts install a material that does not deteriorate, that needs no attention.

Copper does not rot, warp, or rust so is practically everlasting—Kawneer Store Fronts are made of copper. They cost nothing for up-keep, therefore their first cost is the only cost.

Kawneer Store Fronts are therefore both money making and money saving.

As it is impossible for you to talk with the merchants for whom we have installed fronts, I am going to show you photographs of some of the 50,000 Kawneer Store Fronts, large and small, with letters, as to the money *Kawneer* has made and saved for the "men behind the fronts."

If they can make money with them, why can't you?

BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS

Give Your Goods a Chance

YOU very probably have more than one or two lines of merchandise to sell. That being the case how can you expect to induce new trade to cross your threshold and inquire for some of the better lines on which the bigger profits are made unless you are showing all your lines, to the best advantage, all the time?

In other words—give your goods a chance to act on the mind of the prospective buyer, to sell themselves by the appeal they will be able to make in properly designed and constructed show windows. By properly designed, I mean windows in which you can make a “pulling” display of each one of your lines. And not only that, but so laid out that the shoppers have room to inspect your goods without being bumped into and jostled by the customers and vice versa.

Properly constructed, means windows which will not sweat or fog or frost, and in which the drainage is taken care of. Also one in which the corner and division bars are as small as possible (glass safety considered). A Kawneer Store Front produces the proper frame of mind conducive to purchase, which means a greater amount of business with the same overhead.

We have studied show windows not only from the architectural side but from the commercial side, laying special emphasis on the latter. Your front should be more than a part of the building you are in. It should be part of your sales force. A Kawneer Store Front will be your head clerk.

It never gets into bad company, showing the effects the morning after. Week days, Sundays, holidays, its always “on the job.” Not only will it treat all your customers with like courtesy, but it will be making new customers for you when your other clerks have put aside the thoughts of the store. After the door is locked for the night and all gone home, it will be selling goods for you. Its windows will beckon, its entrance will invite, its appearance will impress. And in the morning those who looked, will come back to buy.

Can you afford longer to do without one?



LYMAN B. GILBERTSON,

MANAGER OF BUILDING AND
MECHANICAL AND ELECTRICAL WORK

MEATS PROVISIONS AND PRODUCE

274 CONGRESS ST. AND 133 PARK ST.

GENERAL CONTRACTOR
AND MECHANICAL

Portland, Me. MARCH 30, 1916

Kawneer Manufacturing Company,

6 Beacon Street,
Boston, Mass.

Mr. J. A. Sawyer,
Dear Sirs:

We wish to state that we are perfectly satisfied with your construction work on our new copper store front, installed in November 1915. It is still the acknowledged leader in store fronts in our City, although there has been many an attempt to beat it.

In the four months the profits from extra increased business in one line alone, namely, Bakery Specials, has fully paid for the entire job.

Therefore saying that we are fully satisfied, is expressing it mildly.

Yours very truly,

LBG/M

PAINE FURNITURE COMPANY

ANNEXED AT 260 AVENUE AVE.

BOSTON, MASS. March 27, 1916.

Kawneer Manufacturing Company,
Boston,
Massachusetts.

Gentlemen:—

The new Paine Furniture Company building occupying an entire block is equipped with Kawneer window sashes on the first and second floors.

These valuable louver sash windows have now been in use two years, presenting a fine appearance in all sorts of weather, never showing a sign of frost even during the coldest weather; and although our windows are subjected to severest winds, the flexibility of Kawneer sashes has prevented any trouble from breakage. While the sashes are well ventilated they do not leak even during the most severe storms.

Very truly yours,
W. J. Paine

W. J. PAINE
PAINE FURNITURE COMPANY.



BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS

Do More Than Merely Remodel

SIMPLY to tear out your old front and install another one in its place will not bring you more business. A quantity of new wood and glass may cause some comment for a few days, and you may reap a little benefit from your "Alteration Sale." But if you want to make your new front continue to draw trade day after day, year after year, then—

Do more than merely remodel, more than merely install a *new* front. Install a Kawneer Store Front planned to do the only thing that is really of any vital interest to you—produce sales. People may notice that you have a new store front, (they'd probably notice a suckling pig if you placed it in your window), but that is not good merchandising. When people leave the street to enter your store, and leave their money to buy your goods—that is good merchandising.

Grotesque, bizarre, "circus fronts" are another sort that must be avoided. Your front should not shout, it should coax. You want people to say "That looks as if that might be a progressive man back of it," not "Well, I never saw anything like that."

Your front does not have to be large to be productive. Otherwise the small store would have no chance at all. In fact, a goodly share of the Kawneer Store Fronts producing big returns are on very small stores, and often in very small towns, sometimes miles from the railroad. And they are producing results because we kept in mind the requirements of the particular job and work accordingly. They are relying on their individuality rather than size to "bring home the bacon."

It is not the ring of the heel on the sidewalk, but the ring of the bell on your cash register, that means money in your bank account. Thousands of other merchants are using a Kawneer Store Front to do just that—*attract customers across the threshold.*

You could do it too, why don't you?



The Talking Machine Co.

NEW GRADE PHONOGRAPHS AND TALKING MACHINES
FROM OUR OWN FACTORY

LOS ANGELES, CAL.
MAY 15, 1916.

The Governor Co.,
1825 S. Main St.,
C I O T

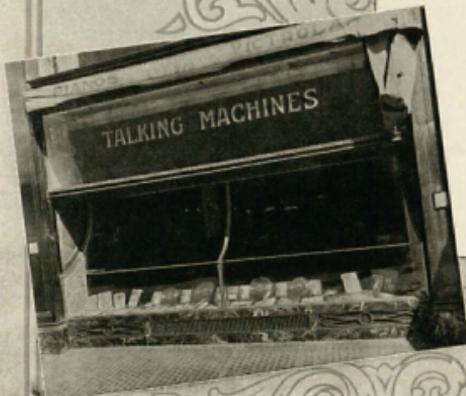
(Continued)

A photo of the finest front of 150
1514 on the Pacific Coast is being
sent you under separate cover.

It is exciting pleasure, talking machines,
small points and smart music-players
it is fulfilling the purpose for which
it was installed, to give you the
best of all possible efficiency that our
best people could give at every hour of the
day.

If any of your prospective customers
want to know just what we understand a
CLASSIC front is—rather than to
us. That will give us the opportunity
of showing our appreciation of the at-
tention you give our job.

Yours very truly,
WALTER S. ALLEN CO.,



Flannery & Fell,
INCORPORATED
1011 W. 10th Street
Los Angeles, California
Phone 7712

Los Angeles, Calif., June 2, 1916

Samson Manufacturing Co.,
Los Angeles, California,

Gentlemen:

We are only too glad to let you have a
photograph of the Best job, the most elegant and
classiest front of 150 kind ever installed.

It might interest you to know that before
specifying your Samson on this job, the subject
of a construction which would be in keeping with
the elaborateness of the balance of the work was
given very serious consideration. The variety of the
lights of glass was another item, as glass of the
peculiar shape installed on this front is of such
a prohibitive cost that we had to assure ourselves
that, in case of an insurance, no trouble would occur.

We came to the conclusion that the best,
and, in fact, only material of sufficiently high
quality and proven mechanical merit, that made by your
company.

Naturally as a job of this type, cost one of
no item—that we wanted was the best, and we feel
that the construction which you installed perfectly
merits this adjective.

We would also take the opportunity of
mentioning the high class of workmanship and service
which you rendered us in connection with this job.

Yours very truly,
Flannery & Fell,



BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS

Prove Our Statements for Yourself

THE most convincing evidence possible is proof which one gets at first-hand. Write to any of the concerns whose fronts we illustrate or whose letters we quote, or ask any merchant in your own town who has a Kawneer Store Front, as to the “pay for itself” or “no up-keep” features of Kawneer.

Prove our statements for yourself and realize all that the word Kawneer means. Don't be content to show your goods in windows installed 20 or 30 years ago for a butcher, a baker, or a candlestick maker, but incorporate every selling idea possible, in a modern, up-to-date store front. A front is just as individual, just as characteristic of your store, of your way of doing business, as your thumb print is of you. It should be the Bertillion record of *your* merchandising methods and of *your* goods.

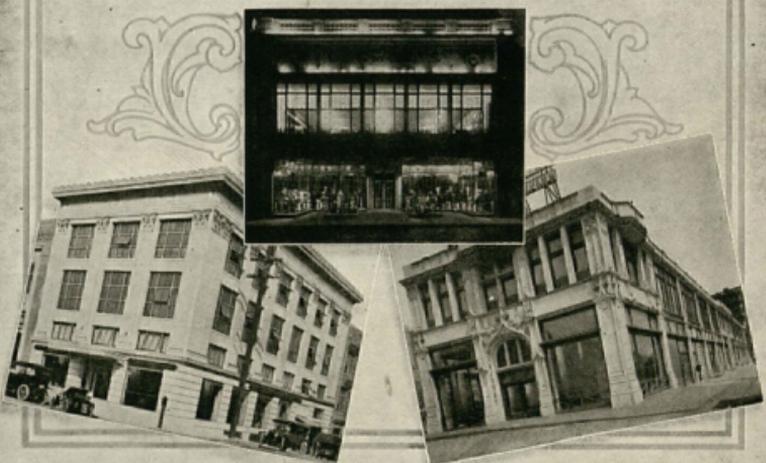
What you must have is a Kawneer front, so designed that when people think of jewelry or shoes or drugs, or whatever line of business you are in, they'll think of *your* front, *your* store. Take advantage of our experience gained in the many years we have been successfully producing “paying” fronts. You will receive authoritative advice on any question pertaining to store fronts, whether it is of a structural or commercial nature. This information has been, and is being gathered from all over the country, from every city, town and hamlet in which we operate. It is the result of “doing” things and is practical—not theoretical.

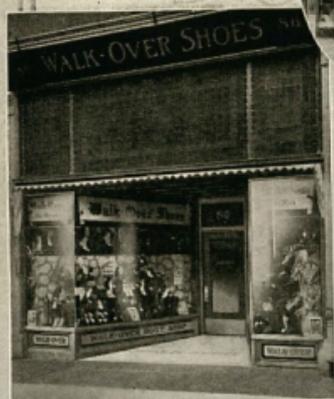
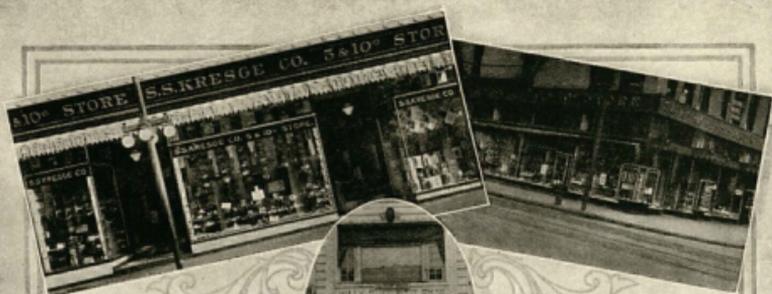
There is a Kawneer Branch near you, therefore we are in the best possible position to co-operate with you. Our three factories and nineteen offices enable us to assure you of prompt and efficient service no matter where you are located. Think over what the *other* fellow has been able to do, then ask yourself, “Why can't I do the same thing?” And your reply will be that there is no reason, excepting the decision.

Decide to install a Kawneer Store Front now!

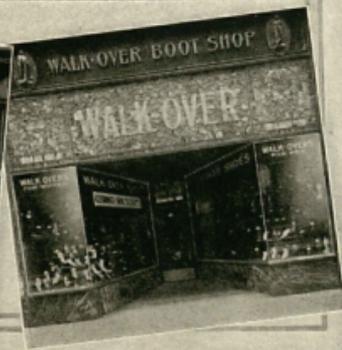


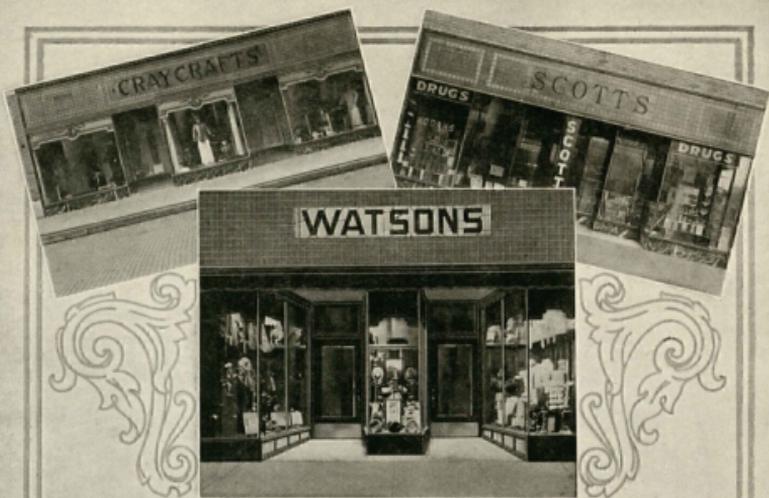
THE fundamental basic principles of "Kawneer" are correct, and applicable to any size job anywhere. If you have a 12-foot shop or a 600-foot emporium, we are in a position to help you. Let us do so.



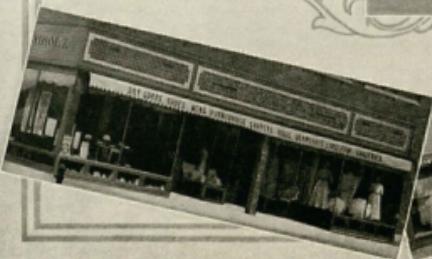
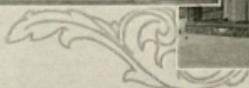
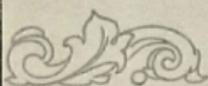


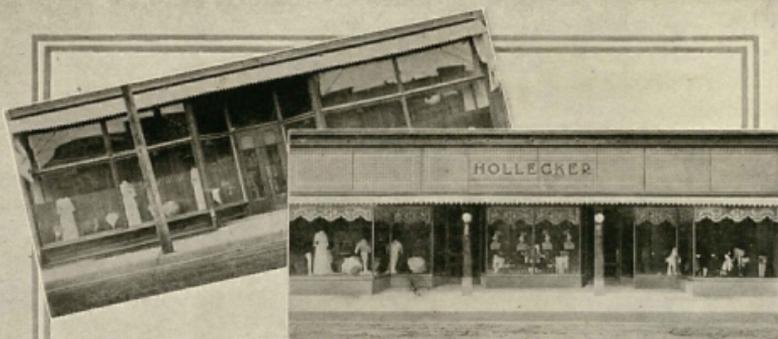
TAKE a leaf out of the books of "Regal," "Walk-over," "Kresge," or any of the other big National Retailers who have found that money spent on Kawneer Store Fronts is money profitably invested. They have proven conclusively that they cannot afford to do business behind the old-fashioned front. How about you?





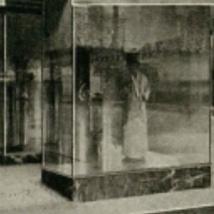
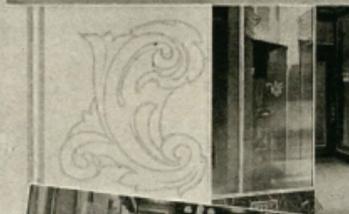
THE auto and good roads make the once distant city "just 'round the corner" for your trade. You have to keep up with the times if you would not lose out. These fronts are all in small towns and every one is a producer."





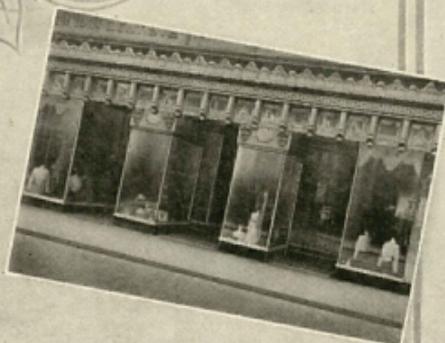
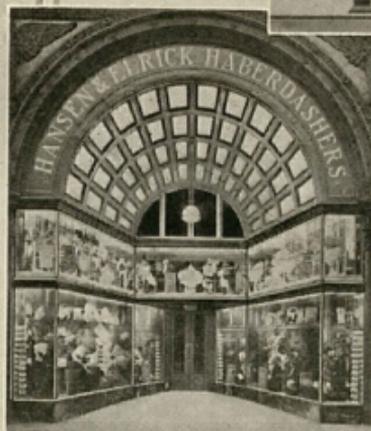
FIRST, the old front with its view obstructing columns, uninviting entrance, and windows doing service for any line of business, frosted in the winter, and dusty in the summer. Then we were called in. Now the windows are clear, and pulling business 365 days a year, because they display the goods to the best advantage, all of the time.



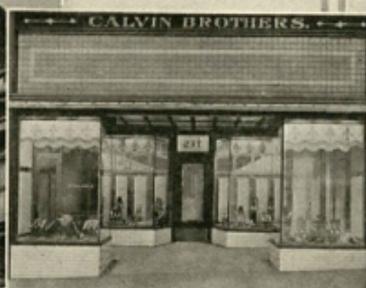


IF you could afford this remodelling every few months, it would not make so much difference if the new front were right, for you could change it if it were not. But as it means a considerable investment, which must be returned to you in as short a time as possible thru increased business, you must be positive that the new front actually will produce results. Kawneer store fronts are producing results for over 50,000 merchants.





FRONTS of all sorts, but each one producing returns and costing nothing for up-keep. Each front is designed to meet the requirements of the store in question. There is one "best" Kawneer Front for your store.





GERHARD HEINTZMAN

MANUFACTURER OF
HIGH GRADE PLASTERWORK
PLASTER AND ORNAMENTS

YONKERS, N. Y.
Dec. 29th, 1913.

The Hub Buffet Manufacturing Co.,
SILVER SPRING, MARYLAND.

Dear Sirs:-
In connection with the store front you put in for us three years ago, we desire to say that we are very well pleased indeed with the result of your work, as well as with the expeditious manner in which it was carried out. The fronts agreed for themselves, and we are sure if you take the trouble to show up of your prospective customer's work you will soon receive their orders.

Yours truly,

GERHARD HEINTZMAN
President

11/2

"The Hub Buffet"

THE HUB BUFFET MANUFACTURING CO.
SILVER SPRING, MARYLAND

Yonkers, N. Y., April 21st, 1914

Gerhard Heintzman Co.,
SILVER SPRING, MARYLAND.

Dear Sirs:-
In regard to front you placed in my building, with it being that I am very much pleased with the front and the workmanship. It is an eye attraction and arranged that practically no cost will be incurred in the future as regards keeping it up in great shape. The appearance is very attractive and I am confident has increased my business to an appreciable extent. It has increased the selling value of my property fairly per cent. Through the excellent work you have done and the work being executed in my building I do not hesitate to recommend this front as a reliable addition to any business building.

Yours very truly,

Charles D. Hoffmann

THE CHAPPELL FURNITURE CO.

FURNITURE AND UNDERTAKING

COMPLETE HOME OUTFITTING

Brooklyn, N. Y.

April 23rd, 1914.

The Hub Buffet Co.,
SILVER SPRING, MARYLAND.

It affords me great pleasure to enclose herewith a photo of the front you installed for us two years ago. We are also enclosing photo showing how they looked before remodeling.

We are sure that pleased with the front. They are not over on new coat alone it was installed. We cannot say too much for the satisfactory value of the window as it certainly pulls the people and gives meeting a new front will only be a nice trade in purchasing a lamp.

Yours very truly,

CHAPPELL FURNITURE CO.
Charles Chappell

The Sprague Electric Co.

MANUFACTURERS OF
ELECTRIC LIGHTING

April 24, 1914

Gerhard Heintzman Co.,
SILVER SPRING, MARYLAND.

Dear Sirs:-
In connection with your letter of April 21st, we are glad to hear that you are very much pleased with the front and the workmanship. It is an eye attraction and arranged that practically no cost will be incurred in the future as regards keeping it up in great shape. The appearance is very attractive and I am confident has increased my business to an appreciable extent. It has increased the selling value of my property fairly per cent. Through the excellent work you have done and the work being executed in my building I do not hesitate to recommend this front as a reliable addition to any business building.

Yours truly,

C. Sprague Electric Co.

R. J. OMMEN

GREENWICH, QUEENSBORO
and Great Furnishings

Brooklyn, N. Y., March 24, 1914

Gerhard Heintzman Co.,
SILVER SPRING, MARYLAND.

Dear Sirs:-
In connection with the retail business in a town of less than 500 people in a building, you are very glad to hear that you are very much pleased with the front and the workmanship. It is an eye attraction and arranged that practically no cost will be incurred in the future as regards keeping it up in great shape. The appearance is very attractive and I am confident has increased my business to an appreciable extent. It has increased the selling value of my property fairly per cent. Through the excellent work you have done and the work being executed in my building I do not hesitate to recommend this front as a reliable addition to any business building.

Yours truly,

R. J. Ommen

The Edison Inc.
G. E. Macdonald & Sons, Limited
Dry Walls and Ceilings

London, Eng.
April 27, 1918.

The Emerson Manufacturing Co., Limited,
Chicago, Ill.

Dear Sirs:

The store front, which your firm installed for us in the Fall of 1916, is perfect in every way. We have not spent a penny in upkeep since we put it in.

The ventilation and drainage is absolutely right as we have not had a draft or steamed glass.

Another feature is the ease and rapidity of erection. We have no hesitation in saying that a Emerson front will pay for itself in two years by the extra business it will bring.

Yours truly,

G. E. MACDONALD & SONS, LIMITED

25, Abchurch Lane, London, E.C. 4, England

IN A RECENT INTERVIEW
WILLIAM BUCHHOLZ CONSENTED
TO AN INTERVIEW WITH US. APRIL 20, 1918.
LOS ANGELES, CALIFORNIA

Emerson Manufacturing Company of California,
Los Angeles, Calif.
Dear Sirs:

It gives me great pleasure to express my complete satisfaction with the store fronts, including the windows, metal bases and transoms of your building. The installation on the three showrooms of your building after some months of service, has proved itself to be eminently adapted to the best advantage.

The material and workmanship are of a very high standard, and the outside care of your company is worthy of all praise. The details of the work has been a source of great gratification to me.

Yours very truly,
William Buchholz

Emerson Building Co. Chicago
Emerson Building Co. Chicago
Emerson Building Co. Chicago
Emerson Building Co. Chicago

The Emerson Mfg. Co., Chicago, Ill.

Dear Sirs:

In reply to your inquiry why we are very much pleased with our windows.

The initial cost is the only one, judging by your own, the maintenance not costing a dollar.

The design of the front has had the most of much favorable comment, the lighting arrangement is perfect covering every window, the ventilation system and the ease with which they can be made is a source of real pleasure for our window.

We are fully satisfied with the work you have done in our best advertising medium and we have no doubt that the first month after its completion (January) the profits from the increase of business over our competitors.

Yours sincerely,
CHARLES AUSTIN COMPANY LTD.
Charles Austin

The Craycraft Dry Goods Co.
HUNTSVILLE, ALABAMA

Emerson Mfg. Co.,
Chicago, Ill.

Dear Sirs:

We are pleased to inform you that the front you installed for you for us one year ago has proved itself to be a great success in every way. The perfect ventilation and drainage has been the cause of keeping our windows clear to the bitter end and we feel it has been one of the best investments we have ever made.

Yours respectfully,
THE CRAYCRAFT DRY GOODS CO.

WM BUCHHOLZ & SON
General Merchandise



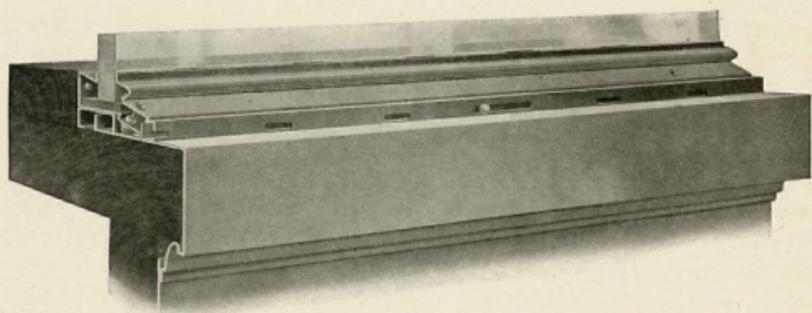
Emerson Mfg. Co.,
Chicago, Ill.

Dear Sirs:

On account of the size of our store (1200) we were somewhat doubtful as to the advisability of a front of this kind. We have now had it installed for some time and we are very much pleased with the result. The front was installed in a way that it has been very profitable and convenient to our business.

Yours for success,
Wm. Buchholz & Son.

BOOSTING BUSINESS *with*—
Kawneer
STORE FRONTS



No. 32 Sash

BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS

You Will Find Every Advantage, Structural and Commercial, Incorporated in a Kawneer Store Front

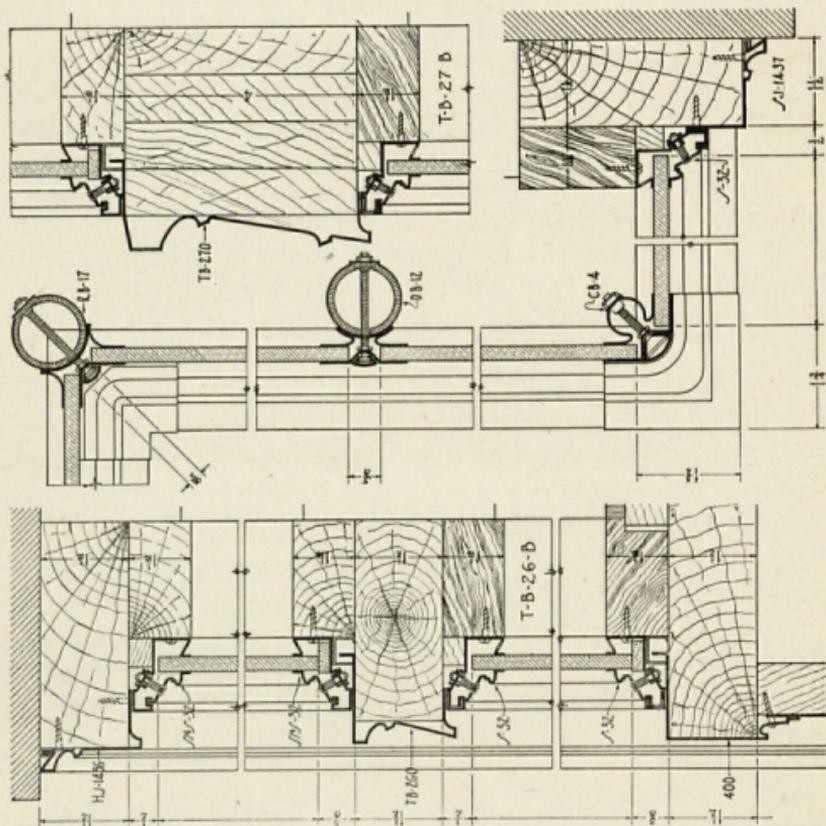
AS WHAT is true of the sash holds true of all Kawneer construction, we ask you to note the architectural elegance of its lines; the simplicity of its general make-up, the efficient provision for ventilation, drainage and glass safety.

There are only three parts—gutter, face and setting block. All mechanical contrivances have been eliminated for they only uselessly complicate the installation. Just fasten the gutter, set the glass (from the outside) on the leather-capped setting-block, and screw on the face. Easy enough! It is absolutely impossible for the glass to come in contact with the screws. The deep gutter and large holes provide for perfect ventilation and drainage. With *properly* constructed windows absolute freedom from frost, fog, and sweat is assured. Your windows will be usable 365 days of the year (one more, leap years). This ventilation is controlled by means of a slide, so that during the summer, the holes can be closed and the windows be made dust tight.

The grip with which the glass is held, face and gutter, is *resilient*—the only safe way to hold glass. The truth of this is self-evident. It is all a question of vibration *absorption*. If the setting is rigid, or semi-rigid, it *transmits* every shock, every tremor; the glass is continually jarred and bumped by every passing vehicle. This sort of a setting allows no “give” for expansion and contraction of glass due to change in temperature, or movement of glass due to wind pressure. On the other hand a resilient grip *absorbs* all vibration, transmitting none to the glass, and allowing for the expansion, contraction and “giving” of the plates. It's like packing eggs in a wooden box, so that every knock on the box breaks an egg or more, or packing them in the cushioned cartons, which the government demands for parcel post transportation, which absorb the shocks and save the eggs.

Complete resiliency means glass safety.

BOOSTING BUSINESS with— Kawneer STORE FRONTS



BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS

You Will Have but One Bill to Pay—the First, If You Install a Kawneer Store Front

THIS means exactly what it says: That there will be no up-keep on a Kawneer Store Front. This is true because copper or bronze (of which Kawneer is made) does not rot, warp or deteriorate in any manner whatsoever and require no painting or repairing. The immense saving on repairs and up-keep, to say nothing of the increase in business (which of course is why you're remodeling) will more than off-set any difference in the original cost of a Kawneer Store Front as compared with one of wood or iron. Then too, our manufacturing facilities enable us to turn out the construction at a price which will convince you that the installation of a Kawneer Store Front will prove a profitable investment. Because of this *you* need the advantages of a Kawneer Store Front.

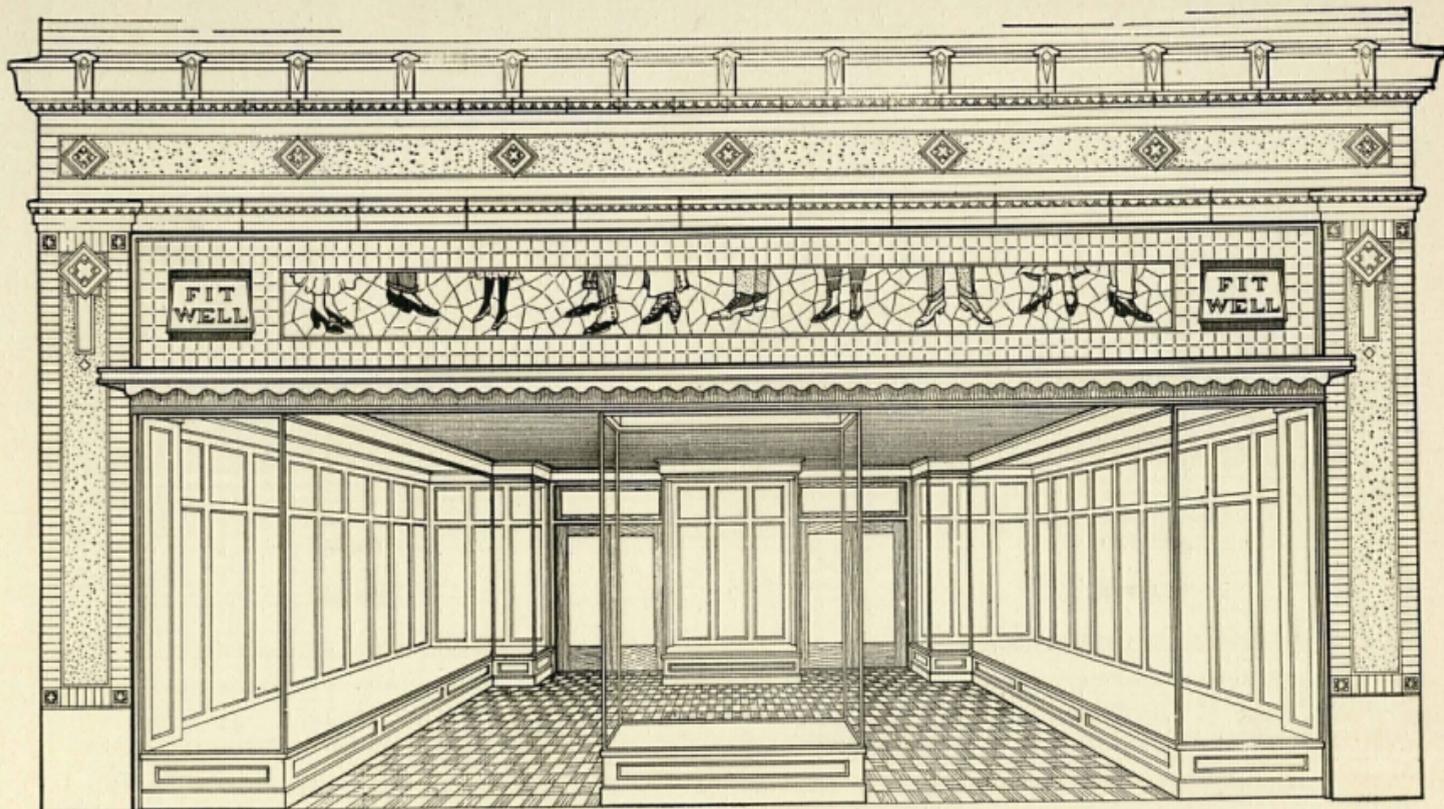
Then, too, the question of plate glass safety must be considered. Kawneer takes the manual rate of insurance because the glass is held resiliently, both face and gutter. This is of interest to you however from another viewpoint. Broken glass means useless show windows until the plates are replaced. You are assured freedom from this annoyance if the glass is set in Kawneer.

Do you have trouble from water seeping into the show window so that you have to take out the display every time it rains? Kawneer mouldings are so designed that water can't go through, they interlock. Mouldings that require drips have them, so that the water runs off instead of back into the show window.

The narrow lines of the corner and division bars and their inconspicuous reinforcement all tend to make a Kawneer Store Front one which will sell goods, not merely contain them.



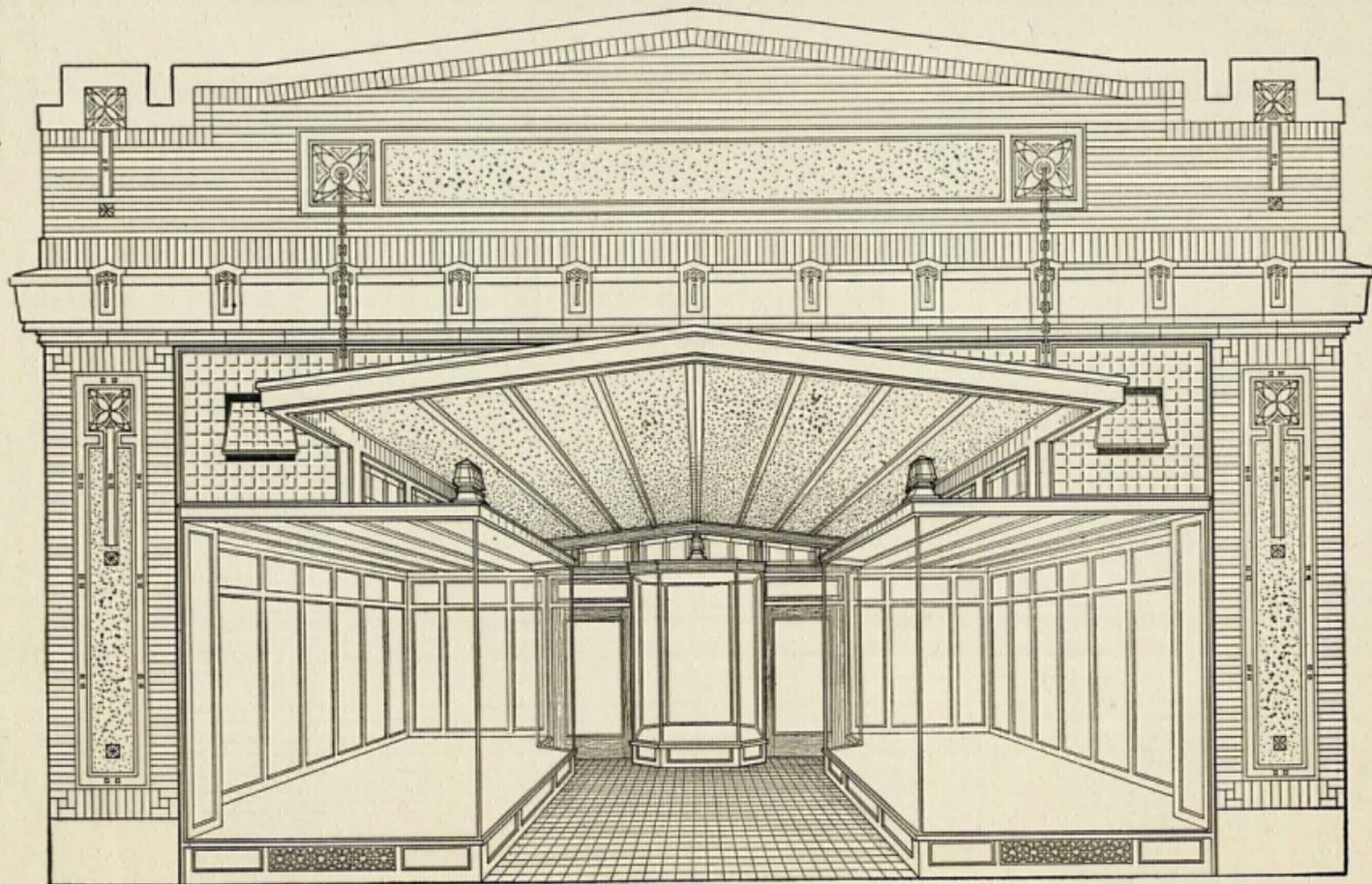
TYPE N° 10



Twenty-three

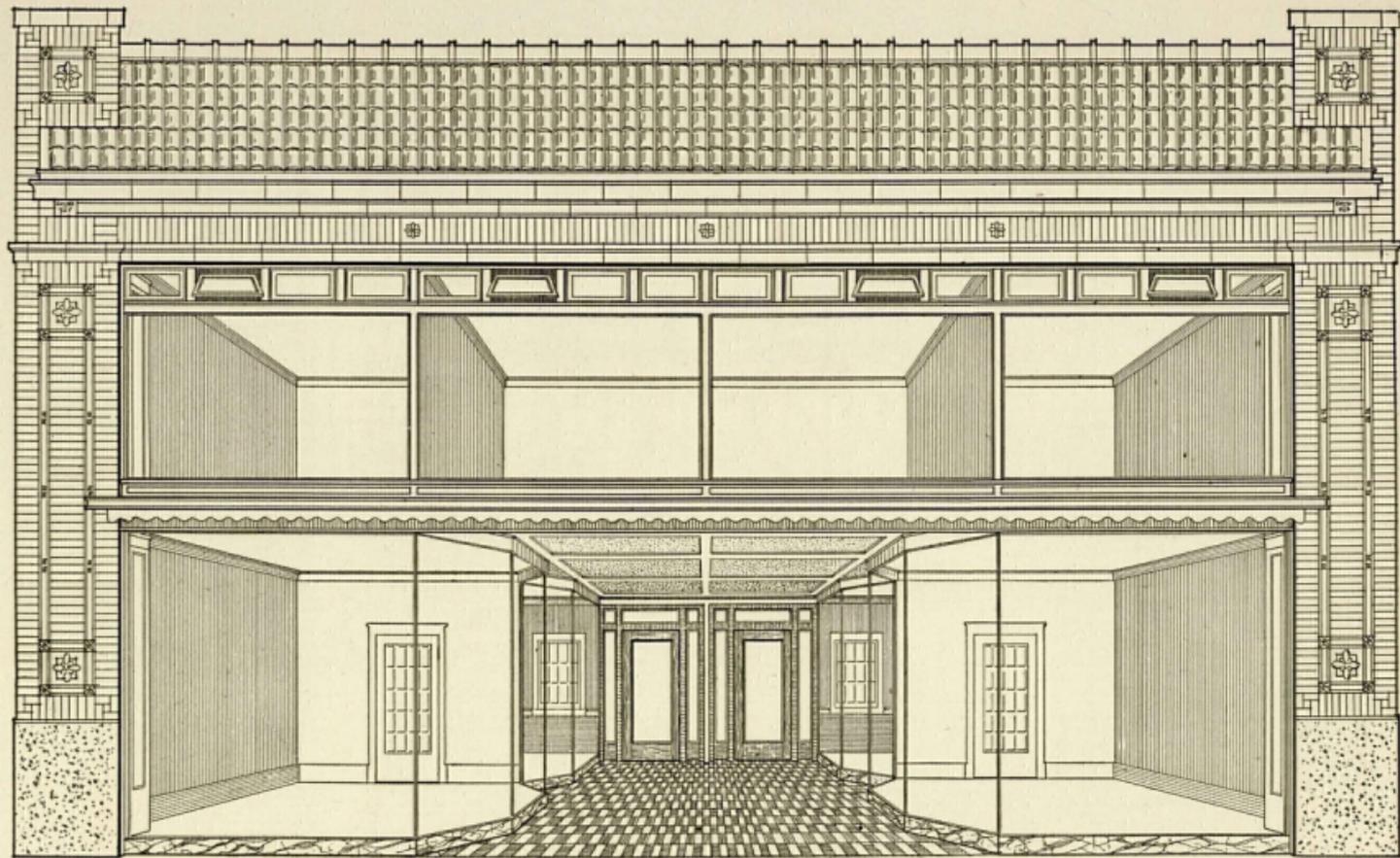
TYPE No. 20

COPYRIGHTED BY
KAWNEER, MFG. CO.



TYPE N° 30

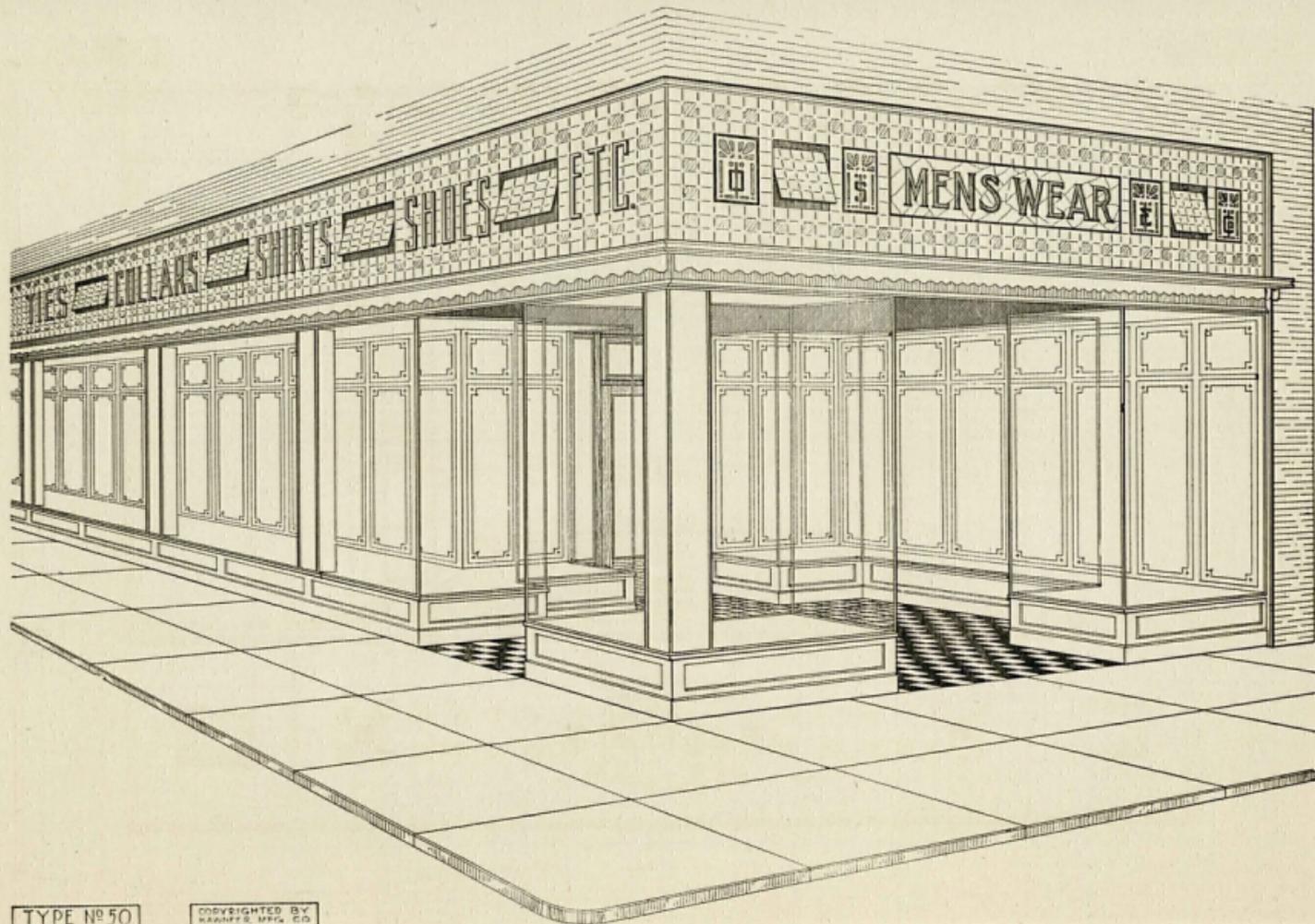
COPYRIGHTED BY
KAWNEER, MFG. CO.



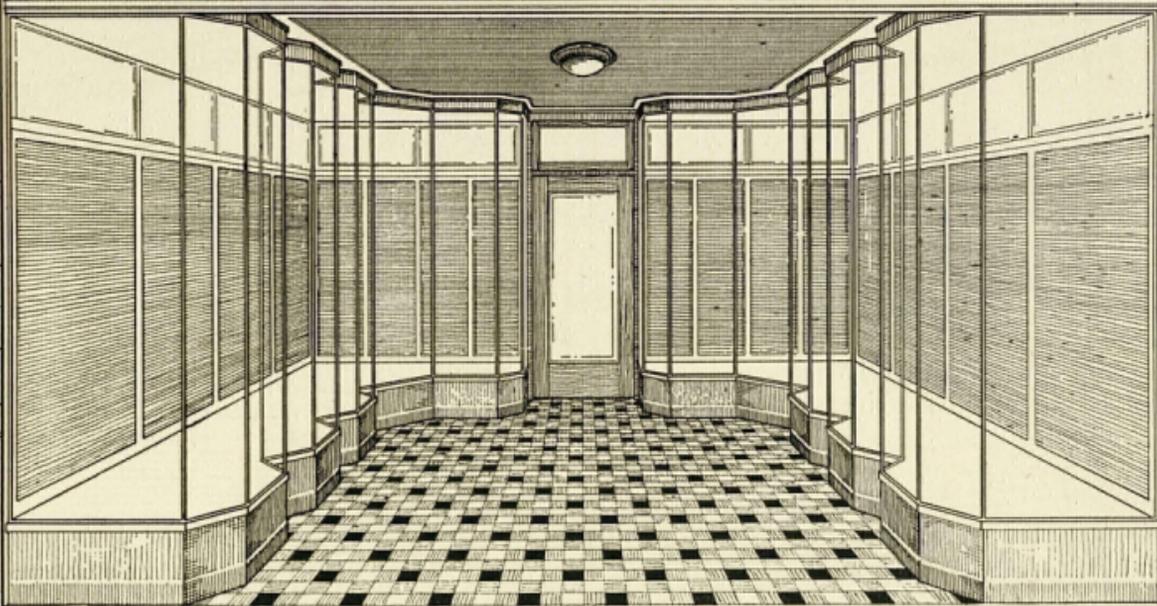
Twenty-five

TYPE N°40

COPYRIGHTED BY
KAWNEER MFG CO.



WE
Suit
YOU



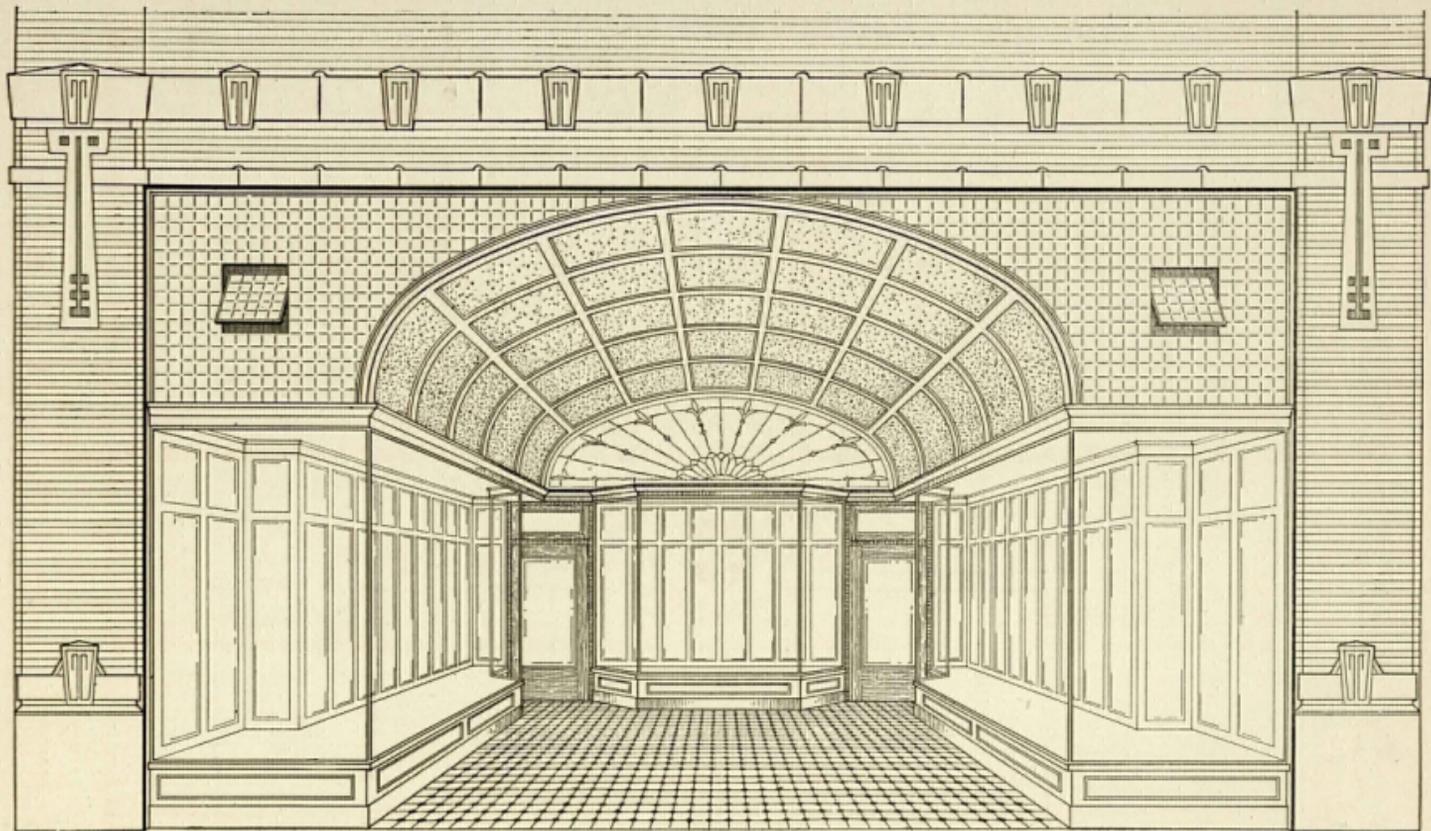
Twenty-seven

TYPE N°51

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TYPE N°60

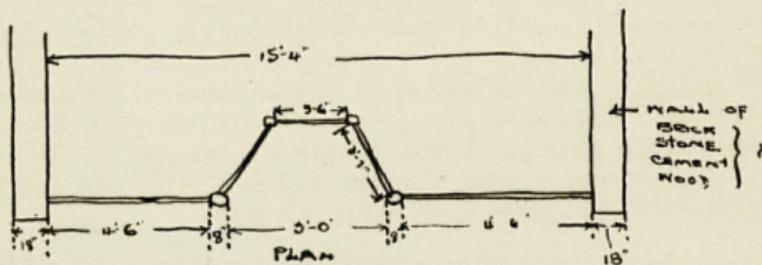


Twenty-nine

TYPE N° 70

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BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS



BOOSTING BUSINESS *with*— **Kawneer** STORE FRONTS

You Lose Daily More Than Enough Business To Pay for a New Kawneer Store Front

NOW, if you appreciate the advantages you would derive from the installation of a Kawneer Store Front let us drive home two important points.

You are paying every day for that new front in the business you are not getting—and after you have installed it, your competitor will be paying for your front with the business you'll be taking away from him.

Show Us the Courtesy of Acknowledging Receipt of This Booklet

As this booklet is rather expensive, we want to be sure you receive it and would ask that you fill out the enclosed card. Thank you!

Realizing what a new front would mean to your store, and your business, make a rough sketch of your present front on the card, answering the questions listed. We'll then be in a position to show you (at no cost to you) the sort of front which will mean more business for you.

You Don't Have to be a Draftsman to Draw a Rough Sketch of Your Present Front

Just draw an elevation, looking at it from the street, and show the approximate location of the columns, steps, etc. Then measure from the sidewalk to the under edge of the top joist or top of the upper sash.

Now draw a plan—show the width of the columns and state the kind of material they are built of (stone, brick, wood or cement) and show distance of the door back from the front columns. Also show the distance from wall to wall.

The sketch on the opposite page will help you to do this.

You needn't draw your sketch to scale. These dimensions will enable us to make suggestions.

Hmk =
7/2012 #17005

BRANCH OFFICES OF
Kawneer Manufacturing Co.

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NEW YORK, N. Y.
233 Tenth Ave.
KANSAS CITY, MO.
1211 Grand Ave. Temple
DETROIT, MICH.
728 Farwell Bldg.
ST. LOUIS, MO.
1407 Syndicate Trust Bldg.
PITTSBURGH, PA.
1008 House Bldg.
PHILADELPHIA, PA.
405 Empire Bldg.
ATLANTA, GA.
1129 Candler Bldg.
MINNEAPOLIS, MINN.
First National—Soo Line Bldg.
DES MOINES, IA.
784 Ninth St.
BOSTON, MASS.
6 Beacon St.
INDIANAPOLIS, INDIANA
705 Merchants Bank Bldg.
CINCINNATI, OHIO
816 Union Central Bldg.
DAVENPORT, IOWA
511 Lane Bldg.
BUFFALO, NEW YORK
551 Ellicott Square
MILWAUKEE, WIS.
301 Watkins Bldg.

Kawneer Manufacturing Co. of California

LOS ANGELES, CALIF.
605 Citizens Bank Bldg.
SEATTLE, WASHINGTON
623-624 White Building

Kawneer Manufacturing Co. Limited

MONTREAL, QUE.
1017 New Birks Bldg.

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