

A Portfolio of Trade Winning Store Front Designs



Brasco
COPPER STORE FRONTS

NOT
OK

A Portfolio of Trade-Winning Store Front Designs

By the Service Staff of
BRASCO MANUFACTURING CO.

FROM
J. W. EDGERLY & Co.
INCORPORATED
BUSINESS ESTABLISHED IN 1858
STORE-FRONTS
TORE-FIXTURES
ODA-FOUNTAINS
120 1/4 WEST MAIN ST
OTTUMWA, IOWA
"RETURN POSTAGE GUARANTEED BY SENDER"
To

FOREWORD

OVER a decade of experience in store front building has taught us not only the essentials of sturdy, enduring store front construction, but also the types of store fronts best suited for different businesses and varying conditions of location.

In the pages that follow we show modern Brasco store front designs ranging from the modest 18 foot store front to the more pretentious arcade, arch and double entrance types. We have selected these designs from among thousands of layouts submitted by our Service Department, as typical of general arrangements from which the best Brasco store front for each particular store can be developed.

As you study the designs, photographs and sectional views of Brasco sash, corner and division bars pictured, you will understand why over 75,000 merchants have installed Brasco copper store fronts and why conscientious architects and contractors prefer Brasco.

Simple, elegant in appearance, correct architecturally and mechanically, there is no other type of construction that is easier to install, more moderate in cost, safer, or greater in customer pulling power, beauty or permanence than Brasco copper store fronts.

BRASCO MANUFACTURING CO.

5025-35 So. Wabash Ave.

Chicago, Ill.

Patents and Patents Pending in the United States and Canada

© 1923 Brasco Mfg. Co., Chicago

Trade-Winning Value of a Modern Store Front

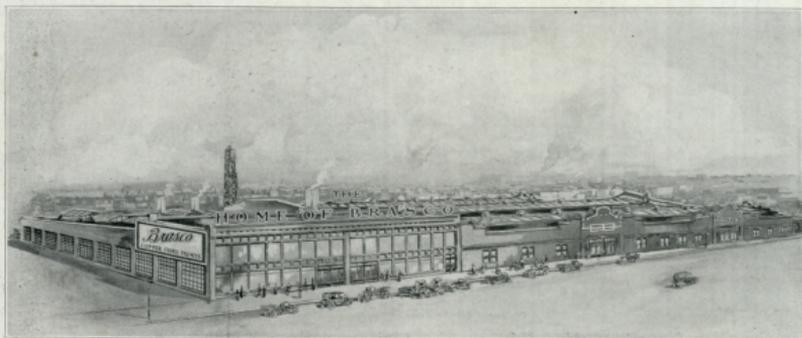
THOUSANDS of stores "die" every year—close their doors to the public—cause their owners losses totaling millions of dollars. Thousands of other stores run along year after year without paying worth-while profits. Similarly many newly opened stores never succeed.

Why do these stores fail to attract customers? The merchandise carried is good, the location of the store is good, yet trade passes by—goes on down the street or around the corner to the *other* store—to the store with a modern, attractive, *inviting* front—to the store with beautiful show windows and pocket-book tempting merchandise displays.

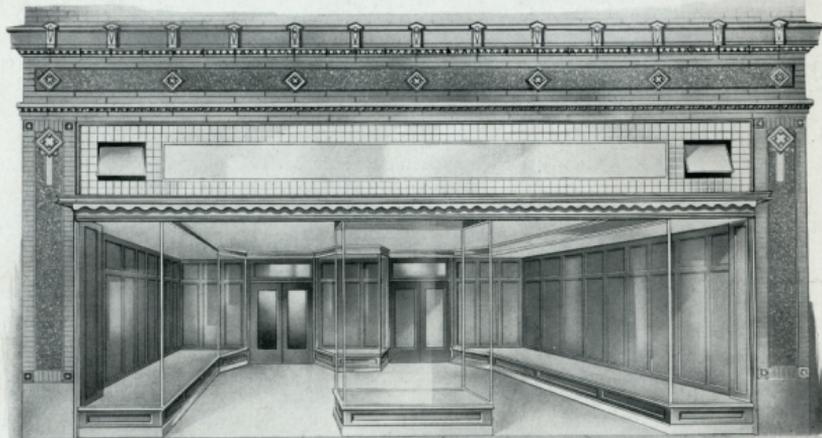
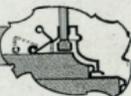
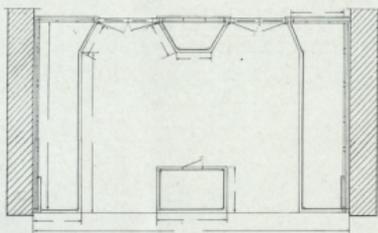
In these days of several stores of a kind in each community—the business goes to the *best looking* store. An up-to-the-minute highly burnished copper store front creates a favorable impression—enhances the pulling power of well selected modern merchandise and stimulates the desire to buy.

New-fashioned store fronts put new life in old-fashioned businesses and assure the success of new stores just opening up.

Brasco
COPPER STORE FRONTS

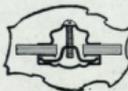


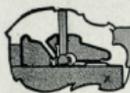
WHERE BRASCO PRODUCTS ARE MANUFACTURED

**Brasco** No. 1
COPPER STORE FRONTS

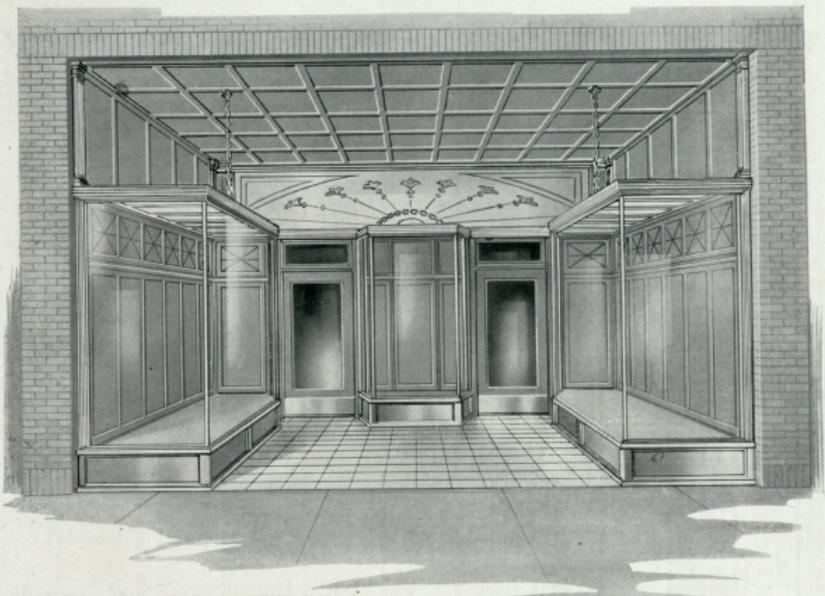
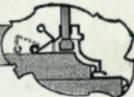
The construction of Brasco "Island" type arcade front number one is very moderate in cost and gives splendid window display on a comparatively narrow front. This design is especially adapted for women's wear and clothing, the center case often being reserved for millinery, shoes or special items.

THE center "island" show case is an outstanding feature of this arcade type Brasco front. Another important feature is the visibility of the complete display from the street. Merchandise exhibited in a front of this design has an appeal that turns casual glances into sales. The "island" acts as a pivot point about which shoppers circulate, thus viewing the entire display while gradually getting nearer to the double swinging doors that form the entrance to the store itself. There are many thousands of Brasco fronts of this type working day and night increasing their owners' profits.



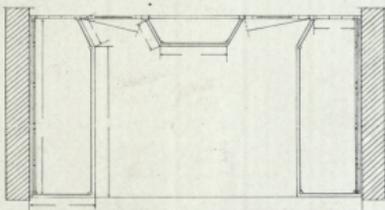


BRASCO MANUFACTURING COMPANY



HERE is an absolutely modern and very popular Brasco design that provides a shallow depth store with extra large display space. A touch of elegance is added to your displays with this design and it offers great possibilities for effective lighting. Building or remodeling with this type of front is surprisingly simple and can be accomplished at a very moderate expenditure. About 46 feet of windows may be had on a frontage of only 30 feet. The patented Brasco corner bars hold glass firmly and safely, and the beautiful lines of Brasco sash, mouldings and side jambs, form a frame that adds to the attractiveness of any merchandise display.

Brasco No. 2
COPPER STORE FRONTS

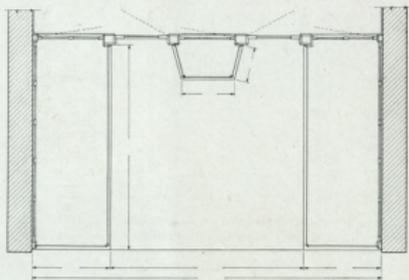
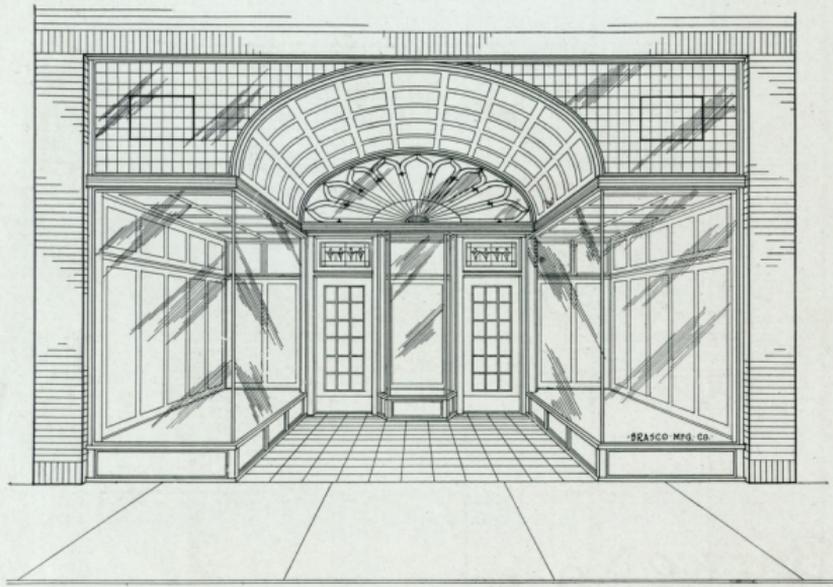
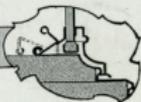


The double entrance is effective in attracting customers to the inside. For ladies' wearing apparel, dry goods, shoe and drug stores, Brasco design number two always results in a beautiful front that keeps the cash register ringing.



CHICAGO · ILLINOIS

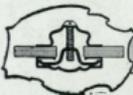


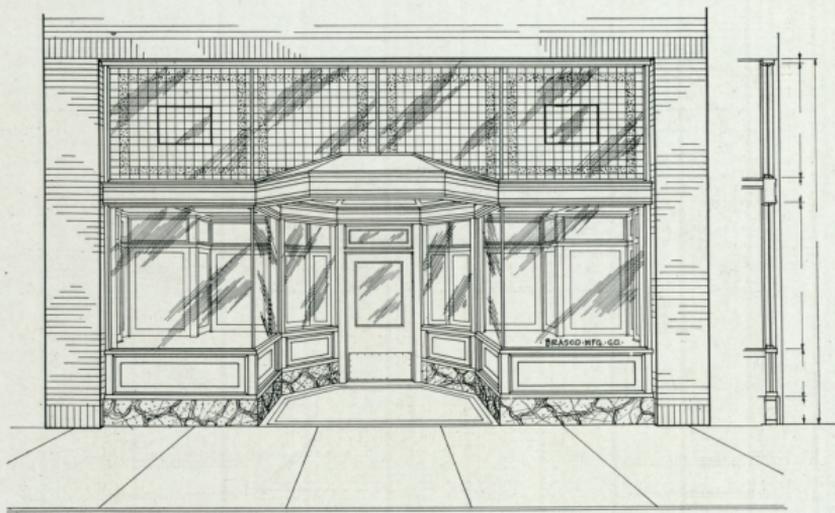
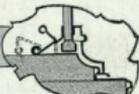
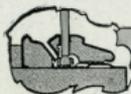


This type of front is particularly attractive for shoe stores, haberdasheries and the like. The installation work is simple and can be accomplished very quickly.

Brasco No. 3 COPPER STORE FRONTS

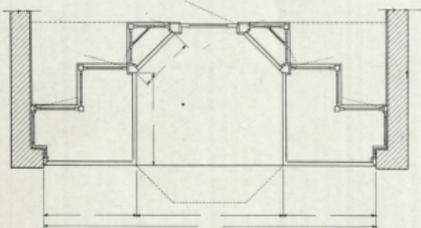
THE arched front is as practical as it is beautiful. At a moderate cost, it gives a customer-inviting expanse of display space for merchandise that leads trade to the door and into the store. Glistening in the sunshine, the brilliant copper of this Brasco store front attracts the eyes of buyers and wins their patronage. The arrangement may be enriched with stone or marble bulk head panels instead of wood.





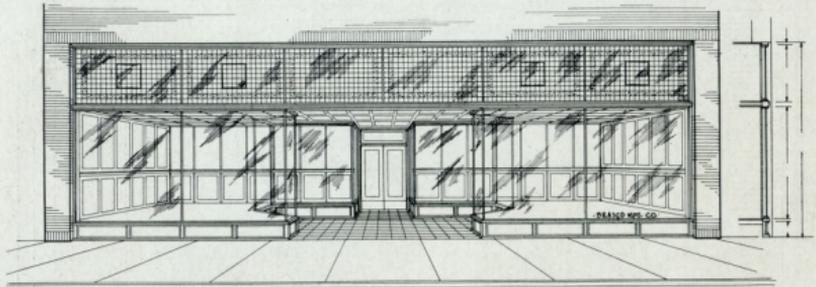
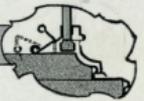
Brasco No. 4 COPPER STORE FRONTS

FOR the attractive gift shop, art shop, jewelry, candy or out-of-the-ordinary store, this especially neat appearing Brasco store front is a big help in drawing patrons. The vaulted canopy extending slightly over the sidewalk is easy to construct and because it is unusual it pulls business. The marble base with copper bulkhead above, puts the merchandise display floor on an easy level with the eye—a feature particularly desirable in displaying small articles such as jewelry or art novelties.



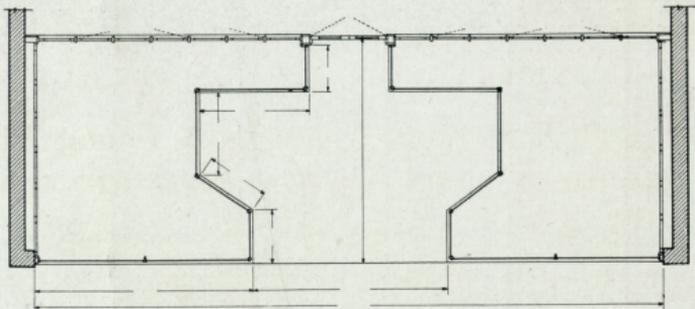
The advantages of Brasco store front No. 4 are evident in this plan view. Liberal display space on a narrow frontage—often not over 15 feet—with the novel, attention-getting extending canopy, enables this Brasco front to help small stores do big business.



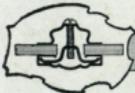


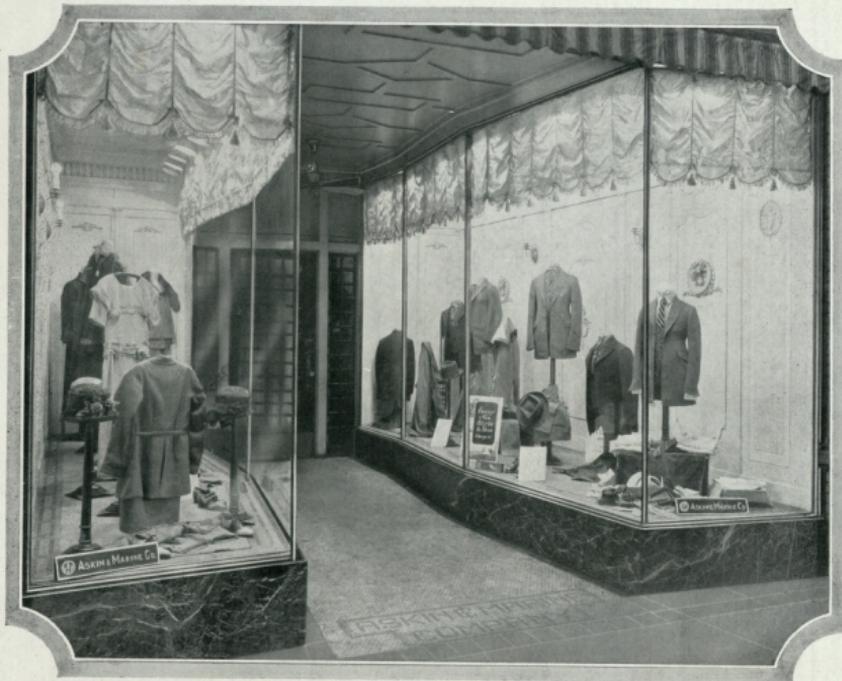
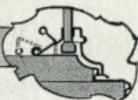
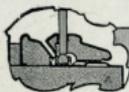
Brasco No. 5 COPPER STORE FRONTS

THIS semi-arcade design is particularly suited for the display of general or large merchandise, furniture, pianos, department stores, etc. Like all Brasco designs this front gives maximum display space and visibility for the frontage utilized. The roomy entrance with recesses on either side allow ample space for shoppers to view displays, at the same time giving plenty of room for traffic in and out of the store. With Brasco materials, arcade fronts of this kind can be quickly installed by ordinary workmen.



A large number of variations of this Brasco design are possible. The windows may be planned larger or smaller than shown, deeper or shallower, or the recess arrangement can be varied to suit. The Brasco service department is always ready to help in designing just the front needed to meet your special requirements.



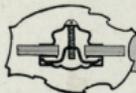


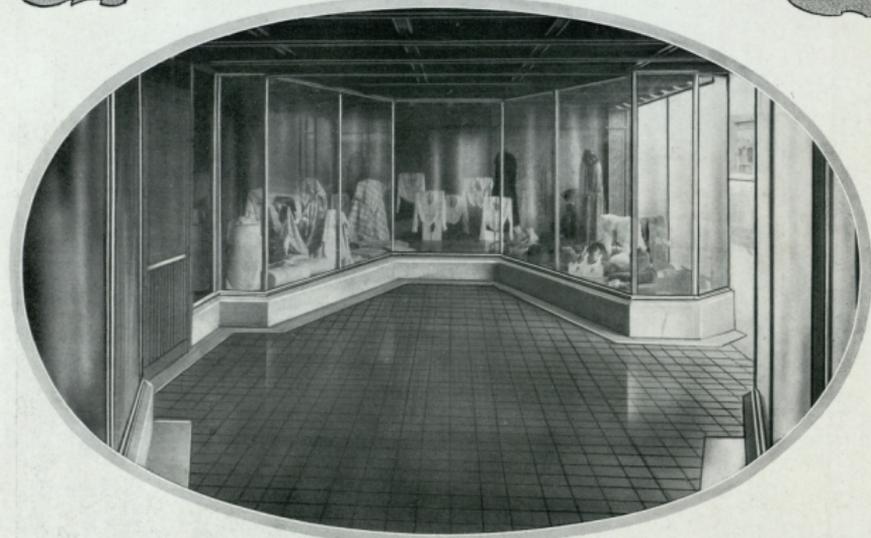
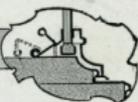
A splendid example of an unusually large window display on narrow frontage that made increased sales possible.

Brasco's Brilliant Copper Forms A Frame That Enhances Every Merchandise Display

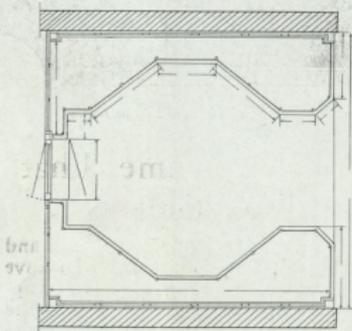
THE brilliant, brightly burnished copper of Brasco store fronts not only attracts buyers but frames every merchandise display—sets the goods off in the most impressive and appealing manner possible. Quality merchandise, up-to-the-minute in style or design is as out of place in an old fashioned, ugly store front as a beautiful painting would be in a frame made of

rough lumber. Architects, contractors and thousands of merchants today who have specified, built and bought Brasco's copper store fronts are satisfied that they are unexcelled in beauty, customer-drawing power, durability and assurance of glass safety. When you remodel or build with Brasco you build with the best!





Arcade Effect to Attract More Shoppers

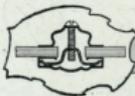


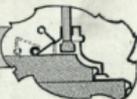
Brasco No. 6
COPPER STORE FRONTS

SUCCESSFUL merchants in various lines of business are strong in their praise of the arcade type Brasco Copper store front. The photograph above shows a typical installation where sales volume showed a substantial increase as compared with similar periods when the old front was used.

The street entrance on the right of the photograph, with its exceptional width, attracts shoppers to the extensive displays. It constitutes one of the reasons why this design stimulates sales.

This arcade effect further serves to give a very favorable impression concerning the store and the variety or quantity of stock carried. The result is as may be expected—that many more shoppers pass into the store.





Beauty and Elegance for the Small Store

The Jewelry Store

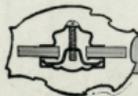
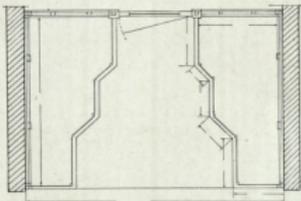
Leading jewelry merchants declare that beauty and elegance are prime factors in their window displays. The class of merchandise displayed is unquestionably the first consideration, but quality merchandise never looks the part in old, clumsy windows. Brasco Copper store fronts help the jeweler convey the quality impression of his merchandise even before the contents of the windows are examined closely.

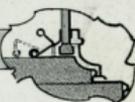
Brasco
COPPER STORE FRONTS

No. 7



IN the unique Brasco design illustrated above, a merchant operating a small store, has added a touch of refinement and beauty to his business, resulting in bigger and better sales. The monotony of straight windows has been relieved by the "step" arrangement, with a charming effect. A Brasco front of this character will increase the atmosphere of elegance and good taste so desirable in the small store, and cannot help but have a desirable effect on sales volume.





A good example of the attractiveness of the Brasco arched front for small stores.

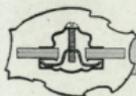
Brasco More Than Meets the Most Exacting Store Front Requirements

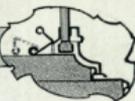
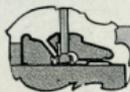
BRASCO copper store front materials are the result of years of development and improvement until today Brasco is the outstanding type of construction meeting every requirement of the modern store front with definite advantages.

Brasco is easiest to install; any contractor or carpenter can do the work. The pleasing architectural lines blend with and enhance the appearance of any building. Pure lake copper covering our

special creosote process treated cypress core assures durability for the life of the building. Drainage and ventilation features minimize sweating and frosting. Scientific construction guarantees the utmost in glass safety. Cost is no greater than other makes of copper store fronts.

Briefly, these are the reasons why Brasco has won the preference of architect, contractor and owner. All pronounce Brasco best by test.





Selecting the Most Suitable Design



Shoes displayed in this sparkling Brasco front bring hundreds of more customers into the store.

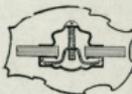


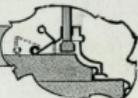
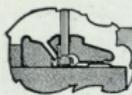
With drug stores now handling many general items, eye-catching Brasco fronts like this help increase turnovers and profits.

THE two photographs on this page, one a shoe store and the other a drug store, show the general adaptability of many Brasco designs to various lines of business. These two business building store fronts are almost identical in design, but the businesses are distinctly different.

Wide entrances and a maximum amount of window display frontage are just as desirable in one business as in another. For this reason there are certain types of store fronts that have been proved successful in certain lines, which would be equally as successful in other lines.

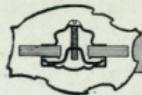
The Brasco service department has made a special study over a period of years of what designs get the best results in every line of business. The data gathered in regard to your line of business is at your disposal without charge. Recommendations will be made to meet your special requirements if you will tell us your problem. In our work with architects, contractors and owners, we take into consideration the type of business to use the store, the frontage, competition, location with relation to other stores. We are in position to advise and submit ideas for the designing of any store front from a 9-foot cigar store to a 90-foot and larger department store. No charge whatever for this service.





Commercial

SPACE is too limited to show but a glimpse of the hundreds of large installations of Brasco copper store fronts. Here we have a large Sheridan Road, Chicago, high-class business block, of architectural beauty, a more plain business block, an automobile display row, a small business block and a large com-





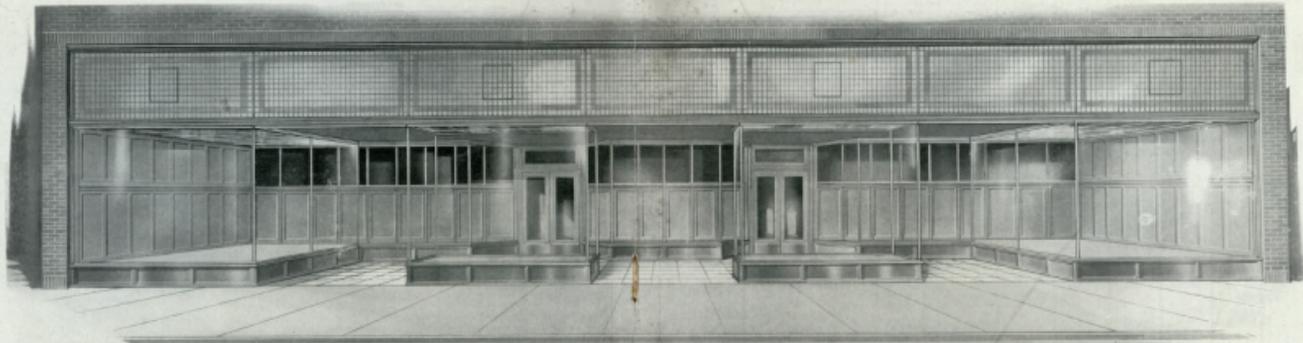
Brasco
COPPER STORE FRONTS

Installations

mercial building, all constructed with Brasco copper store fronts in order to get the most out of their front footage. Brasco fronts add to the value of any building and make the space more desirable to successful merchants.

Because of its beauty, quality and economy, Brasco construction is particularly adapted to large installations.





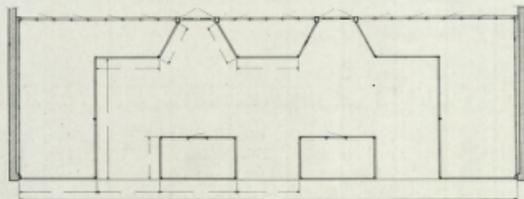
Brasco
COPPER STORE FRONTS No. 8

How Department Stores Can Attract More Patrons

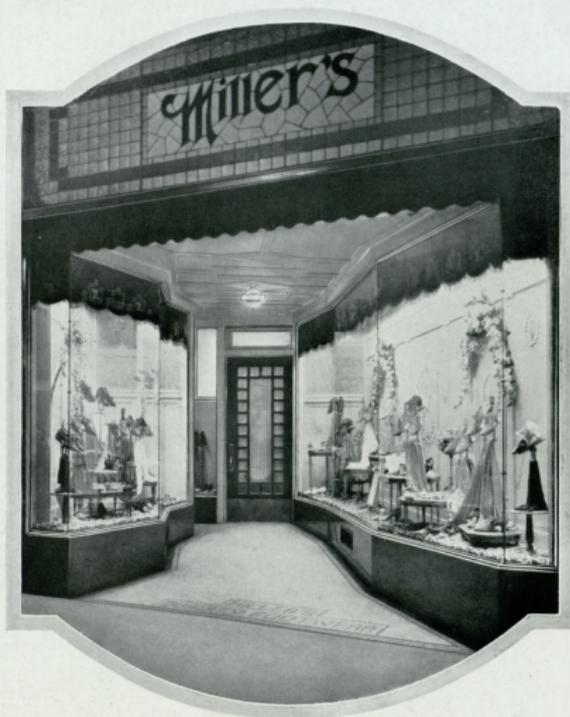
Large stores offer innumerable opportunities for better business-pulling effects through proper arrangement of entrances, location of "island" show-cases, etc.

THIS unusually impressive front, constructed after years of experience with various designs for department stores, has been pronounced as having greatest value from the standpoint of attracting more patrons. It is a Brasco design that utilizes beauty and full advantages of the arcade and it is so constructed that all displays are visible from the street.

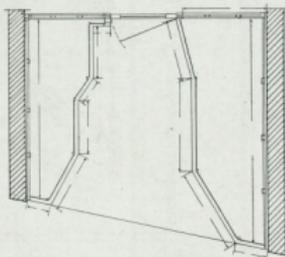
The five separate cases provide ample room for displays of every department. One of the features of this design is that there is twice as much display space as there is store frontage. Three spacious entrance-ways attract passersby to the arcade displays and double entrance relieves the handling of crowds. The general effect of this front is to impress people with the largeness of the store.



Note the spacious and conspicuous show cases. Also observe how double display space is obtained and how each department can be given equal opportunity to stimulate business through constant window displays.



Note how the street slants and how cleverly the store front is designed to take full advantage of every possible way of catching and holding the eye of passersby.

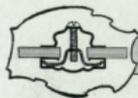


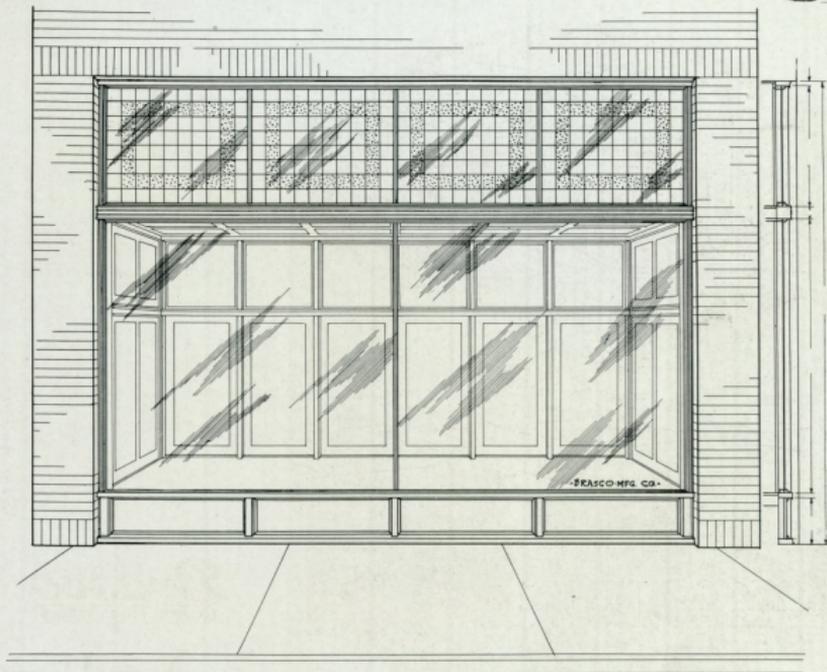
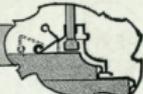
Brasco
COPPER STORE FRONTS

No. 9

Brasco Makes An Artistic Store Front

BRASCO copper store fronts invariably exhibit a truly artistic touch in design. This one is an especially good example. The front is designed for use on a street where the lots slant and stores are an odd shape. It turns into an advantage what would ordinarily be pronounced a disadvantage. Note the symmetry and general artistic sweeps of this design. A Brasco front like this will pay for itself over and over in increased business.





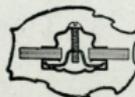
THE wise merchant today turns blank side wall space into dollars by putting in isolated side display windows as shown above. As one prominent retailer said, "Show the public what you have to sell in the most alluring manner possible and they will buy." Increasing the variety of merchandise displayed by putting in extra show windows never fails to bring more business. Picture the contrast between a dark black wall and bright, business-inviting Brasco windows like this.

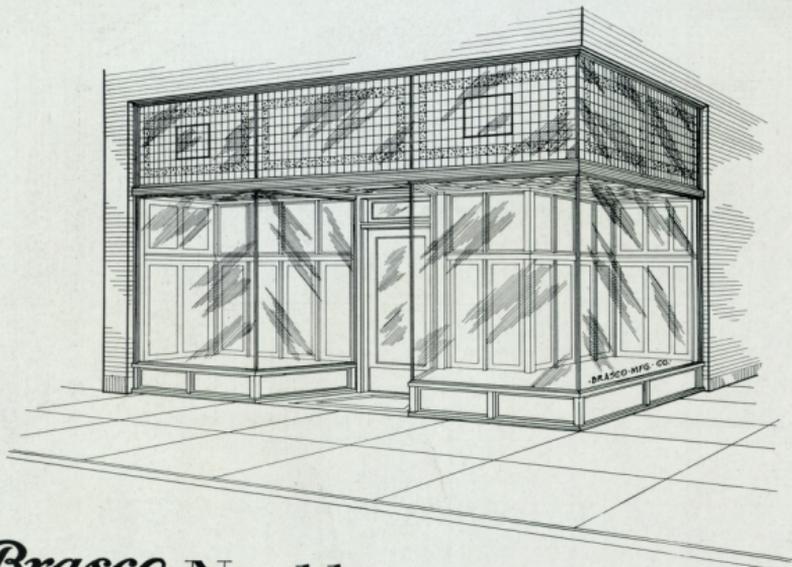
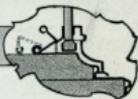
Brasco No. 10

COPPER STORE FRONTS



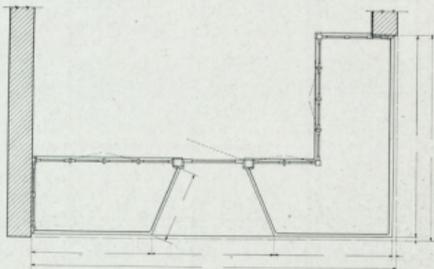
With an I beam set between two supporting columns, remodeling a dark dead side wall into a bright line customer-pulling display is an easy matter with Brasco materials. Merchants are glad to pay for this suggestion and type of installation.



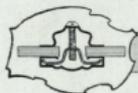


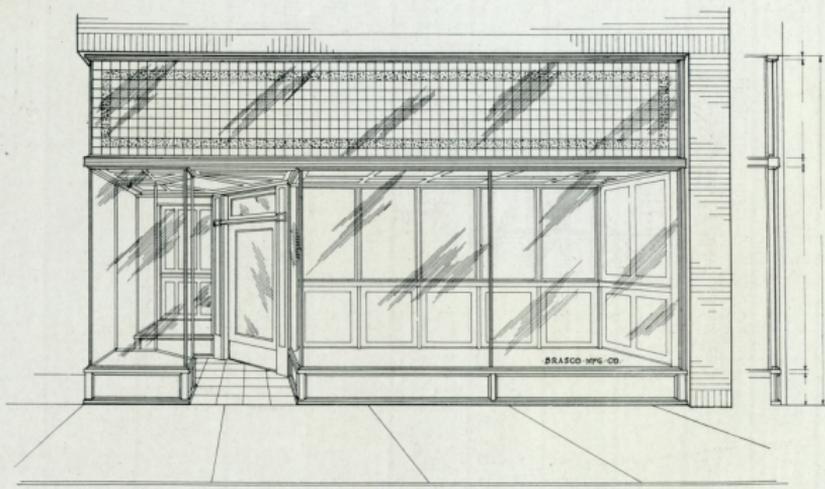
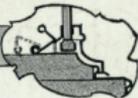
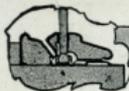
Brasco No. 11 COPPER STORE FRONTS

HERE is an ideal arrangement for corner stores where the front width does not exceed 26 feet. It gives an unbroken display of great customer-drawing power. The depth of the side return can be varied to meet conditions as well as the height of the bulkhead, thus assuring the best display height for drugs, candies, hardware, dry goods or other merchandise. The very moderate cost of this type of corner front and its business-pulling value have made it one of the most popular Brasco designs.

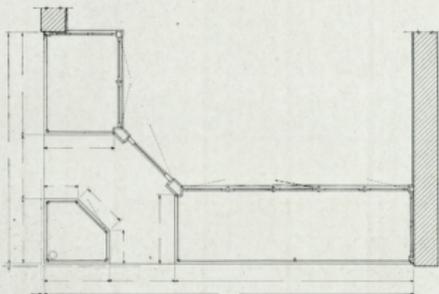


This Brasco design for corner stores is very simple in construction. On a 26-foot front it gives two fine display windows over eight feet wide on either side of the entrance with a side display window as big as the space available permits.



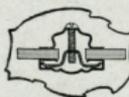


Brasco No. 12 COPPER STORE FRONTS



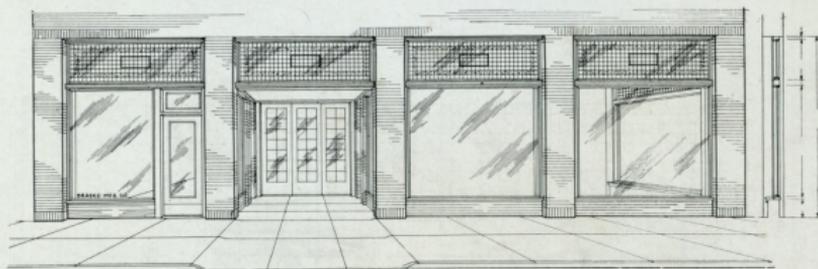
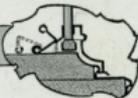
The corner show case in this Brasco design is built around the supporting pillar. A convenient door makes changing the trim an easy matter. Note how customers walking in from either street directly face the entrance door—a big help in getting them inside.

THIS Brasco design for corner stores has the big advantage of having both entrance door and display space right on the corner, accessible and visible from two streets. The corner show case displays merchandise to shoppers coming out of the store as well as to passersby—a very valuable feature. Glistening in the sunlight, the brilliant copper of this attractive front, like all Brasco fronts, draws day by day like bright lights at night, but there is no expense for electricity.





BRASCO MANUFACTURING COMPANY

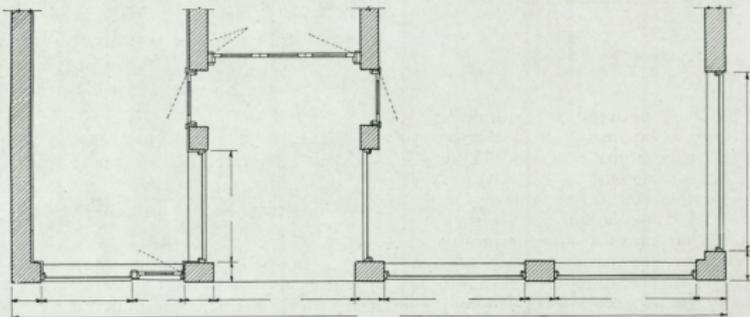


A Store Front to Increase Auto Business

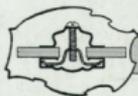
Brasco
COPPER STORE FRONTS

No. 13

HERE is a splendid garage and auto display front layout that provides separate office and automobile entrances. There is good outside display space for cars and inside the driveway are accessory windows to catch the eye of auto owners as they pass in and out of the drive. No garage is really modern without a Brasco front of this type and hundreds of auto merchants testify to its effectiveness in attracting cars for storage and repair service, as well as prospects for the sale of new cars and accessories.

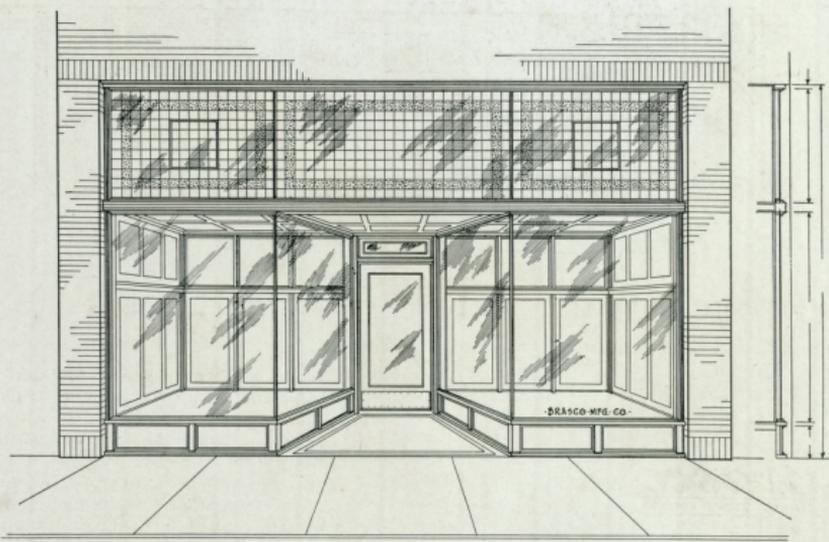
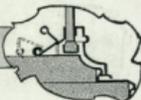
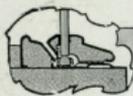


With everything laid out square, any contractor can install this Brasco garage and auto salesroom front.



CHICAGO · ILLINOIS

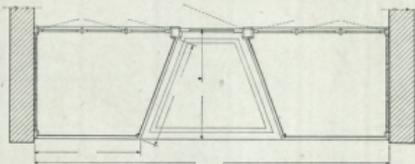




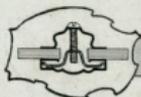
Brasco
COPPER STORE FRONTS

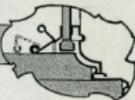
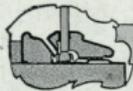
No. 14

THIS is perhaps the simplest, most inexpensive of all Brasco copper store fronts to install. Like all Brasco designs it assures attractiveness and the trade-winning influence of Brasco's highly burnished copper that plays a tune of profits on the owner's cash register. Design 14 is best adapted for stores not more than 22 feet wide, although many have been installed for stores up to 30 feet.



This plan view shows how extremely simple Brasco front number fourteen is in arrangement. Any carpenter can put in a front like this with a minimum bill for labor.





Remodeling for Profit

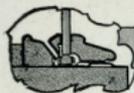
MANY a property owner as well as merchant has turned an almost worthless building into big profit by remodeling the store front with Brasco. Trade passes by dark, dingy stores and turns in at the store with a bright, inviting Brasco front. The very moderate cost of remodeling with Brasco is repaid over and over again in bigger business or in the security of profitable tenants. Property owners who wonder why their stores do not rent, generally find that the fronts are so old and out-of-date that no progressive merchant would be interested at any price.

*Before
and
After*

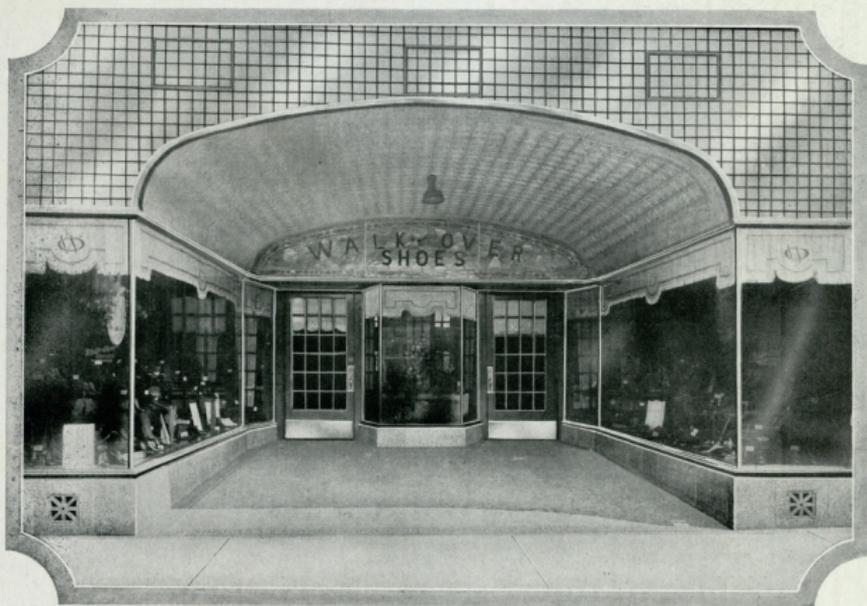
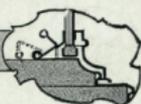
The photographs on this page show the wonderful improvement that can be effected with Brasco.

(NOTE:—Same location is only identified by white door on left and name of merchant on signs.)





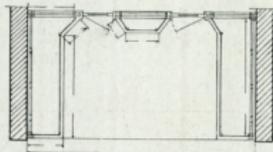
BRASCO MANUFACTURING COMPANY



Leading Chain Stores Use Brasco Fronts

THE beautiful, arched store front with an imposing entrance, such as the Brasco design used by this Walk-Over Shoe Store, is exceptionally effective.

Successful operators of chain stores recognize the advantages of adopting a distinctive design like this and installing same at all of their stores. The wonderful improvement in any store's appearance would be sufficient to warrant the installation, but the advertising value of all the stores being related as far as appearance is concerned is also a big item. No class of business has greater opportunity of profiting through the use of Brasco fronts than chain stores.

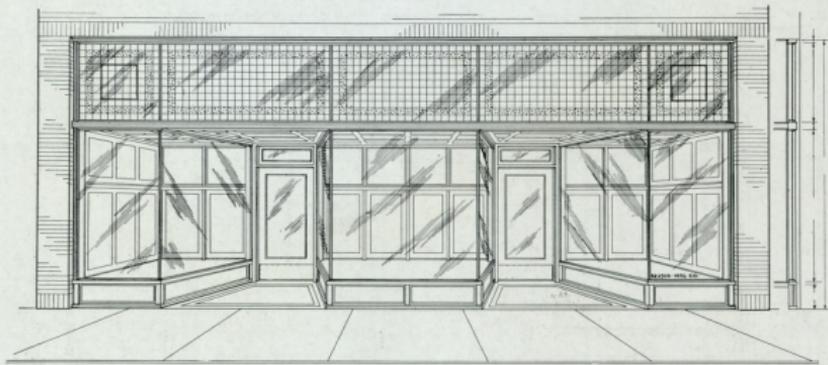
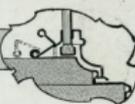
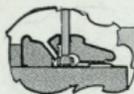


Brasco No. 15
COPPER STORE FRONTS



CHICAGO · ILLINOIS

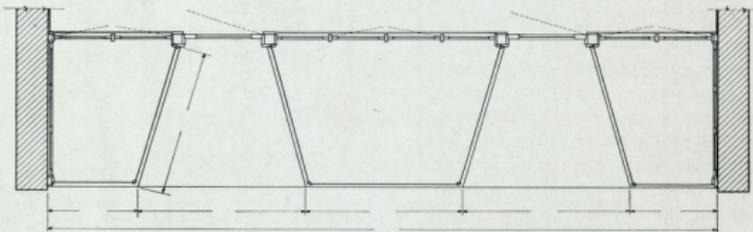




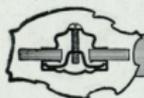
Brasco
COPPER STORE FRONTS

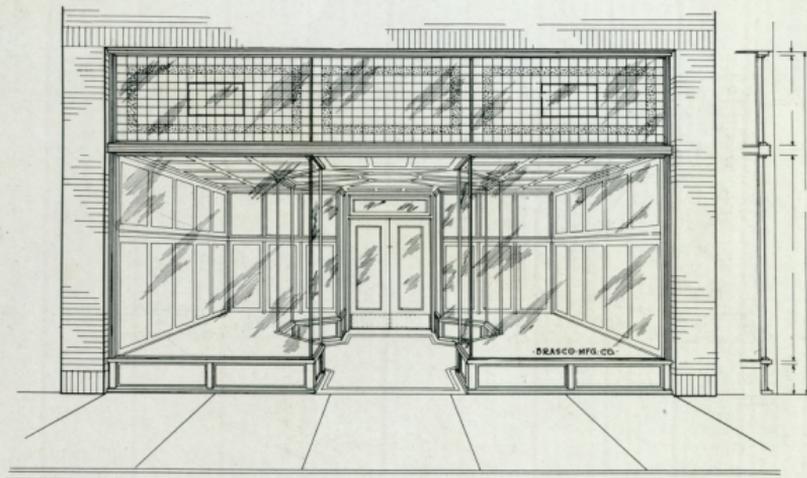
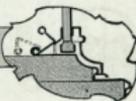
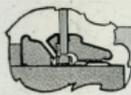
No. 16

HERE is an effective although simple double entrance type, for a fairly wide store or for two merchants, in which case the center show case may be divided. To give an appearance of greater width the center display case is often made shallower than the two side windows. A front of this type gives adequate display space for a wide variety of merchandise and always appears impressive.



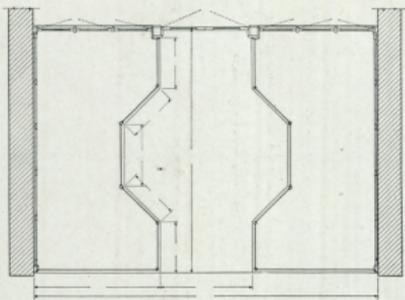
For dry goods, ladies' ready-to-wear, men's furnishings and similar types of stores the arrangement of display windows as provided in this Brasco design assures trim that sell more merchandise.





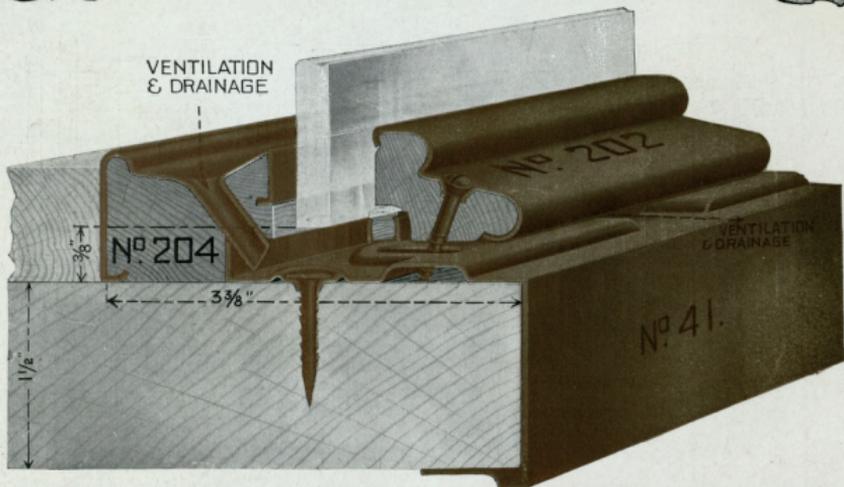
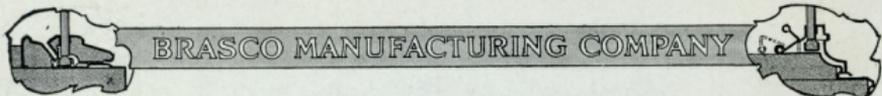
Brasco No. 17 COPPER STORE FRONTS

WHERE the store is narrow but deep, this arcade type Brasco copper store front gives maximum display space. The recessed entrance-way gives an opportunity for six separate groupings of merchandise in addition to the two front window displays and four smaller entrance windows. Passersby, attracted by the gleaming of Brasco's brilliant copper, are within the entrance and entirely surrounded by tempting merchandise displays almost before they know it. The two inviting swinging doors do the rest.



This plan view shows the vast amount of window display space provided by Brasco design No. 17 on a narrow frontage. Hundreds of cloak, suit and men's wear stores have installed this type of Brasco copper store front.





Section view of Brasco Sill
(Actual Size)

THE BEAUTY

THE beauty of Brasco is obtained through a combination of the distinctively designed mouldings and the highly burnished copper. Its quality is based, not alone on the heavy copper used, but in utilizing the merit of wood setting; wood setting, recognized by architects, builders and insurance companies as the safest setting for glass.

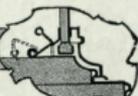
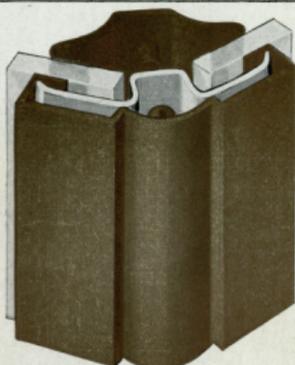
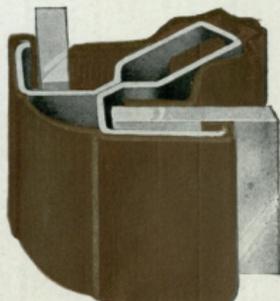
As will be seen from a study of the sectional sash picture above, this construction gives the advantages of imperishable creosoted cypress core and the beautifying and protective qualities of pure lake copper.

Instead of the loose and varying grip, or the hard tension grip, Brasco copper covered creosoted wood sash holds the glass supple, yet



Division Bar



*Corner bar designed for beauty**Corner bar, medium weight**Corner bar, heavy plates*

We have reproduced on this spread various sectional views of Brasco construction to show you first of all why Brasco makes such beautiful store fronts and secondly to show you the reason for the great strength and safety. Note the graceful curves and the unique designs of Brasco sections. Then note the simplicity of construction and also the indirect screw pressure which means so much to glass safety.

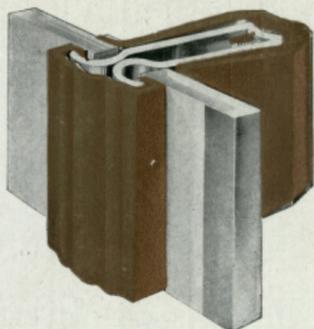
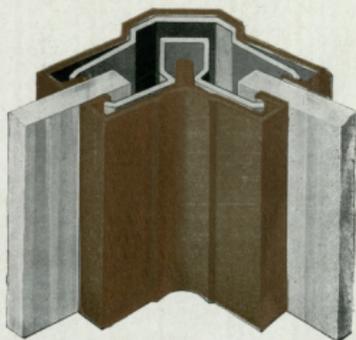
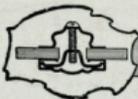
OF BRASCO

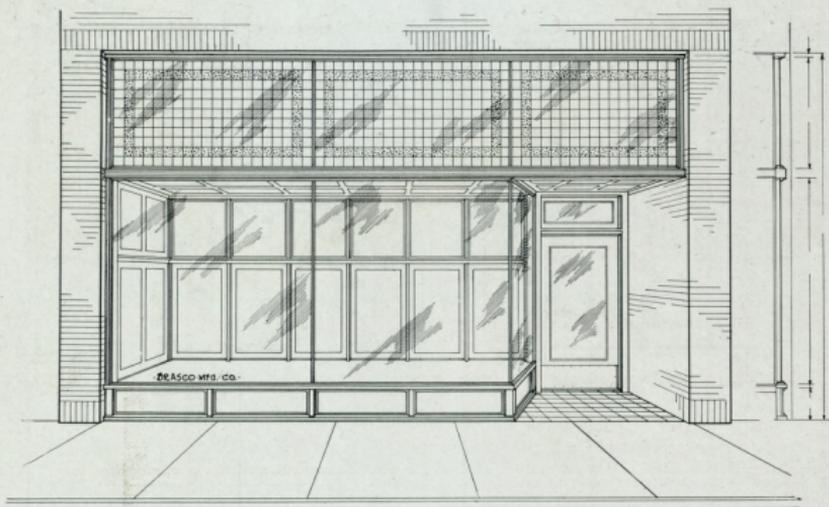
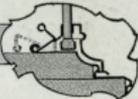
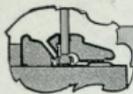
uniformly and firmly. Glass is set from the outside, facilitating installation, and the sash placed by the indirect screw pressure method.

In addition to these features, Brasco sash has the widest drainage gutter of any store front construction, affords more ventilation than any other copper front, minimizing frosting and sweating.

Brasco jamb, transom, sill and sash members all take standard sizes of lumber, copper is used, only where copper is necessary, therefore Brasco costs less. Full sized detail sheets will be sent on request.

To enable you to take full advantage of the beauty of Brasco, as far as its application to your particular store is concerned, our service department will be glad to submit suggested designs to show how to get the best effect on your frontage.

*Division Bar for large plates of glass**Strong, Reverse Angle Corner Bar*

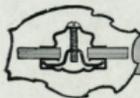


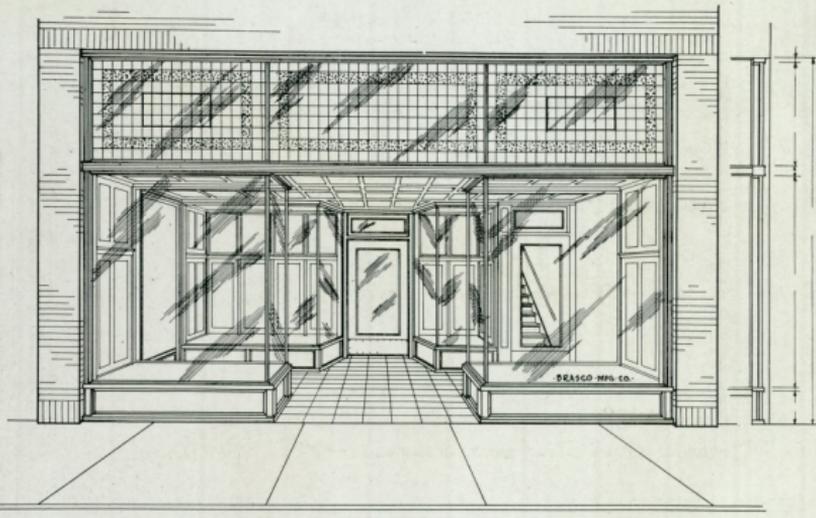
Brasco No. 18
COPPER STORE FRONTS



Contractors often write us that installation of Brasco copper store fronts require less time and present a better appearance when finished than any other type of copper store front.

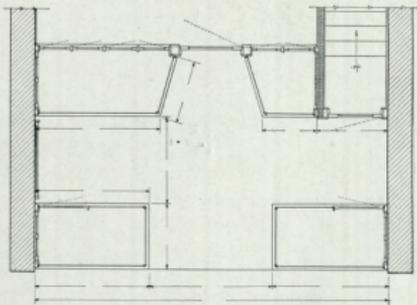
WHERE one large window is desired for group merchandise displays, Brasco design 18 pictured above fills the need. Side entrances like this are often essential and do give the advantage of a wide sweep of show window. This Brasco design is in favor with tailors, dry cleaners, notion stores, bakeries and with open back is ideal for grocery, fruit, vegetable and kindred stores not exceeding 22 feet in width. The merchant with a Brasco front like this will find his sales growing and his standing in the community greatly enhanced.





Brasco No. 19
COPPER STORE FRONTS

STREET entrance to the upper floors need not deprive the merchant of always-valuable show window space if this Brasco design is used. In fact the merchant gains a point in that people passing to and from the upper floors must view his displays. This arcade style front has given Brasco customers much satisfaction. It is especially desirable where the frontage available does not exceed 35 feet. This design has paid for itself many times over in added sales, according to reports from hundreds of progressive merchants. It will do the same for you.

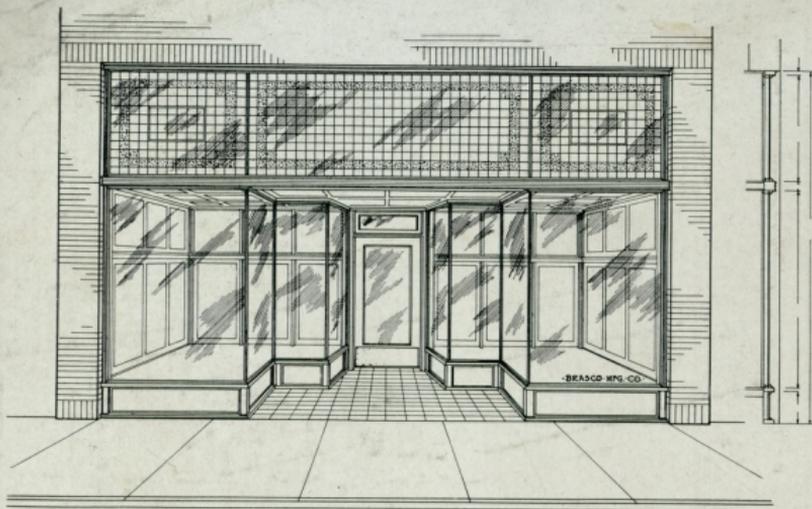


This plan view shows how simple design No. 19 is to construct. A mirror placed on the inside recess wall to the left adds to the arrangement, or a shallow show case may be built in if desired.

#17008

7/2012 Hmk =

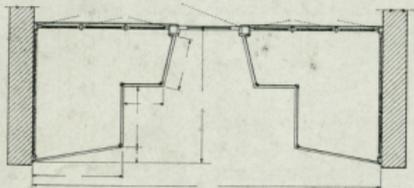
BRASCO MANUFACTURING COMPANY



Brasco
COPPER STORE FRONTS

No. 20

A FEATURE of this front is the slant, tending to lead toward the inside, as is more plainly illustrated in the floor plan at the left. Brasco copper store fronts are widely imitated—one proof of their superiority. Popular with the architect who knows good construction; popular with the contractor and builder who recognize ease and economy of installation; and popular with merchants who calculate the worth of a store front by the business it brings. Satisfaction is guaranteed with every installation of Brasco copper store fronts. There is only one genuine, patented Brasco copper store front construction backed by over a decade of store front experience.



This design affords a method of getting unusually great window display frontage on a narrow store.

CHICAGO · ILLINOIS

