Page Two

# The Farmington Enterprise

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Flooded Out by Cloudburst, Billings



# The Story of the DESERTED CORNER

THIS is an actual experience of a small neighborhood store: A merchant was faced with the problem of drawing attention to the display counters in the back of the store. He found that customers would come in, look at merchandlise and show cases in the front half of his store, and rarely walk back to the rear. Consequently, a considerable part of his floor space was a dead area-wasted as far as sales were concerned.

He decided to try and pull traffic to this "deserted corner" with the aid of light. He raised the illumination in this particular section to a level higher than that in the rest of the store, focusing the light, on his counter displays. Results were immediate. Over 60 per cent of the customers were drawn to the hitherto neglected area.

To pull traffic to inactive sections of your selling space, use LIGHT. To attract attention to special displays and step up the sales of speto intact attention to specific displays and step up the stars of spe-cific items, use LIGHT. To make potential customers notice your show windows, use LIGHT. It is more than a coincidence that the four New York City stores which have the best lighting are the stores which show the greatest net profit. Good lighting can be equally effective for the small store in the neighborhood community. For competent advice on any phase of your store lighting, consult • Detroit Edison lighting engineer. He can frequently make helpful recommendations on improving your lighting to increase sales. This service is entirely without charge or obligation. Call your Detroit

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