

Store



Kawneer

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STORE FRONTS

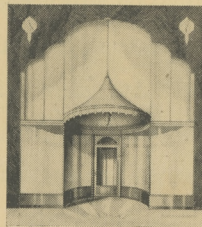


Kawneer

STORE FRONTS

ENHANCE COMMERCIAL BUILDINGS

FACILITATE BETTER DISPLAYS



REGARDLESS OF TYPE
THERE IS A KAWNEER STORE FRONT FOR
EVERY RETAIL BUSINESS

THE retail merchant's most effective advertising medium is his display window—his one direct contact with the passer-by. To attract favorable attention and to create desire for the merchandise displayed therein, is the purpose of the modern store front. Through the ability to fulfill these requirements, Kawneer occupies an enviable position on the sales force of progressive retail stores in every community. The use of Kawneer Store Fronts as a means of building a substantial increase in sales has become universal. Many merchants are profiting by the use of Kawneer Custom-Built Store Fronts, fabricated in exact accordance with their architect's designs. This combined service has proven satisfactory to both owner and architect.

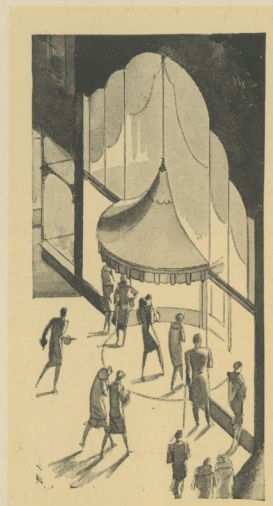
THE KAWNEER COMPANY, NILES, MICHIGAN

A GOOD STORE FRONT IS VITAL TO ATTRACTIVE SHOW WINDOW DISPLAYS

The American colonists and pioneers led simple lives. Their needs were few and their tastes were easily satisfied. They patiently peered through the dim flawed glass of the tiny window panes in the village store at the miscellaneous display in which linsey-woolsey and hand-dipt candles, high boots and peppermint drops fraternized with one another.

The merchant of today faces far different conditions. No more do people stroll down the street gazing into unattractive store windows. In this automobile age, pedestrianism has developed into a constant hurry and hustle. Certain it is that with the roar of traffic—blatant loud speakers—with showy movie houses and all the other distractions of today, the merchant who desires to lure the passer-by into his store has a problem to solve.

There are various ways of attracting attention. A man might wear a suit of red spattered with green and yellow dots. He would have a following of street urchins.



On the other hand, he might simply be so distinguished in appearance that people would naturally turn to look at him. The same is true of stores. A cheap store seeks to call attention by painting its front garishly in green, orange, red or blue, but worth-while customers are not won by these bizarre methods. They will pass the gaudy colors that insult good taste, and seek the dignified elegance and distinguished charm that characterize Kawnear Store Fronts, satisfied that here they will get the finest goods, the best service and the truest values.

The merchant of today is like a theatrical producer. The store is his stage and the salesmen and saleswomen who figure as actors must have at their disposal the best that craftsmanship and architecture can give them. In Shakespeare's day the stage was very primitive and the scenery, costuming and lighting were crude—but the modern producer realizes the importance of a proper background for his actors and provides

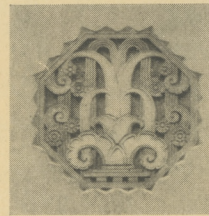
"atmosphere" as a lure to attract the discriminating public. The exterior of the modern store corresponds with the stage-setting of the modern play. The elegance of the façade, the attractive staging of the window displays, and the construction of the entrance furnish the atmosphere, and the merchant who thus invites the public into his store will find the customers already in a "buying mood."

Men who finance the construction of stores, office buildings, banks and other public buildings know that the same sophisticated public that forms the audiences of theatres is the one that is served by the various business enterprises and that this public is not trained to enter shabby doors.

The craftsmen who construct Kawneer Store Fronts not only consider the strength and integrity of the materials, but each unit that is fabricated into the whole. The modeling and casting of each part invites the closest inspection. The various metals which are now used in



Beauty in a store front results from combining good design with carefully studied details—both apparent in the design shown here.



Kawneer Store Fronts give an opportunity for wide diversity and are an inspiration to architects who desire to express the unusual.

Although standardized styles of store fronts can be installed if desired, the most distinctive and unified Store Fronts are now built in co-operation with architects. Once a merchant has decided to make his place of business more efficient, more prosperous and more beautiful, he often consults his local architect who creates a design suited to his needs. The architect has every opportunity to exercise his own ideas, for The Kawneer Company can build anything that an architect wishes to incorporate in his design. The modern fronts illustrated in this book, and thousands of others

represent the ideas of many architects in collaboration with our own craftsmen and artisans.

The store fronts of former days, many of which are in use at the present time, may be compared with the cumbersome, ornate, gilt picture frames of the past—all stores

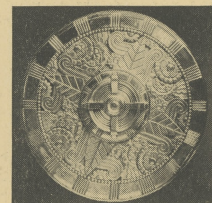
regardless of the type of merchandise displayed, used the same general style of front. Today the trend is toward individuality. Each picture is framed so as best to show its particular charm—store fronts, too, should be designed and built with the same distinction so as to frame the displays to best advantage.

The farsighted merchant is quick to realize that he must have a modern store front in order to conduct a successful business. We receive many letters from retailers who are profiting by the use of modern display facilities. This excerpt from a letter written by the General Manager of a group of successful stores will prove interesting:

"We select our store fronts with two important thoughts in mind. The first, that in most instances the earliest impression a prospective customer gets of a store's character is created by its external appearance. The second, that a well appointed store front makes possible sales compelling window displays, a most effective way to attract the passerby into the store to buy."

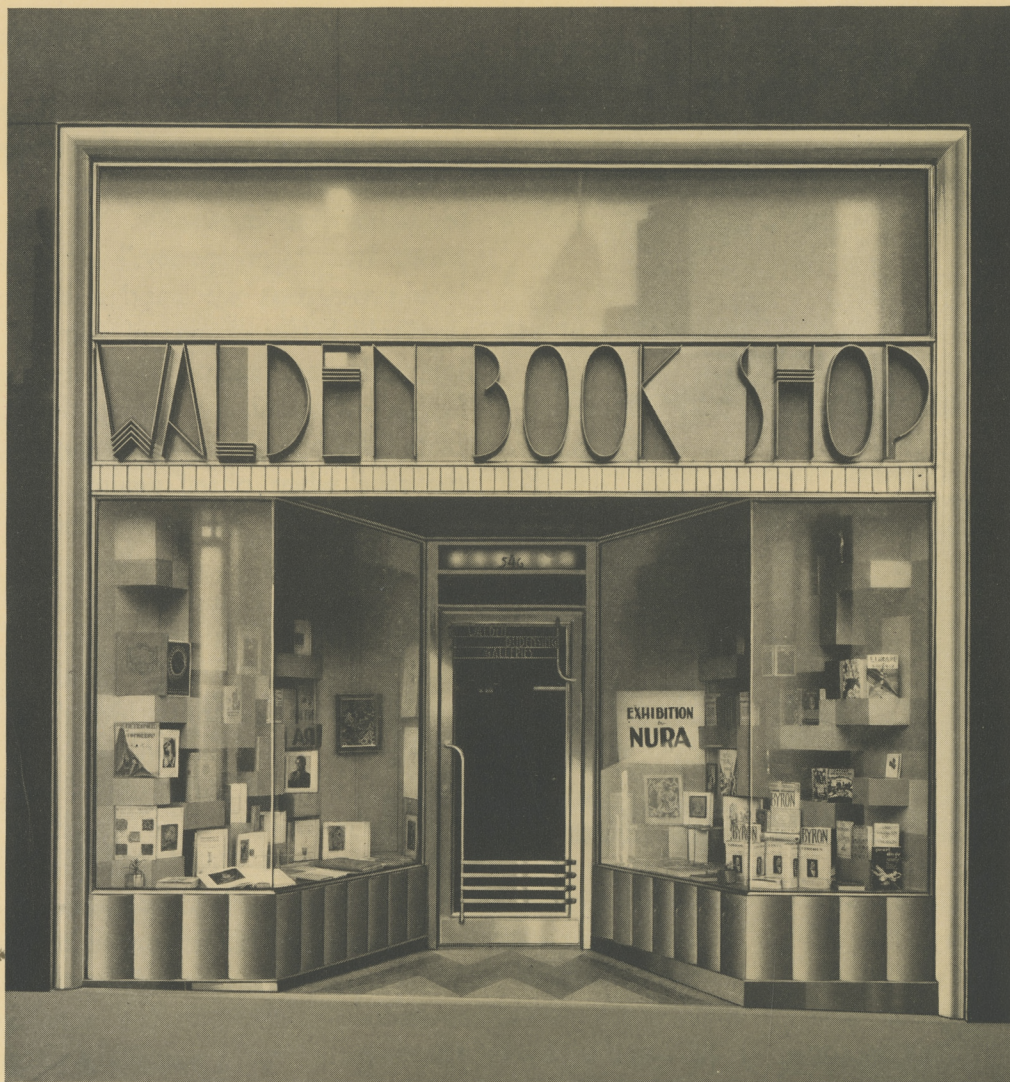


Kawneer store fronts are made to comply with architects' specifications regardless of design. All metal used on this front was furnished by Kawneer.



knows that his front is his best possible advertisement. (See merchant's letter on page 30.) He has proven that his windows have sold more profitable merchandise in a much shorter time, have added many new customers to his list and will continue to earn a real profit, long after they have paid for themselves.

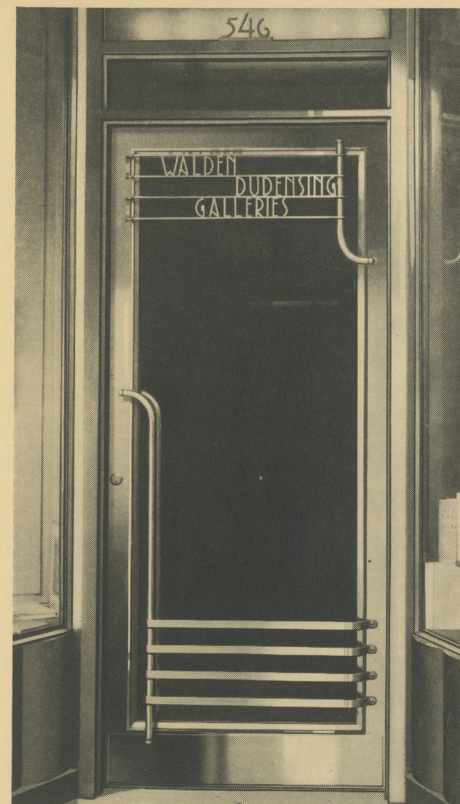
Psychology, a science once known only to the profound scholar, is now a tool that is at the disposal of everyone, and the law of the power of attraction is a matter of general knowledge. "Prosperity attracts prosperity." If we look prosperous we stand a hundred-fold better chance of gaining favorable attention. The storekeeper who fails to realize these facts finds himself decidedly out of the race when pitted against the progressive merchant who knows that in the stress of modern merchandising one cannot afford to be antiquated in method or equipment. He could vainly stand in his doorway, shouting through a megaphone that his goods were modern, if an old-time store front belied his words. The merchant who has modernized his store,



Walden Book Shop, Michigan Square
Building, Chicago, Illinois.

Architects, Holabird & Root.

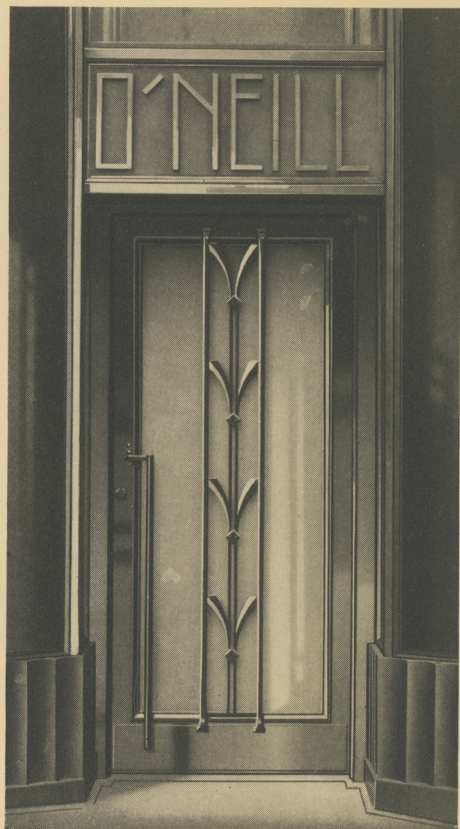
The modern atmosphere instilled in the design and construction of this nickel-silver front has gained for it widespread recognition. The entire front, including the lettering, was custom-built at the Kawneer factory.



O'Neill Linen Shop, Michigan Square
Building, Chicago, Illinois.

Architects, Holabird & Root.

Simplicity vies with smartness in the
scheme of the O'Neill Linen Shop
Front. Custom-built throughout, this
modern façade greatly enhances the
appearance of the entire store as well
as the merchandise displayed therein.





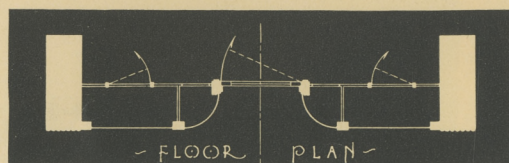
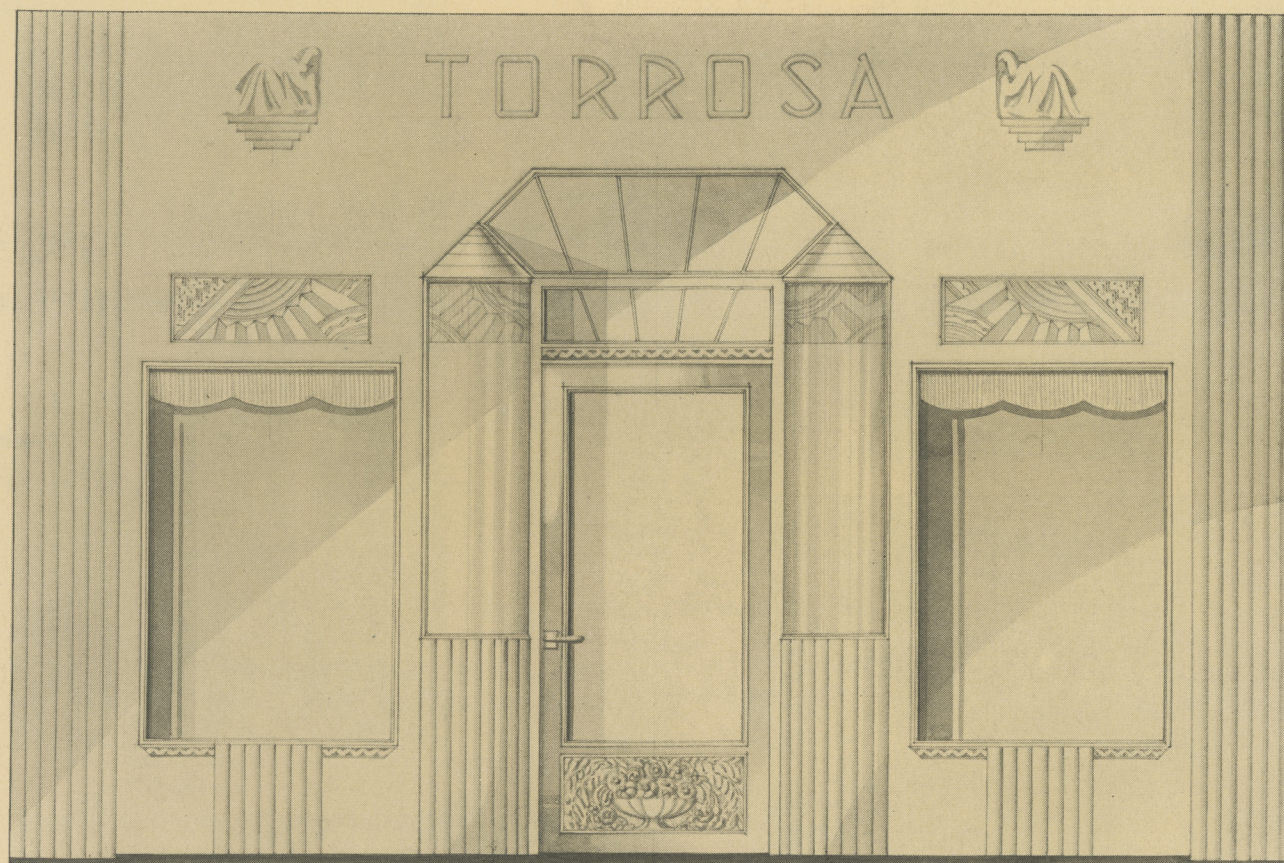
General view of The Kennedy Company, Boston, Massachusetts.
Architect, Burtis Brown.



These views illustrate the versatility of Kawneer Construction, suitable for large or small store fronts in any design.



A. C. Hand Millinery, Louisville, Kentucky.
Architect, Herman Wischmeyer.
Associate, W. S. Arrasmith.



Suggestions suitable for Millinery, Jewelry,
Modiste, Haberdashery, Gift, Confectionery,
Drug or Book Stores, Beauty Shops, Real Estate
and Insurance Offices.



(At Left)

Meyer Jewelry Co., Detroit, Mich.

R. H. Davis Co., Atlanta, Ga.

Archts., Morgan, Dillon & Lewis.

Modernism, dignity, and charm is present in this pleasing store front design. Note the effective application of Kawneer materials to both doors and show window frames pictured in the close-up at right.



(Below)

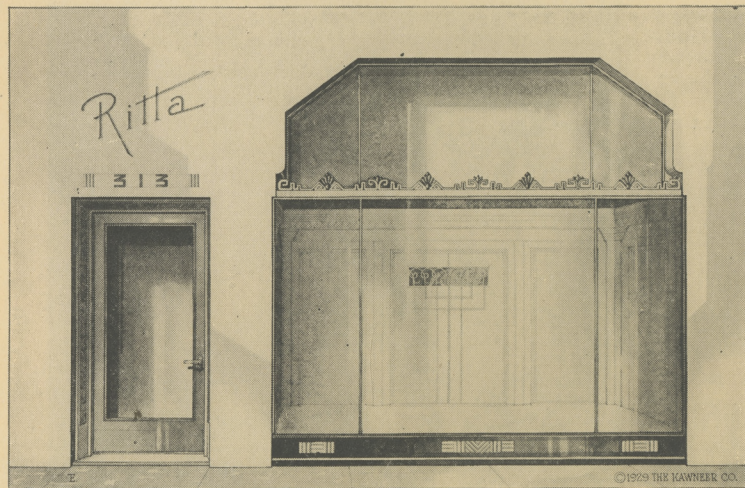
Marks Store,
Cincinnati, Ohio

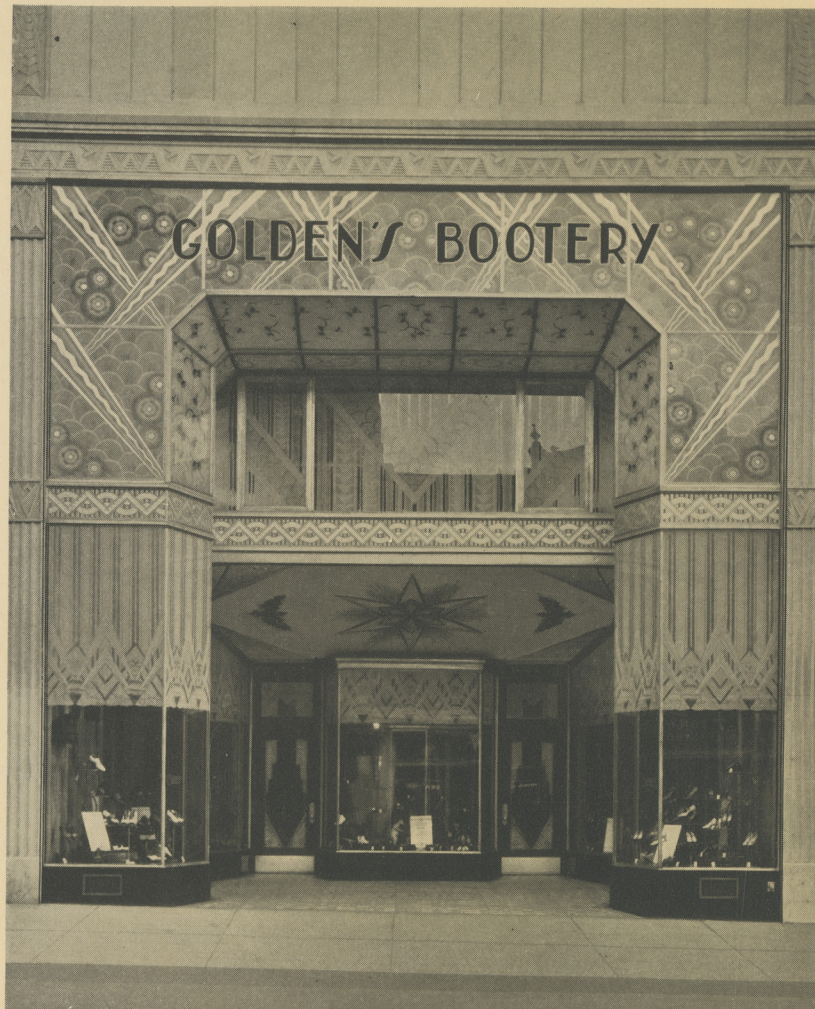
Architect, Geo. A.
Schonewald.



Suggestion suitable for Dry Goods,
Ready-to-Wear, Men's Wear and
Shoes. By slightly adjusting propor-
tions, this front can be adapted to the
display of Jewelry, Drugs, Books, Con-
fectionery, etc.

Suggestion suitable for Small
Furniture and Music Shops,
Gown Shops, Men's Clothing,
Restaurants and Cafés. With
slight variation, suitable for
Groceries or Drugs.





*New York Flower Shop,
New York City.
Architect, Emory Roth.*

(At right)

*Elsie Jay Shop,
Atlanta, Georgia.
Architects, Morgan,
Dillon & Lewis.*

This installation is a striking example of the development of the architect's own design. The Elsie Jay Store Front ranks with the finest in the South.

(At left)

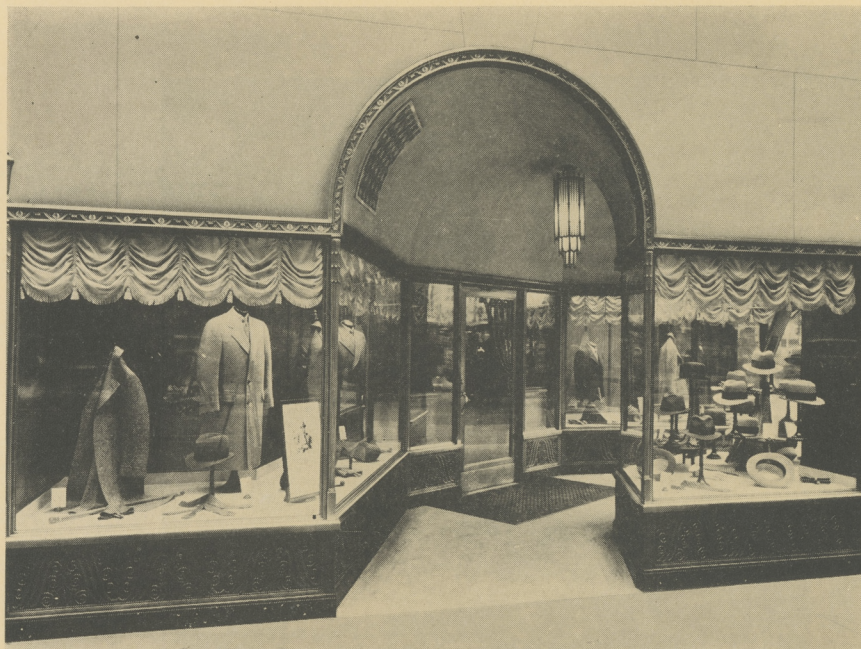
*Golden's Bootery,
Jacksonville, Fla.*

Rugged strength concealed in the graceful lines of Kawneer Construction insures protection to the many plates of glass used. (See letter on page 30.)





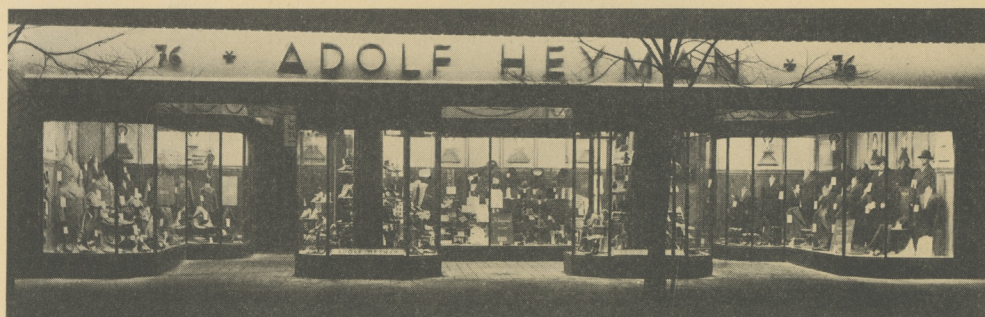
Suggestions suitable for Music, Furniture, Hardware, Clothing, Dry Goods, Sporting Goods, Department Stores and Household Appliance Stores.



*Store Front Detail, John David Building, New York City.
Architects, Starrett & Van Vleck.*



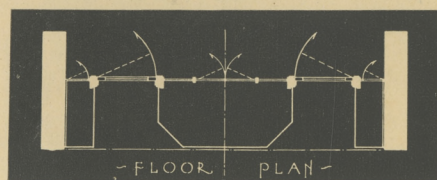
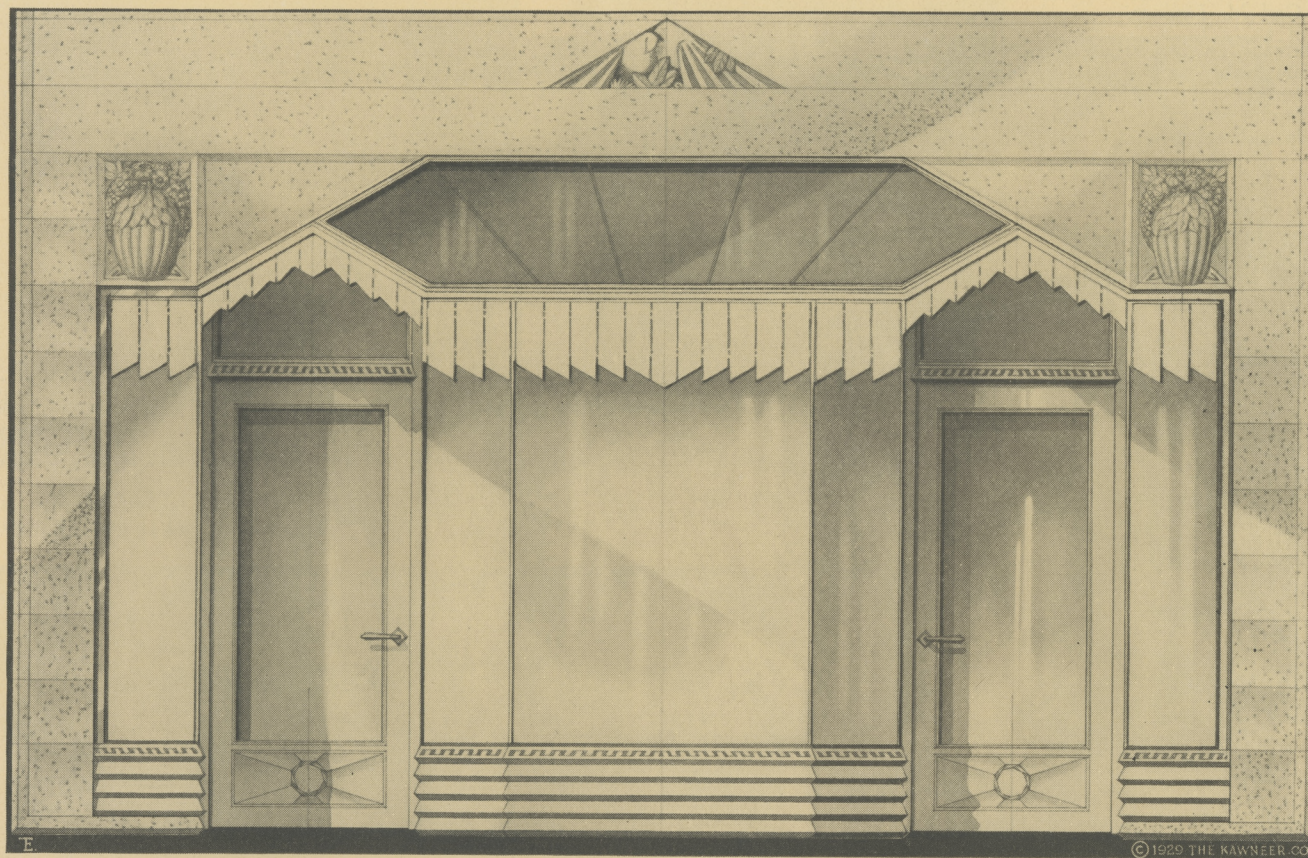
*Heller's Cloak & Suit Company, Waterloo, Iowa.
Designed by Finkel Brothers.*



Adolf Heyman, Stockholm, Sweden.



*Walsh Clothing Company, Atchison, Kansas.
(See letter on page 30.)*

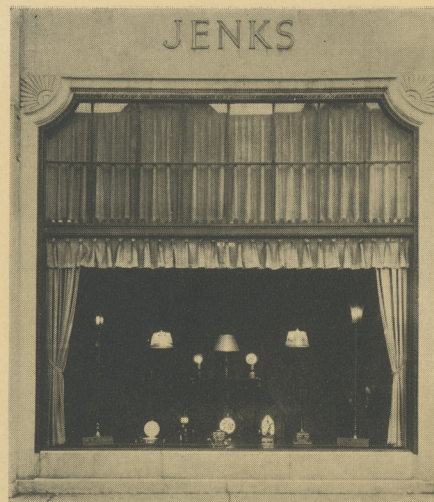
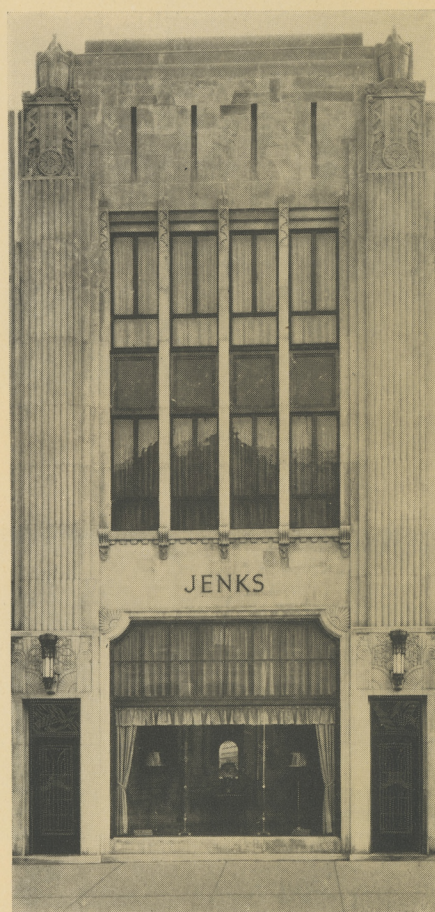


Suggestion suitable for displaying Shoes, Drugs, Confectionery, Books, Jewelry, Stationers' Supplies, Perfumes, Gifts, Flowers. Also practical for Leather Goods, Haberdashery, Restaurants, Cafés, Dry Cleaning Shops, Real Estate and Insurance Offices and Cigar Stores.

W. H. Jenks Building, Richmond, Virginia.

Architect, Carl M. Lindner.

This entire building is an inspiration to those who appreciate beauty in commercial structures. It is further enhanced by the use of a Kawneer Bronze Store Front, which subtly blends with the whole.



Zukor's, Oakland, California.
Architects, McClellan & Pinneh & Jones.

(At right)
Habig Motors Co.
Miami, Florida.
Architect,
Robert L. Weed.
Associate,
V. E. Virrick.



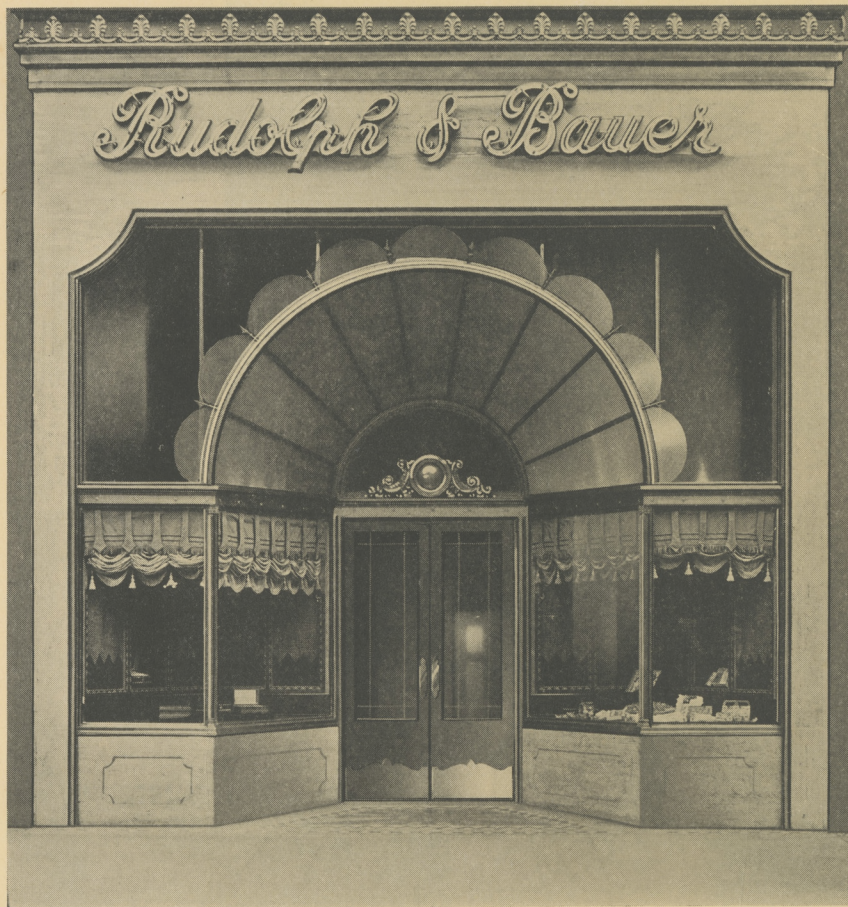


Suggestion suitable for Shoe Stores, Drug
Stores, Men's Wear, Women's Ready-to-
Wear, Dry Goods, Hardware and Sporting
Goods Stores.

Rudolph & Bauer, Louisville, Kentucky.

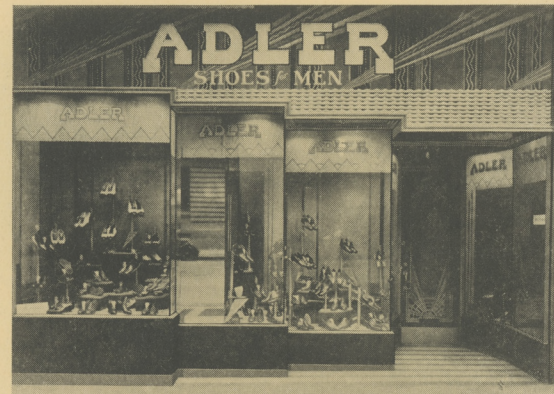
Architect, Stratton O. Hammon.

Confectioners seeking to express individuality will find it in this design, a worth-while combination of beauty and utility. The wide entrance imparts an invitation to the mind of the prospective customer.



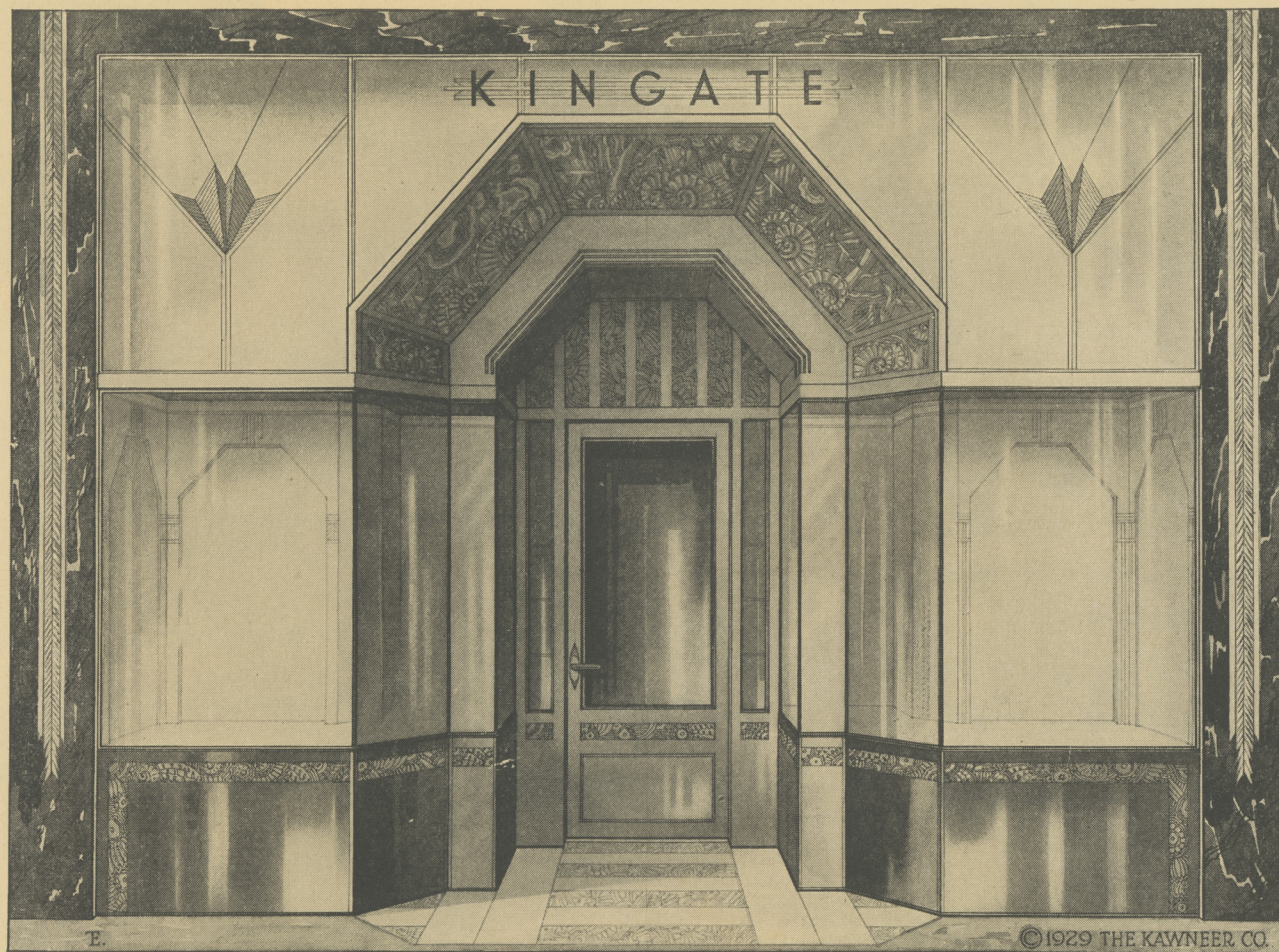
Adler Shoe Store,
New York City.

Zimmerman & Bitter
Construction Company,
Designers and Con-
tractors.



Latham & Atkinson, Jewelry, Atlanta, Georgia.
Architects, Ivy & Crook.





Suggestion suitable for Confectionery, Jew-
 elry, Drug, Millinery, Notion Shops, Bake
 Shops, Book Stores and Cigar Stores.



Coffee Dan's,
Chicago, Illinois.

Architect,
Albert Anis.



Sterling Furniture Store,
New York City.

Architect,
Elias Rothschild & Co.

(At left)

Le Chic Company, Inc.,
Louisville, Kentucky.

Henry Schoo & Son,
Designers and Builders.

(At right)

Rice's, Scranton, Pa.
Architect, B. Spiegel.

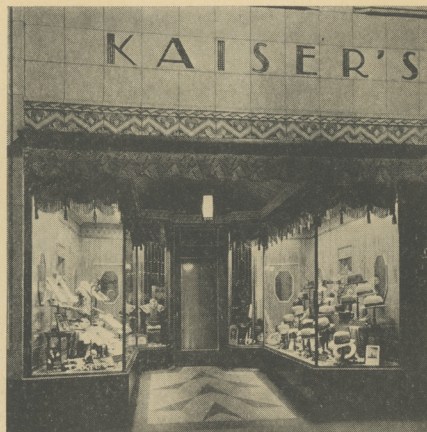




Suggestion suitable for Department Stores,
Clothing, Dry Goods, Ready-to-Wear, Shoes,
Hardware, Music and Radio Stores.



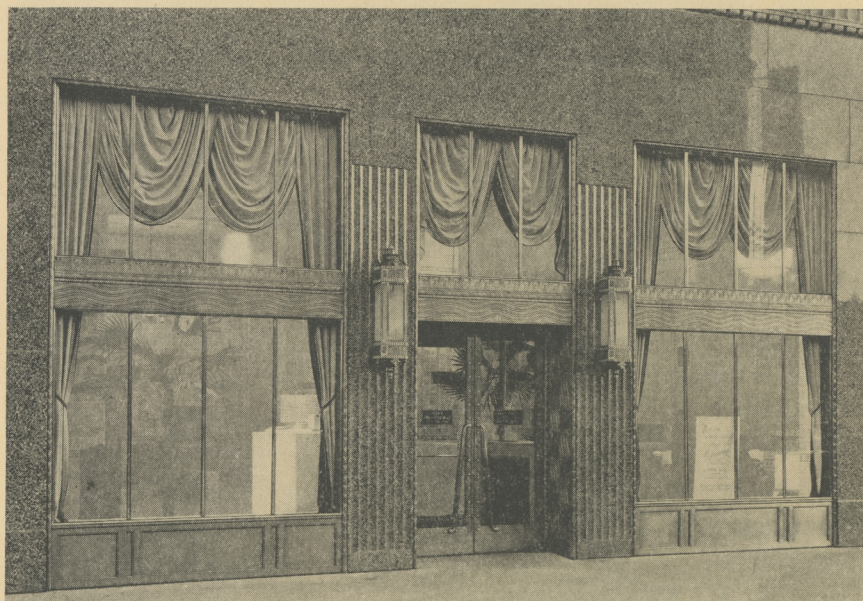
Mangel's, Atlanta, Georgia.



*Kaiser's, Racine, Wisconsin.
Architect, Frank J. Hoffman.*



*Café Peacock, South Bend, Indiana.
Architect, Vincent Fagan.*



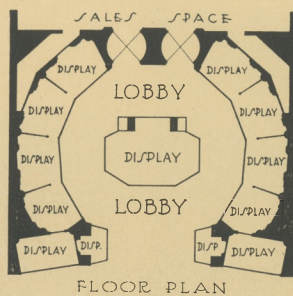
*Indiana & Michigan Electric Company, South Bend, Indiana.
Architects, Austin & Shambleau.*



*Tendler & Lederhandler, Inc., Philadelphia, Pennsylvania.
Architects, Thalheimer & Weitz.*



Suggestion suitable for Gown Shops, Fur Stores,
Men's Wear, Drugs, Gift and Art Shops, Radio,
Flower Shops, Electrical Stores.



Dayton's, Milwaukee, Wisconsin.

Architect, Hugo V. Miller.

A spacious circular aisle flanked with show windows providing unit displays, leads the passer-by into the store, where many sales are made as a result of "window shopping."



Perfume Shop, Stockholm, Sweden.





Suggestion suitable for display of Clothing,
 Ready-to-Wear, Shoes, Groceries, Hardware,
 Sporting Goods, Leather Goods, Office Furniture
 and Equipment.



Starkey Shoe Store, Cincinnati, Ohio.
 Architect, John C. Grunkemeyer.
 Associate, C. W. Sullivan.

Pig'n Whistle Candy Shop, Los Angeles, California.
 Architect, Charles F. Plummer.



Petot Shoe Store, Cleveland and Cincinnati, Ohio.





Suggestion suitable for Furniture, Hardware,
Sporting Goods, Electrical Appliances and Dry
Goods Stores.



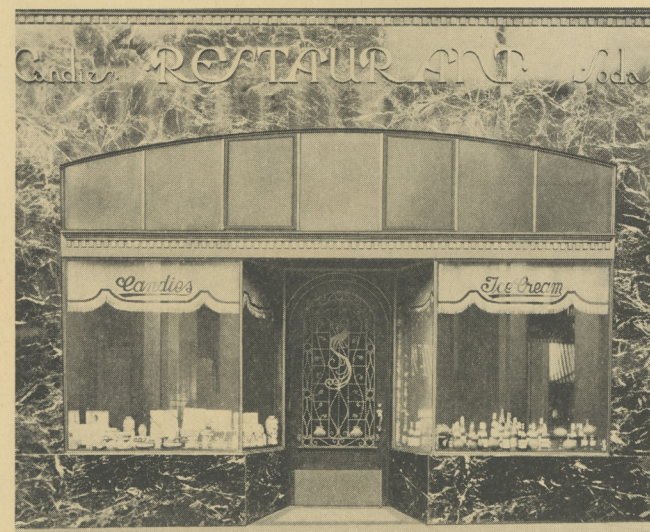
Taylor-Wheeler Building, Great Barrington, Massachusetts.
Architects, Harper & West.

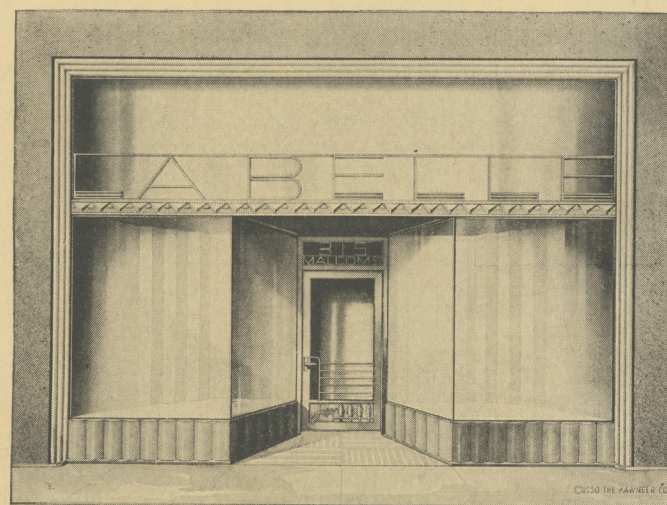
These fronts are admirably suited to the types of stores and offices located in the building. They were custom-built of bronze, in exact compliance with the architects' specifications. (Read letter from Harper & West, page 30.)



Perfume and Gift Shop, Mexico City, Mexico.

Jonson Brothers Restaurant, Hamilton, Ohio.
Architects, Frederick G. Mueller and Walter R. Hair.





WHAT MERCHANTS, ARCHITECTS AND CONTRACTORS THINK OF KAWNEER

Walsh Clothing Company,
Atchison, Kansas.

Our business has shown an increase every month and the windows have sold more profitable merchandise than we have been selling.

Golden's Bootery,
Jacksonville, Florida.

No part of our building has been more favorably commented upon than our front. The design and effect of your metal work have been very much admired, and have added largely to the completeness of our store.

Clarence T. Jones, Architect,
Chattanooga, Tennessee.

Your material is not only of a high quality—presenting a fine appearance when installed—but the shop drawings which you submit before sending the material show that you have a fine organization and follow up the small details so necessary to first-class work.

Having received such satisfactory work and services, I trust you will accept this in the spirit of appreciation which I feel towards your firm.

McAnelly Hardware Company,
Huntsville, Alabama.

Our new front is decidedly the most beautiful and modern store front that has been erected in our city.

Cahen's Men's Wear,
Coraopolis, Pennsylvania.

We have just closed a successful year in our business of thirty years' standing. We wish to acknowledge at this time that part of this success is due to the attractive store front you installed for us, which in every way has proven satisfactory.

W. S. Arrasmith, Architect,
Louisville, Kentucky.

We wish to take this occasion to tell you that having used your material on a number of store fronts in Louisville, we find it not only entirely satisfactory but in our opinion the best material of its kind on the market.

Earl C. Clapp, Hardware,
Alma, Michigan.

As merchandise sellers, we have the best pair of windows in town. We would not have our Kawneer Front replaced with the old one for half the rent we are paying.

J. P. Probst & Co., Inc., General Contractors,
Charlotte, N. C.

Not only is your construction markedly superior to others in technical construction and design but the service and assistance that your trained field staff is able to give us when occasion demands is invaluable. When using Kawneer we never have the slightest hesitancy in undertaking any type of store front work, regardless of the design or the elaborateness of the construction.

Roche & Roche, Men's Wear,
Louisville, Kentucky.

We are as satisfied with our Kawneer Store Front today as we were at its installation two years ago.

MacLeod's Department Store,
Littleton, N. H.

I want to take this opportunity to tell you that our new Kawneer Front is a splendid job and we are pleased beyond expectations.

John David, Men's Wear,
New York, New York.

We wish to take this occasion to compliment you upon the marvelous bronze front which you installed for us at 338 Madison Avenue. The quality of this work has caused many favorable comments from the trade, as well as from our customers.

Speidel Brothers, Clothing,
Iowa City, Iowa.

Twelve years ago we installed a Kawneer Front and have never had to replace the glass.

We are now moving to a new location and have insisted on a Kawneer Store Front, because of its attractive design and our experience that its business-like appearance has materially aided us in increasing our sales.

Harper & West, Architects,
Boston, Massachusetts.

We specified and used your custom-built solid bronze store front construction, including your bronze doors, frames and soffit panels for four stores in a building at Great Barrington, Massachusetts, for Messrs. Wheeler & Taylor.

We wish to state that we are very much pleased with the service and co-operation which you gave at the time the building was in progress and that the material and workmanship were exceptionally fine.

The Fry Company, Dry Goods,
Smethport, Pennsylvania.

Our new store front was skilfully executed by your men with the result that we have a beautiful front, a permanent source of pleasure and profit.

Alexander A. Bearman, Construction Engineer,
Atlanta, Georgia.

I wish to take this opportunity to compliment you on the co-operation and service given me in the erection of the store front I recently completed for the Edwards Shoe Company on Whitehall Street of this city. Your excellent assistance enabled me to complete my contract well within the required time. Your manner of installation has made this particular front the outstanding front in the community.

I shall recommend your products and installation wherever possible in the future.

Dana & Worm Drug Company,
Fond Du Lac, Wisconsin.

We have noticed an increase in our business due to our ability to put in very attractive window displays with our new Store Front.

A. C. Smith's Drug Store,
Carrollton, Missouri.

After operating behind our Kawneer Store Front for almost a year, we consider it the best investment we have made, both from the standpoint of increased business as well as the advertising we derive. The 12.9% increase in business we credit largely to this improvement.

W. O. Sisson Clothing Company,
Milwaukee, Wisconsin.

We are greatly pleased to note the number of new customers who are attracted by our Kawneer Store Front and patronize the store since the change. The amount of transient trade that we now get greatly exceeds the amount we had before the Kawneer Front was installed.

The store has been in the same location for the last thirty years and we therefore believe that we are in a position to know that our new windows were a big factor in the goodly increase in business that we have enjoyed the past two seasons.

Norman Hatton, Architect and Engineer,
Cedar Rapids, Iowa.

The Kawneer sections are particularly well adapted to the modernistic front and the value of their attractive design and dependable workmanship is recognized in the high-grade appearance of the finished work.

Schmidt Shoe Store,
Monroe, Wisconsin.

It surely is a trade puller and is the best investment we ever made in our business.

Struck Construction Company, Building Construction,
Louisville, Kentucky.

We have used your products on a number of different installations and they have proven uniformly satisfactory.

Hamilton-Anderson Furniture Store,
Niles, Michigan.

A few weeks ago one of our windows was filled with several dozen of one particular article, displayed with suitable window cards announcing a sale of this item the following day. The entire lot was sold within one hour after the sale opened. The success of this and many other sales can be directly attributed to our Kawneer windows.

We can conservatively say that our two main floor windows produce \$400.00 worth of additional business per week.

Burlingame and Stahl, Drug Store,
Dowagiac, Michigan.

We consider our Kawneer Store Front the best advertising we have ever used.

Karl I. Best, Architect,
Cleveland, Ohio.

Having designed many stores in this city upon which I have used your materials, I wish to testify that the Kawneer line has given the most satisfaction and has the best appearance of all.

Representative Buildings in Which Kawneer
Store Front Construction Has Been Installed.



Book Cadillac Hotel
Detroit, Michigan
Arch.: Louis Kamper



Bon Marché
Seattle, Wash.
Arch.: John Graham



Holland Plaza Bldg.
New York City, N. Y.
Archts.: Buchman & Kahn



Commodore Hotel
New York City, N. Y.
Archts.: Warren & Wetmore



Chamber of Commerce Bldg.
Indianapolis, Ind.
Arch.: Robert Frost Daggett



Eagles' Temple
Seattle, Washington
Arch.: Henry Bittman



DePaul University
Chicago, Ill.
Arch.: K. M. Vittruhm



Liberty Title & Trust Bldg.
Philadelphia, Pa.
Archts.: Dennison & Hiron



Hotel Statler
Buffalo, N. Y.
Arch.: Geo. B. Post & Sons



Michigan Square Bldg.
Chicago, Ill.
Archts.: Holabird & Root



Steuben Club
Chicago
Arch.: K. M. Vittruhm



Davison-Paxon Co., Atlanta
Archts.: Starratt & Van Vleck
Assoc.: Hantz-Reid & Adler



Hudson's
Detroit, Michigan
Archts.: Smith Hinchmann & Grylls



Bankers Trust Co. Bldg.
New York City, N. Y.
Arch.: Montague Flagg



Industrial Bank
Detroit, Michigan
Arch.: Louis Kamper



Heyburn Bldg., Louisville
Archts.: Graham, Anderson,
Probst & White



Bartholomew Bldg.
New York City, N. Y.
Archts.: Starratt & Van Vleck



Miami Biltmore
Miami, Fla.
Archts.: Schultz & Weaver



Architects Bldg. (North Wing)
New York City, N. Y.
Archts.: Ewing & Allen



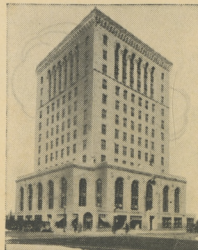
S. W. Straus Bldg.
New York City, N. Y.
Archts.: Warren & Wetmore



Bankers Bldg., Milwaukee
Archts.: Eschweiler &
Eschweiler



Public Service Bldg.
Boston, Mass.
Arch.: Harold Field Kellogg



Second National Bank, Saginaw, Mich.
Archts.: Smith, Hinchmann
& Grylls



Pizitz
Birmingham, Ala.
Archts.: Starratt & Van Vleck



Standard Life Bldg.
Jackson, Miss.
Arch.: N. W. Overstreet



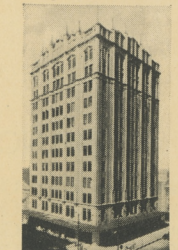
Ziegfeld Theatre, N. Y.
Arch.: Thos. W. Lamb
Assoc.: Joseph Urban



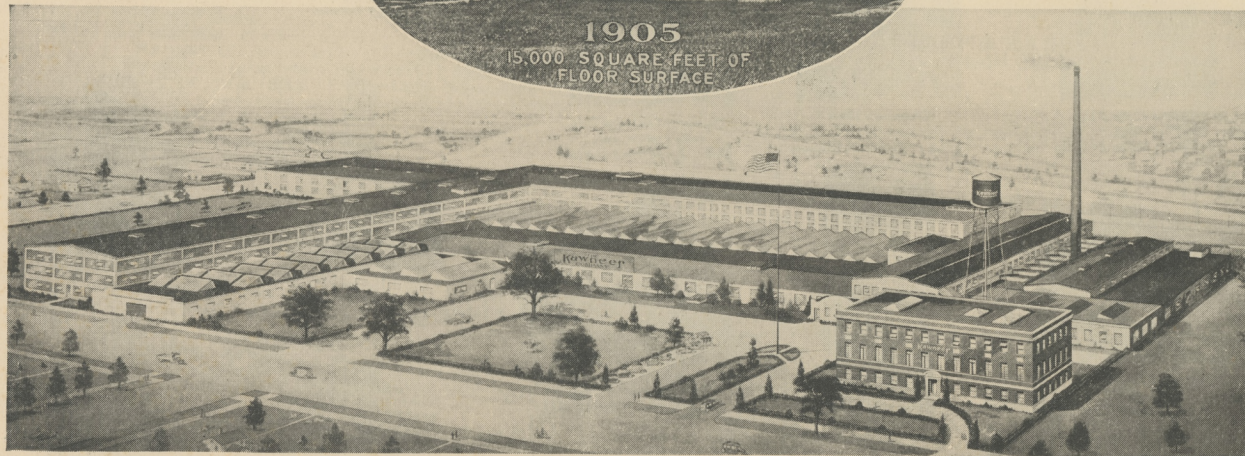
Park & Tilford
New York City, N. Y.
Archts.: Rouse & Goldstone



Security Bldg.
Denver, Colo.
Archts.: W. E. & A. A. Fisher



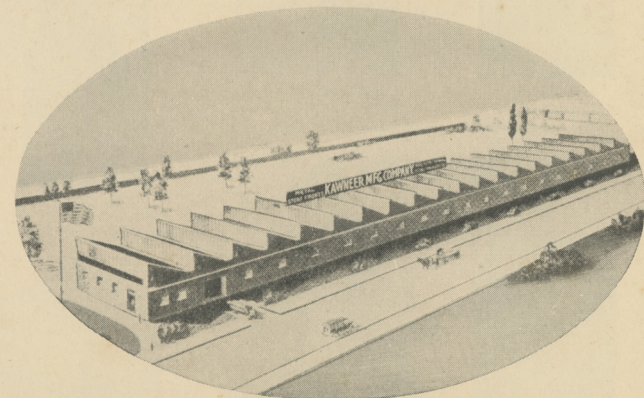
Federal Trust Bldg., Lincoln
Archts.: McGinnis &
Sebaunberg



A comparison of the two factory views presented above, graphically shows the enormous growth of The Kawneer Company in twenty-five years. The floor area of the plant of 1905 was 15,000 square feet while at present it is 285,000. This expansion proves that the merits of Kawneer products have become widely recognized and accepted by contractors, architects, merchants and building owners.

BRANCH OFFICES IN THE FOLLOWING CITIES

Atlanta, Ga.	Cleveland, Ohio	Detroit, Mich.	New Orleans, La.	Philadelphia, Pa.
Baltimore, Md.	Cincinnati, Ohio	Kansas City, Mo.	New York, N. Y.	Pittsburgh, Pa.
Boston, Mass.	Charlotte, N. C.	Milwaukee, Wis.	Niles, Mich.	St. Louis, Mo.
Buffalo, N. Y.	Chicago, Ill.		Omaha, Neb.	Utica, N. Y.



A subsidiary plant, The Kawneer Manufacturing Company of California, is located at Berkeley, California, having several distributors for handling the territory west of the Rockies.

