A pushcart that he wheels to the most advantageous location, is the center of attraction in Mickey Homa’s shop. He uses cart to display seasonal merchandise.

THREE OUTSTANDING EXAMPLES OF DISPLAY TECHNIQUES

Every business-minded professional should be aware of the importance of attractive presentations to sell merchandise. Three outstanding examples of this thinking are pictured on these pages. Mickey Homa’s shop at Rolling Hills C.C., Wilton, Conn., one of the most attractive in the New York metropolitan area, is typical of good display. A pushcart (see photo above) is his gimmick for showing seasonal merchandise such as rainwear, etc. Joe Moresco, who has made the Woodmere Club on Long Island his home for the past five years, picked up an unusual piece of driftwood on a trip to Florida and uses this to highlight his most colorful merchandise (See photo at top of next page). Terry Wilcox of Siwanoy C.C., Bronxville, N.Y. concentrates on displaying all his goods so that they are within easy reach of his members. (See photo at bottom of next page).
This unusual piece of driftwood, featuring his most colorful fashions, has provided a topic of conversation and added traffic to Joe Moresco's modern shop.

Terry Wilcox believes in displaying all his wares so they are within easy reach of his members. He says he wants them to have a chance to "feel" the material.