



...Miss Marion Eyers, receiving manager at Bamberger's shows James Spencer, left, gen. sales manager of Olin Cellophane, and Charles Pfiefer, New York-New England dist. sales manager for Olin

Cellophane, one of the cellophane bags the store makes in its receiving department. This single automatic bag-making machine supplies the entire store with all the cellophane bags it needs.

sealing machine were installed in the marking and ticketing section of the receiving department.

The test got under way in January of this year. The cooperation of buyers of men's shirts and infant's wear was enlisted. No attempt was made to package all the merchandise in these departments at once. Instead, different types of goods were packaged and a close check on the difference in soilage, sales appeal and ease of handling between the merchandise in cellophane and the unpackaged goods was kept.

After the first two weeks the advantage of the cellophane bags in cutting down soilage and in increased sales appeal were so obvious that buyers from other departments were asking Miss Eyers to let them join the test.

As the experiment developed, the Bamberger management discovered that for most departments the proper place to insert merchandise into the bags and seal them was at the counter. Sales personnel were so enthusiastic about this reduction in soilage, improved sales and ease of handling that they had no objection to inserting and sealing

with cellophane tape. In fact, they did not regard the operation as increased work but as something which reduced handling of merchandise at the counter.

However, the heat-sealing machine in the receiving department gets plenty of work in quantity packaging of items such as layette merchandise, organdy curtains and children's sweaters.

The Bamberger experience has shown that the packaging of goods in the marking section of the receiving department presents few problems. Tickets can be fastened automatically, to the lip of the bag or adhesive tickets fixed to the clear cellophane even faster by hand. Goods which are packed at the counter are, of course, directly ticketed as are "try-on" goods which are packed in open-end bags.

During the course of the experiment not a single person was added to the Bamberger work force to handle any phase of the cellophane operation. Costs of cellophane, bag-making and sealing are charged against the individual departments. Since most sealing is done at the counter, most depart-