



*Joseph Goldberg, curtains and drapery buyer, shows how cellophane pre-packaged curtains are displayed to customers. Note the full flowing curtain draped for easy inspection. Hearn's is converting its entire store to cellophane packaging, using techniques devised by Olin Cellophane.*

chine in the store itself, as is the case both at Bamberger's and Hearn's. Bamberger's found that increased sales in a single department, layette, paid for the complete store-wide installation, including bag-making and bag-sealing equipment.

Hearn's has added a development of its own, a mobile sealing unit placed on a caster-equipped table which rolls anywhere in the store. Thus merchandise may be wrapped at self-service sales areas, or at the receiving room, whichever is more convenient.

At Bamberger's, many items are packaged and sealed with cellophane tape by sales people at the selling areas. Sales people save much time through the easier "housekeeping" and added sales stimulus of cellophane packaging, Olin Cellophane found.

Mrs. Martin, who directs Hearn's cellophane wrapping operation said, "The mobile sealer unit, equipped with extra bags in several widths, lets us keep sales areas spruced up at all times, thus sharply reducing soilage."

Hearn's soon will add a marking device to its heat sealer. Merchandise then can be inserted, sealed and automatically ticketed in one operation in the same amount of time usually taken for marking alone.

At that time, said Mrs. Martin, Hearn's plans to centralize its entire receiving, cellophane packaging, sealing and marking operation in a single area, still retaining the mobile sealer and ticketer for on-the-floor needs.

Many of Hearn's departments already have permanently added cellophane packaging.

Joseph Goldberg, buyer of curtains and draperies, said the Olin Cellophane packaging program is the best merchandising aid he has encountered in his years of department store experience. He

displayed cellophane-packaged curtains vertically for better eye-appeal than is possible with the usual flat display of this merchandise, and found that sales increased substantially.

Jewelry buyer Marilyn Dick reported the new-type packaging has three major assets. Fitted as an over-wrap over costume jewelry and similar items, it adds sparkling eye-appeal, protects the items from dust and reduces pilferage losses of individual pieces practically to the vanishing point.

Hearn's officials believe these same advantages apply equally to all types of flat-boxed goods.

In the layette department, related items ranging from safety pins to blankets are packaged together in cellophane, then displayed vertically on a wall fixture. This has been found to spark multiple sales.

Children's sleep suits also are packaged in cellophane, sized according to age and weight of the children. This ingenious sizing system was worked out by Hearn's to permit easiest possible references by self-selection customers. The package is ticketed with the accepted size identification, and a wall fixture chart relates each size to age and weight.

This chart also is employed in selling cellophane-wrapped men's pajamas. A sign at eye level matches size with measurements of chest, shirt size and weight.

It also has been proven that sales increase for many non-soft goods when cellophane is added. In the slipper department, sales increased and soilage, scuffing and mis-mate losses were reduced by more than fifty per cent when each pair of slippers was sealed into a cellophane bag.

Throughout, Hearn's uses the system of having an un-packaged sample, which permits the customer to examine goods closely.