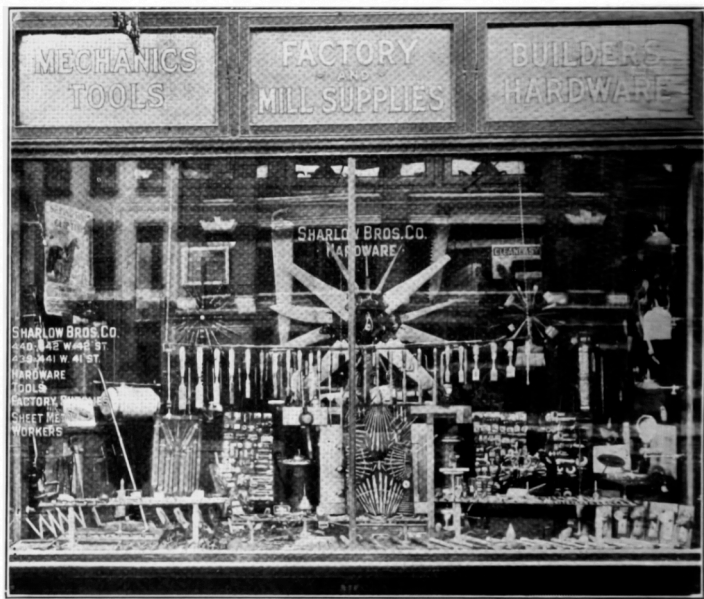


A New York Tool Display

Anyone at all acquainted with the average New Yorker knows he is always in a terrific hurry. It's rush to business, rush the business, a rush to lunch, rush around town, rush home, and even in his sleep he rushes so he snores. Therefore the Hardwareman who intends to catch the eye of such an individual needs to have a good window display when said rusher might pass his way. Therefore Sharlow Brothers Co., at 440 West Forty-second street, New York, get up catchy windows now and then, one of which is re-

which sets of chisels, gouges, screw drivers, auto drills, hand drills, boring tools, mallets, etc., and hack saws, are hanging. At the side of window is a sample board of plasters, brick and cement workers' tools. Hanging to the sides of window are breast drills and inverted lamps. On pedestals in front center of window are three plate glass shelves holding small tools, cutlery and miscellaneous outfits. Hammers, planes and wrenches are arranged symmetrically over the floor, giving a fair idea of what is carried in stock. Arranged about the window are five sample boards mounted on easels. These show brass



A TOOL DISPLAY BY SHARLOW BROTHERS CO., NEW YORK CITY

produced in this connection. The reflections show up too prominently to properly show the beauty of the tool display. It was the work of Clarence E. Cope. In the window was a work bench with tool display in the back center of window. On top of bench appears a circular board with saws mounted thereon. On pedestals at each side of bench are mounted circles of augers and ship carpenters' bits, circles of putty knives and scrapers and a circle of brushes. Suspended from the ceiling are two bars crossing each other, from

padlocks, chain fasts and bolts, all kinds of twist drills, wrenches and files. At the back the display is not built high, thus permitting of a view of the store interior.

Get Some Good Points Each Issue

We take much interest in the **HARDWARE DEALERS' MAGAZINE** and get some very good points from it each month.

CARPENTER HARDWARE COMPANY.
F. L. TOURTELLATT.