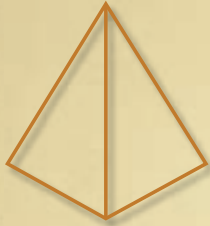


These eye movements evoke feelings of harmony. Harmony evokes consumer confidence.



Pyramid is good for those crowded areas.



Arc or Fan leads the customers eye up and outward.



Zig-Zag or S is good for breaking up monotonous merchandise.

Pyramid. Because this is a triangle, geometric in design, it is especially good for those areas that are crowded. Start at a large or broad base, and progress to an apex or point at the highest level.

One can vary the size or height of dress forms or mannequins, boxes, tubs, buckets or cans, for example. As with the step arrangement, eye travel is both vertical and horizontal, up and down, creating harmony.

Arc or Fan. Fan or arc arrangements use the pyramid, but inverted or upside down. The merchandise spreads out from a focal center point at the base, like a fan. This leads the customer's eye up and outward.

This is an easy arrangement for practically any merchandise you have available. Display one item at the center and two above — one to the left of center and the other to the right of center.

Heights can be the same, or vary. Remember that a little blank space or "white"

space in between items eases the eye by giving it a break and creates order.

Zig-Zag or S. Depending upon the linear quality of this pattern, it can look like the letter "Z" or the letter "S." The letter "Z" in display is composed of hard edges, linear and dramatic, tense lines placed at diagonals.

When using curvilinear lines, soft, flowing line due to soft edges, then the arrangement pattern appears more like the letter "S." No two heights are the same with this pattern.

The arrangement starts with a base but appears to lose its way as it rises from that base. It can rise sharply and dramatically (the "Z"), or it can meander along like a climbing vine (the "S").

This arrangement is good for breaking up monotonous merchandise or monotony in arrangement patterns. It gives the product personality in its dramatic tension or flowing grace.

Circle No. 265 on ACTIONCARD

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