As the salesman bespeaks the character of his company and its products, so the merchant’s silent salesman, the store front, reveals the character of his store and merchandise.

The photographs of recent Zouri installations presented herein cannot adequately express the charm, the attractiveness—nor the true character of the originals, but they do portray the depth of thought of the architects in creating harmony of design and in the selection of ultra modern materials. The pencil renderings designed by one of our foremost architects show what may be obtained by collaboration with your architect.

THE ZOURI COMPANY

CHICAGO, ILLINOIS
The practical design for a modern cafe incorporates a large group which embodies lighting fixture and by metal bars or mirror cut to design. Narrow styled metal doors and trim add to the cool appearance.

Plate No. 2
Ultra-modern—though simple in design. Metal may be bronze or white metal, depending on color selection of glass or marble field. Insignia could be cast or sawed out metal. Suitable for women's apparel, hat, lingerie or accessory shop.
This modern layout offers unusual advertising display—suggests use of white metal over background of dark structural glass. Easily adaptable for ready-to-wear, men’s clothes or furnishings by slight changes in sill and plate glass heights to proper proportions.
Design of formal character with simplicity the keynote. Small show windows at sides present unusual opportunity for special displays.Permits use of inside vestibule with two sets of doors, a single set of doors at front line or at back of open vestibule having ninety degree returns.
A modern shop with large show-window space suitable to unit display of merchandise. Anodized aluminum or stainless steel sign and strips offer contrast with black structural glass and are recommended because these materials require a minimum of service to maintain their original beauty.
This design with very little modification is easily adapted for many types—jewelry, stationery, barber or cigar shops. Unusual metal door design and louvered transom, and sign space treatment.
The alluring shops illustrated on Plates 8, 9 and 10 adjoin each other in one building; therefore the metal frame design is identical in all. The variance in layout and materials furnish the individual dignity and charm possessed by each.
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Plate No. 10
An example of modern beauty radiating patron appeal.

ZOURI
STOREFRONTS

An arched entrance and ceiling that are different.
Befitting its name, only metal doors and frames present this appearance.

Truly character revealing. Note the neat appearance of narrow style metal doors and frames.
Decorative bars across upper portion of front plates add stability as well as beauty.

This layout presents a marvelous example of the unit display plan.
Maximum show window display obtained in this pleasing and practical design.

A pleasing design incorporating regular stock constructions. Note the unique push-and-pull bar.

ZOURI
STORE FRONTS

Plate No. 17
Black structural glass and white metal frame suggests interior cleanliness.

Splendid example of store with entrance off center.
Structural columns beautifully hidden.
Monotony of broad plain surface broken by metal strips.

The small show windows in piers help reduce distance from main show windows to entrance.

Conventional layout enhanced by modern materials and treatment.
Tile roofed canopy, aluminum cornice, door and frame, and structural glass—all clean and cool, suggesting a cool, clean interior.

An awning box and mechanism which takes nothing from the beauty of this design.

ZOURI
STORE FRONTS

Well designed for an attractive display and easy ingress.
A beautiful transformation with simplicity and dignity the forethought. White metal frames of stock patterns, including recessed awning box with a field of shining black structural glass.
It is not always necessary to make a complete change in the front to improve its customer attractiveness. The removal of the step alone brings the entrance door nearer the shopper.

Plate No. 22