

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed. "Window Dressing Department."

PRICE TICKETS IN THE WINDOW.

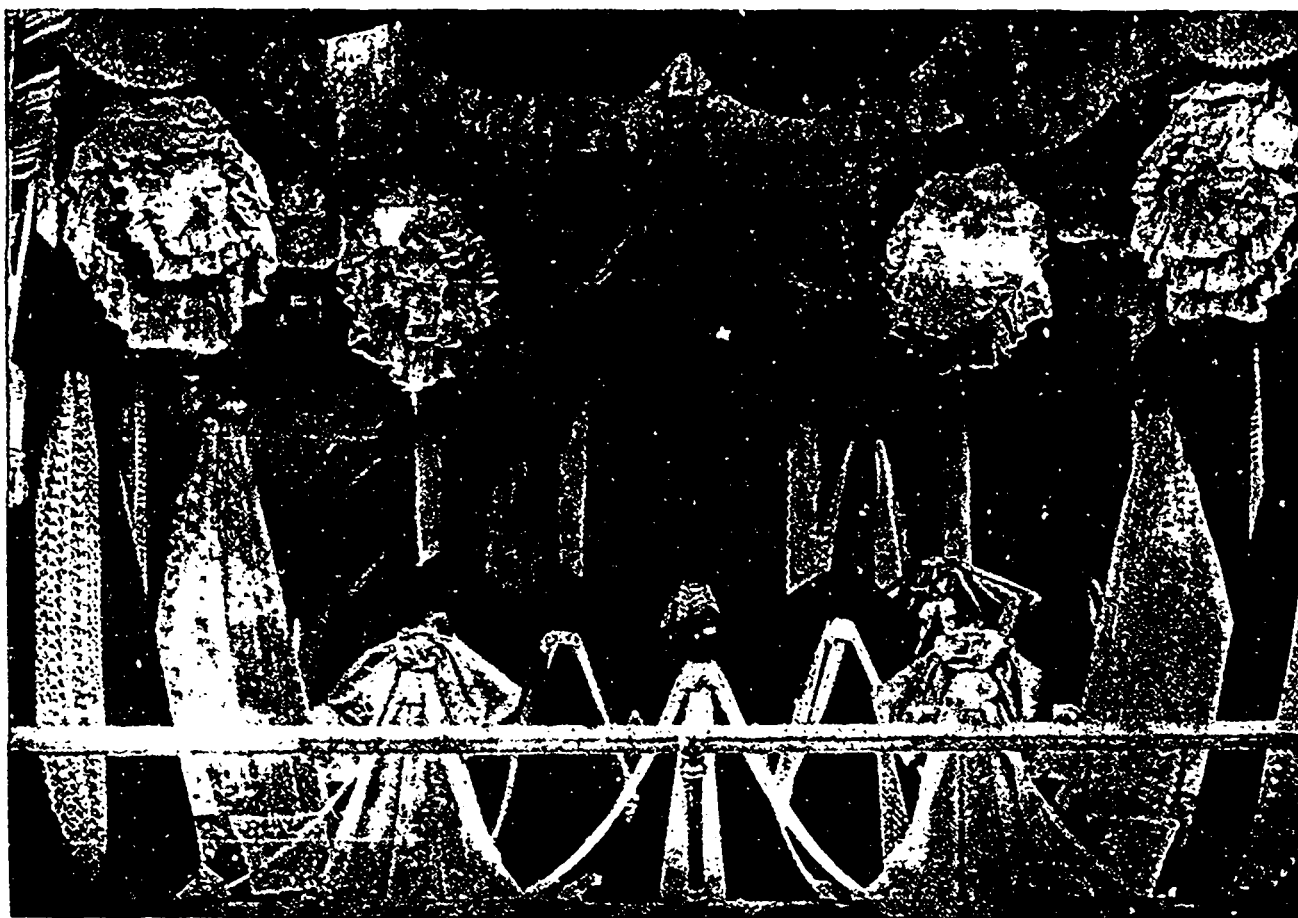
A GREAT many merchants differ in opinion on the subject of price tickets in window displays. There was a time when some merchants, especially those patronized by the best and most fashionable trade, considered it poor policy to make use of this

The show window without price cards is like a broken clock—it does not give the information required.

Shoppers of to-day, when out buying goods, generally look more to windows that contain price cards. A window display well ticketed with good descriptive cards is worth three others not ticketed. I have experimented with the matter several times, and in every case the ticketed window gave the better results. Goods displayed in a window well ticketed always appear good value. The up-to-date show cards are most successful salespeople, and will, in many cases, persuade the purchaser into buying.

A few cleverly worded and well executed price cards have often moved large stocks in a comparatively short time.

This branch of advertising should not be overlooked, but given every attention, and if those merchants who think that well



The illustration is a pretty showing of dress goods and accessories—mirrors form a background.

powerful advertisement, and who thought that price tickets would only appeal to the poorer class of customers. Now-a-days all the wide-awake merchants make it a rule to ticket everything, and have found out that a good window display well ticketed is always a good trade-drawer.

In these days of keen competition and scheming, every method possible to make customers has been tried, and to-day the most progressive merchants ascribe their success, or a large portion of it, to their window and price tickets.

ticketed displays do not draw trade would just experiment with two displays of same kind, one ticketed and the other not ticketed, I'll guarantee in every case the results on the ticketed window will exceed by far the other.

WINDOW DRESSING OF THE PAST TEN YEARS.

It is only in the past 10 years that the art of window trimming has advanced, and it is only now in its infancy. With the great change that has come over business with the advent of the department