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TRY THE ELLIOTT HOUSE NEXT TIME YOU VISIT TORONTO.



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### How to Dress a Shop Window.

By GEORGE COLE, TORONTO.

HOW to dress a shop window will be answered, doubtless, in different terms, according to the individual taste and experience of the window dresser. And yet, just as certain elements of character are common to the successful salesman, so there are certain specific rules that govern, I think, the successful dressing of a store window.

Every person will not make a successful salesman. It might be going too far to say that good salesmen, like poets, are born, not made. But it is true there is an art in selling, which, if not natural, calls for patient discipline, that it may be acquired in any degree of perfection. So it is with the window dresser. A man does not jump into a good window dresser as he might jump into his clothes if the burglar alarm sounded at midnight. Even with conditions leaning strongly in his favor, the knack comes only as a result of practice.

The dressing of a store window is a method of advertising that a modern house can afford to treat triflingly. It is, perhaps, the most attractive sign that can be placed in front of any store. The passer-by may give no heed to the sign above the door, when not particularly interested, but an attractive window will awaken the interest of the most indifferent.

Writing more particularly of a dry goods window, in connection with which my experience has been the widest, I would say that a happy blending of colors in the arrangement of a window is the most important essential. The taste of a lady shopper will either be interestingly arrested or sharply disgusted according as good taste or the opposite has been exercised in the placing of the colors of the

various goods. Some persons have a sense of harmony in color as perfect as has the musician of sound. This, however, is not the gift of all. Let such remember, as an expert writing on this subject has said: "There are in reality but three primary colors, viz.: blue, red and yellow. Green, orange and purple are secondary colors produced by combining the primaries; thus blue and yellow make green, red and yellow produce orange, and blue and red, purple, etc. The mixture of these produce the tartans and so on. The secondary green contains no red; if now the primary red is placed beside it, harmony is produced and the two are called "complimentary," the green is made richer and the red more intense."

The study of colors is something that should enlist the interest of anyone who aspires to become a successful window dresser. Color in its combinations may affect the mind in almost any manner desired. Red, for example, gives the sense of warmth, blue is cold and quieting, yellow conveys the feeling of light, and so with the different blending of colors. It should be the aim of the window dresser, so far as colors are concerned, to so arrange them that they will make the strongest impression on the shopper's mind, guided by local needs and conditions.

Window dressing follows the general trend of present-day trade in calling for a specific purpose in the arrangement of the goods in the window. "This one thing I do" has a fitting application to window dressing. One no longer attempts to place all the goods in the store in the window, nor selections from each line of goods. One day it may be a silk window; again a display of carpets and house-furnishings; and another time a showing of boots and shoes, and so on through the large variety of stocks that are carried, at least, by the more important shopping concerns of to-