

WINDOW DRESSING—Continued.

does not devote her whole time to the trimming of the windows, having other work in the store, but that has gradually grown to be an important part of her work, and it is a good guess to say that her salary has grown, too.

The woman has a place in the window dressing profession and, sooner or later, she will find it out. She has already, in a few cases, and the conspicuous success she has made of it in each case should lead others to try their hand. The merchant who wants a clerk with a side talent for window trimming is certainly not awake to his own interests if he does not give the lady clerks a trial as well as the men.—Chicago D.G. Reporter.

NOT TOO EARLY DISPLAYS.

It is hardly a wise policy to show the prettiest fall stuffs during the first week in September, when there is more immediate probability of a hot spell than a cool one. The people may come and look at the goods, but how many of them are ready to buy? The excuse most retailers or decorators give for an early opening show is that their competitor may get ahead of them. Suppose he does. It is pretty well known that the crowds which come are not buyers.

If Mr. Competitor is so eager to get the opinions of the masses, let him go ahead. You will get just as big a crowd at your opening days later on, with a much larger percentage of buyers. The goods will appear new and fresh, instead of having that stale appearance which so often marks high-class novelty fabrics after being shown to crowds of people for four weeks.

New York retailers are pretty well posted on the fine points of storekeeping. Their determination to hold opening displays during the last, instead of the first, week in September should induce many a retailer who has been pursuing the first course to stop and think. Show your new goods when people are ready to buy them, and not just to satisfy their curiosity.

Another point which might well be brought to the attention of window dressers everywhere, is that not a single store among those which are fighting so fiercely for business is using anything but plain, sensible displays, wherein goods and prices are the predominating features. This is as it should be.

THE TRIMMER'S DIFFICULTIES.

An interview with a window trimmer employed in a large store in one of the prominent cities of this country, says *The Economist*, elicited the information that a trimmer's position is not an easy one by any means. While this is not new intelligence, his task was made difficult owing to one peculiar feature. "Almost impossible," said he, "to get the necessary goods from departments to carry out my ideas for a trim."

Appeals often had to be made to the business manager in order to secure some particular article to complete a pleasing effect. Of course, this invariably offended the heads of departments, who forgot that a trimmer must look to the whole store for his support. The firm expects the best of windows, and if not produced he alone is held responsible.

Those who control the departments overlook the fact that a good window display of the lines carried facilitates sales. The trimmer is constantly studying to help each department, but the heads persist in antagonizing him, claiming that he damages the nice goods by using them in exterior displays, and that novelties do better work on the counter than in the window.

There is a certain amount of display work for the goods of every stock to do, and, if they come out of the performance a

the worse for wear, the department must stand whatever loss occurs. This is slight in any case, and more than made up by the increased sale of the article resulting from the window display.

In houses where the department managers are continuously fighting the window trimmer in his ambitious efforts to attract the attention of the public, the business manager should lay the law down to these narrow-minded fellows, and impress upon them the fact that windows are for a purpose, and that the artist employed to ornament them cannot be successful without the proper materials. If the trimmer is a capable man, he will understand what to use. He and the department heads should cooperate, and each be willing to allow discretion to settle any difference in opinion. Under such circumstances, the trimmer will do better service.

LIGHTING THE WINDOWS.

Have you studied the question of lighting the windows? The fall season is now here, and you had better see to this important matter, if you have not done so, as much depends on your evening displays.

The writer would suggest having the lights so arranged at the top of the window that they are not seen from the outside. In this manner the goods are displayed to better advantage. Do not throw the rays straight down, as most of your light will be lost, but slant your reflectors at an angle of 45 degrees, and you will get better results.—N.Y. Economist.

DISPLAY OF EVENING SILKS.

The curtains have just been raised in a window of one of the local stores, and a most beautiful collection of evening silks is now on exhibition. The back of the window is draped with blue plush, on which are swung two medium-sized mirrors. Suspended from the top of the window, directly over the centre of the display, is a large chandelier, ornamented with glass pendants.

The silks nearest the background are all of delicate tints, prettily draped in plaited effect over very high stands. A hood puffing is formed at the top.

In front of these are brocaded silks, a little more pronounced in shade, forming plaited pyramids about four feet in height.

In the foreground are others of very striking designs; they spread out to about three feet at the base and incline sharply to a point.

To finish the trim, puffings of heavy brocaded satins in three shades, pink, Nile and light blue, run in different directions between the various stands.

As the materials are all of delicate shades, therefore liable to be affected by strong light, a trim of this kind should never remain in the window a great while.

TO PREVENT FROSTED WINDOWS.

"Sweating" or "frosted" windows are caused by the inequality of the temperature outside and inside the window. The proper way to avoid this difficulty is to provide a method of ventilation which shall allow enough fresh air to enter the window to equalize the temperature. This can be done by cutting a number of small apertures in the top and bottom of the sash. Have them about half an inch in diameter, and a foot and a half apart. The window should also have a tight partition separating it from the store, which will keep out the warm air. Many stores have curtains at the back of the windows, for which reason we mention the necessity of a solid partition. A cloth dipped in alcohol or glycerine, and rubbed over the window two or three times a week, is also a prevention against frosting.