

## WINDOW DRESSING.

## MILLINERY IN RED.

RED windows are growing common now, but occasionally one is produced that merits special notice. A millinery house recently exhibited a tasteful display. At the background and sides red Japanese lanterns were hung in pairs, one above the other, and each pair in a square frame of round pieces covered with red cloth. An incandescent light hung in each lantern, and, as the window was inclosed on both sides, the rear and the top with mirrors, the reflections made a perfect glare of red. At the top of the window were hung three red canopies something like an umbrella in shape, the one in the centre being the largest—about three feet in diameter. The under sides of these were covered with puffed red cheese cloth. The millinery was arranged in the ordinary way on stands in the body of the window.

## HOW TO SHOW CLOTHING.

A suggestion that a living model should be employed to show clothing in the window was submitted by The Chicago Apparel Gazette to an authority on window dressing, and this was his reply:

"There can be no question that in any of our crowded streets the plan advised would draw a crowd, but it is always to be remembered that what is wanted is not a crowd blockading the streets, but purchasers in a store. The question that the window trimmer has to solve is, will the display excite a desire to possess the article shown in the window? It is goods the merchant wants to sell, not graceful or handsome young men. Living attractions are common in the windows at Christmas time, and some merchants have gone so far as to provide trapeze performances and Punch and Judy shows, and one large store last year displayed a menagerie of wild animals, but in nearly all of these cases I know from private information that they will not be repeated a second time. The figure of Santa Claus at Christmas time is seasonable, and suggests the spirit of the hour, and is especially pleasing to children. Not wishing to be in the least dogmatic, I still believe practical men would not much favor this scheme."

We are inclined to think that this is sound. At special seasons a startling innovation in models or designs must do good. But for the ordinary town trade we believe a well-dressed window all the year round will give sufficient results for the trouble and expense gone to.

## LEARNING FROM OTHERS.

Clerks should try and learn as much about window dressing as possible; watch how other windows are dressed and picture in your mind what improvement you can make and give your idea to the managers or the one who does the window dressing. In this way one would be surprised how quick he will pick it up.

Do not brag about what you are doing to anyone, but always try and get as much information from others as possible. One who puts his mind to it will, in a short time, find himself quite an expert.

## HOT WEATHER EFFORTS.

Common sense will determine to a large degree what not to show these coming months, but, in addition, considerable discretion will come into play to decide rightly what is best at certain times. Dress goods and silks will stand a good deal of publicity at all times. These, with wash fabrics and suits, make up a quartet that can be chosen as most suitable for the most of the display work. These are not a fourth of the goods that pertain to hot weather, however, others coming in for a share of attention being sporting and outing goods, underwear and neckwear.

It is not always advisable to use the windows for displaying those goods that are selling best. It may be better to even up matters

by calling attention to something else, something that is seasonable, and needs only to be brought forward in this way to create quite a demand for it. This will help to reduce the stock evenly, and will also give more variety to the displays than if only the lines that sell automatically—that is, without any special effort to push them—were shown in the windows. Many merchants or window trimmers do not realize fully what a potent factor a good display is in creating a demand for any article.

The goods that are to be pushed during the warm weather period must in all probability have more to recommend them to shoppers than their seasonableness. It will be the time for clearing up stocks, and cut prices usually accompany clearing sales. The reduction of prices is not a matter that the window dresser has to look after, but it is his part of the programme to make it show in the displays that low prices are ruling. This is more effectively and easily done by good window cards. The best place to get these window cards is out of your own brains, for then there will likely be an originality to them that is one of their most essential qualities.—Chicago Dry Goods Reporter.

## TICKETS FOR THE WINDOW.

In a large city in the United States the following were among the remarks put on salable goods in the windows:

"Big bargains for the boys."

"Men's modish ties for 25 cents. Great purchase, great sale, great event."

"Jaunty jackets at paltry prices."

"A great sacrifice of fine lace curtains. High-grade goods at low-grade prices."

"Bring the babies in and let us dress them. We can do it cheaper than you can."

"Fashion spreads her wings in our millinery department."

"It's prices like these that keep us busy."

"Our hats give satisfaction both in quality and price."

"Our assortment is most complete and our prices surprisingly low."

"The phenomenal success of this store when you come to analyze it is not phenomenal at all. We simply gave the people better clothing for small prices than anyone else ever did; and good news spreads fast."

"Nothing newer or nicer in negligee shirts."

"Bargain carnival in curtains and laces."

## IMPORTING BRITISH GOODS.

The Customs officials have received an order from Ottawa making a change in the mode of declaration required when British goods are imported. Under the previous ruling the wholesale merchant importing the goods had to make a personal declaration as to the value and country where they came from. This caused a good deal of inconvenience to wholesalers and they made a protest at Ottawa. The Government have now modified their regulation, and under the new ruling the manager or chief clerk of an establishment will be allowed to make the affidavit. This ruling is only a temporary arrangement, however, and is done to suit the convenience of the trade.

## BUYING FREELY.

The Alaska Feather & Down Co. report an unprecedented demand for down quilts. Retailers' stocks are apparently low, and orders, therefore, are naturally on the liberal side. Of some colors in each design of cloth they are already heavily sold up, and retailers who wish their pick of a full range of colors will do well to place their order early.