

WINDOW DRESSING.

ABOUT WINDOW CARDS.

PRICE tickets or window cards in some way explanatory are essential to obtain the best results from a window trim. There are prosaic and intensely practical natures that fail to be attracted in the least by very creditable displays of goods. But let a price



W. R. Brock & Co.—Lace Curtains. See Page 70.

No. F 3, White } Width 54 inches
No. F 4, Cream } Length 3½ yards

ticket be placed on a piece of merchandise indicating a bargain and they are interested. The window trimmer has to make his displays reach all kinds of people, and the kind that needs price tickets and window cards is numerous. The opinion of some merchants that a public display of prices detracts from the dignity of the window and of the store is untenable. The best stores do it, and the best of trade is drawn in that manner. The storekeeper, therefore, who does not make use of this opportunity for advertising, either from principle or neglect, is not awake to his own best interests.

There is no excuse for using anything but neatly printed and artistic window cards. Something novel is a card the upper left hand corner of which is irregularly perforated, as if a piece were cut out. Behind the aperture a piece of cardboard is pasted, which entirely covers the ragged edges, and on this board the price mark is placed.

All cards should be properly spaced, and ample margin left around the sides to insure an uncrowded appearance.

That price cards are almost necessary accompaniments of window displays is now generally recognized. Says an exchange: "It is coming to be more and more appreciated that articles attractively displayed, with prices attached, are the most effective for the purpose of getting the people. A novel, interesting or attractive display has an indirect benefit in making the front of the store the lodestone for an idle crowd; but in the most valuable locations this use of the window cannot be afforded all the time. A few of the most salable articles arranged in such a manner as to fix the attention, made the salient point of the picture, with an apparently

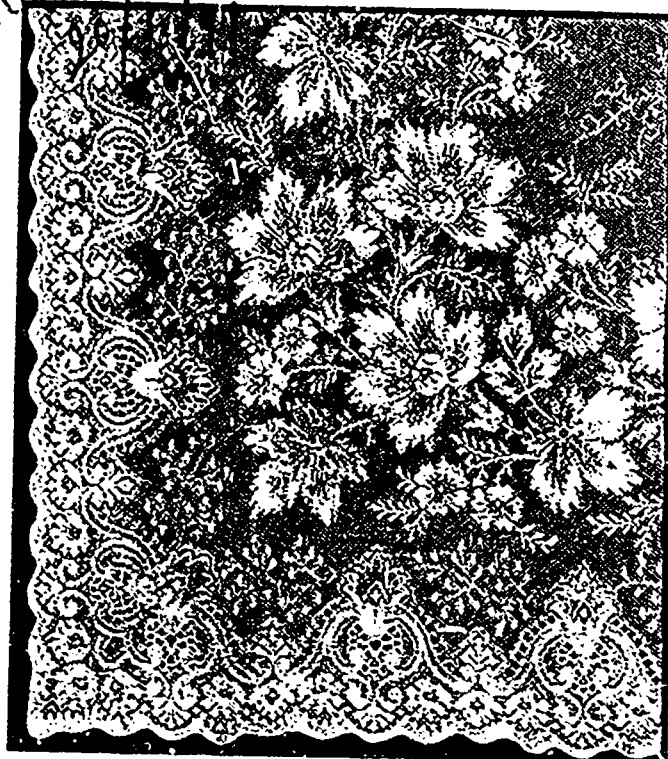
reasonable price suggested, will conserve the advertising value of a location the most effectually."—Chicago D. G. Reporter.

A HUMOROUS FEATURE.

No matter how meritorious a window display may be in itself, it is sometimes advisable to relieve the monotony by some light humorous feature, which can generally be introduced in a manner closely connected with the goods themselves or in the window cards calling attention to them. It will pay the merchant and his clerks to direct their thoughts in this channel in their spare moments and try to devise something that, while serving to amuse the passers-by, will fix the displays made more firmly in their minds. A window card was noticed in a men's furnishing goods store the other day, which is undoubtedly helping to increase the merchant's sales. It was attached to a display of fast black half-hose. The card was a white one with black borders, and bore the following legend: "Obituary: Hermsdorf dyed this week, 25 and 50 cents." This is given simply as an instance of the effectiveness of the use of wit of a delicate kind in window work.

HOLIDAY WINDOWS IN MONTREAL.

In a window facing a corner was a striking display. A windmill, built after the old style, was made up with handkerchiefs of fine cambric and lace. It was thatched with evergreens. The hub of the wheel is covered with silver buckles. The flanges are dolls dressed in different colors. The rim of the wheel is of white handkerchiefs, with colored and lace borders. They are fastened by the corner only, so that when the wheel turns they constantly change their positions. The wheel is kept in motion all the time. Being on the corner, it can be seen far down the street and attracts much attention. Across the bottom of the tower is the usual Christmas greeting. In the same store was seen an old-fashioned cottage built entirely of flowers, mostly roses. Lights were placed inside



W. R. Brock & Co.—Lace Curtains. See Page 70.

No. E 3, White } Width 60 inches
No. E 4, Cream } Length 3 yards

and showed through colored glass windows. It had a very pretty effect in the evening.

A very neat display, though not essentially a Christmas one