

## WINDOW DRESSING.

BE ADVISED IN THIS MATTER.

It takes time to keep the window dressed, and perhaps your staff is not large enough, you think, to spare the hours required to keep changing the display. But remember that the well-dressed window is simply an addition to your list of clerks. It sells goods just as they do. The stores of a town where the windows are brightly and tastefully dressed keep trade at home. If you don't want the townspeople to go away to the cities to buy, see that your store is attractive. No successful dry goods man that we ever heard of neglects the display of his stock. Did you ever notice how well even the wholesale warehouse is made to look at exhibition season or at times of cheap excursions when the country merchant is expected to visit the houses he buys from? The retailer has far more need of these tactics than the jobber. The merchant has many lady customers, and all women have more or less taste, principally more. It pays to attract them.

## AUTUMN PROGRAMME.

A window during the coming months should be warm and bright in tints. The new dress fabrics include many warm, rich colors and can be used freely. These, with gloves, umbrellas with their new, bright handles, a few trimmings and some Swiss handkerchiefs can be combined into a lovely window. Change often, even if the same goods are used, though it is better to change both the order of display and the goods employed. The central idea should be to sell goods, of course. This may necessitate your not crowding the window with too many goods, but that is a good general rule to keep in mind at any time. It need not hinder an artistic display.

A contemporary, *The Dry Goods Economist*, of New York, has the accompanying simple display of nicely draped dress goods.

## A PRACTICAL MAN'S EXPERIENCE.

A Pennsylvania window dresser, writing to *The Economist*, has some very sensible things to say:

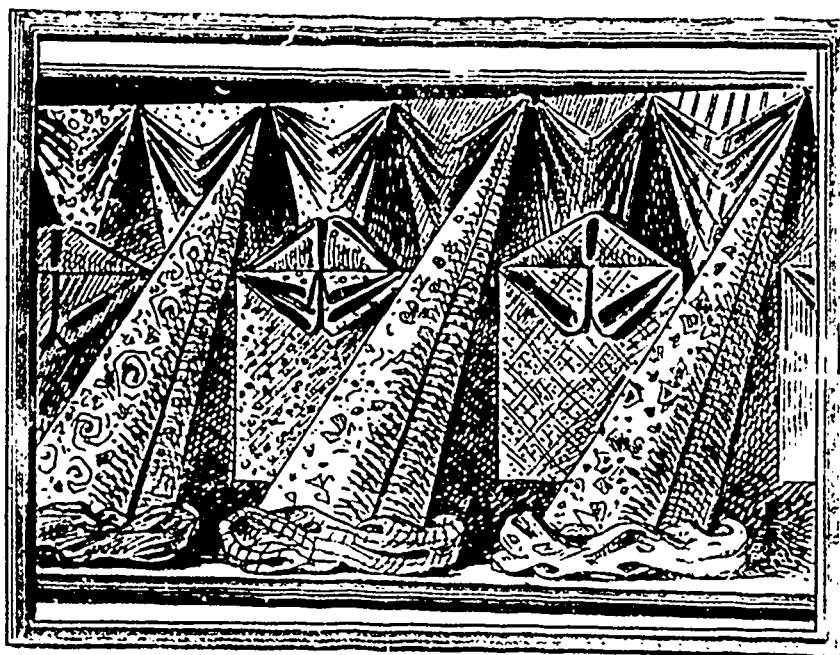
"My experience, both in this country and abroad, has taught me that window dressing should be closely allied to newspaper advertising, one acting as a help to the other. I do not consider that a truly artistic window is productive of good results during the entire twelve months of the year, but the

foundation of window dressing rests upon the ability of the decorator to turn out artistic displays at a moment's notice.

"What the merchant wants to-day is buyers for his merchandise. How to obtain that result should be the constant thought of the window trimmer and he can receive no praise so great or beneficial as the knowledge that his windows have sold goods. They should be the silent salesmen and the more practical they are the better for the interests of the merchant.

"I have in my work here to show windows elaborately constructed and built strictly in accordance with modern ideas. I find at certain periods of the year—especially during the time when silks and dress goods are to be worn—that my windows must form a picture of the styles prevalent at that season. I do not think it good form to mix ribbons, laces and dress trimmings through the display. The forms should be draped in the prevalent style, presenting a true impression of the dress or garment as it would appear when made up, and this dress should be accompanied with all accessories placed in their proper positions.

"Strictly mechanical windows should be employed only during the holiday season. A window trimmer, in preference to dressing his windows in strict rotation, should suit them to each emergency as it arises. If a house has a steady trade, peculiar to itself, neither adding to nor diminishing its custom, it is well to have a rotation of artistic pictures showing the best articles as they are received from the markets, but in a department store my habit has always been

From *Dry Goods Economist*.

DISPLAY OF DRESS GOODS.

to watch the advertising of the house and to illustrate as nearly as possible the kind of sale that is about to take place. If, for instance, the house advertised a clearing sale, my windows would be made up of a general assortment of merchandise, with prices marked on, for in my opinion the 'cut-price' card has never failed to prove an attraction to the general public.

"Original ideas in window decorations are attractive and insure popularity for the firm fortunate enough to possess a window dresser endowed with original ideas. Sometimes the effect of these windows is not at once felt, but sooner or later the public, having received an impression from such windows, is again attracted, just as a lover of the arts might receive a lasting impression from a painting by a noted artist.

"I agree with my co-laborers that a successful window dresser must be a good business man in every sense of the word, and should be informed of every enterprise contemplated by the establishment wherein he is employed. He should show the same consideration to every-day, homely merchandise as he