

WINDOW DRESSING.

DUTIES OF THE WINDOW ARTIST.

DOUBTLESS there are stores in Canada where the windows are trimmed because they look nice and for no other reason. But do you realize that properly dressed windows are salesmen? Like a good ad., they bring business. When the merchant scores a point in buying, he does a good thing for his business; but no better than if he takes care that his window displays shall be one means of selling his goods. On this point the remarks of *The Dry Goods Economist*, a few days ago, as to the importance and responsibilities of the window artist, strike one as quite to the point. The window artist, the writer points out, who has the interest of his employer at heart can truthfully say that his duties never end. The threads of demand upon his time are seldom free from his hands when others are to be picked up. Though in this connection it may be wise to ask how many young men are to be found holding positions of this kind who fully feel the keen business responsibilities that they should. But few men feel the kind of interest in the work of a salaried position that they should. Try as one will to influence such efforts as might prove elevating and profitable, the attempts oftentimes prove a waste of endeavor and thought.

To come down, however, to the real subject, that of the decorative artist and his influence in planning and developing the scenes of a retail store: First of all, he is responsible for the appearance of the exhibit behind the shining plate glass front; he is responsible for whatever enthusiasm or lack of interest the passing throng may or may not manifest in his decorative creations; he is also responsible for the ever-shifting scenes of interior department trims, and upon his shoulders should rest the responsibility of sale displays.

For—referring to the latter—who, if not the window artist, can best direct and plan that important part of store detail? He is the man at the wheel, and should be regarded as such. But—say nothing of the efficiency of the average window artist to shape the daily selling displays into impressive movers of merchandise—what application does he make of this ability? What amount of mental care and heart-felt interest does he manifest in these demands upon his time and talent? A well conducted advertising column is a

rich mine for the artist who follows its daily announcements, and this he should do, for displays should be in full accord with line thus offered. The advertising man has performed his duty well. Can as much be said of the display artist?

Experience forces the confession that many artists wait to be prodded. Why some of these clever idea men—and that coinage seems appropriate—should restrain their ambition is inconceivable when a little reasoning would plainly show them their folly. The man who wants to be told of his duties in business affairs, no matter what his natural abilities, lacks that which begets success. The time has passed when businessmen overlook the shortcomings of those to whom business duties are intrusted. Successes that are made to-day by young men are made by those who are conscientious thinkers and untiring workers.

When the window artist learns to devote the same thought to his work—on which so much depends in retailing—as does the advertising man in his sphere, then he will prove himself of incalculable value to his employer and a helper of a most important kind.

A CARPET AND CURTAIN WINDOW.

In this issue *THE REVIEW* presents a photograph of a well dressed window in Charlottetown, P.E.I., at the enterprising house of James Paton & Co. It was designed to show carpets and curtains, and the verdict of the firm is that the display actually sold goods. No better evidence of success is wanted than this. In taking the photograph of the window it was found impossible, owing to the reflection, to get a front view. At the same time, as window dressers will observe from the cut, which gives a side view, it must have been a rich and imposing display. In the front row the trimmer placed five large jardinières full of spring flowers, back of which were arranged five or six large



Carpet and Curtain Window, James Paton & Co., Charlottetown.

sized velvet rugs, folded with the point up. The sides were draped with point curtains down to the looking-glass. The front and side of the glass were draped with Scotch or Nottingham curtains, the back top of the window with lace curtains. The background consisted of Brussels and Crossley's velvets, the middle and to prows being borders and stairs. An examination will show, as nearly as it is possible for a photograph to do, how well the trimmer had selected his goods. There were 24 pieces in all.

PRACTICAL SUGGESTIONS.

A bow of wide ribbon fastened at the top of a cone of wash goods is a pleasing addition. The ribbon must harmonize in color, of course, representing the combination that is most suited for the