

Some Pointers on Show Windows

In the Book Shop

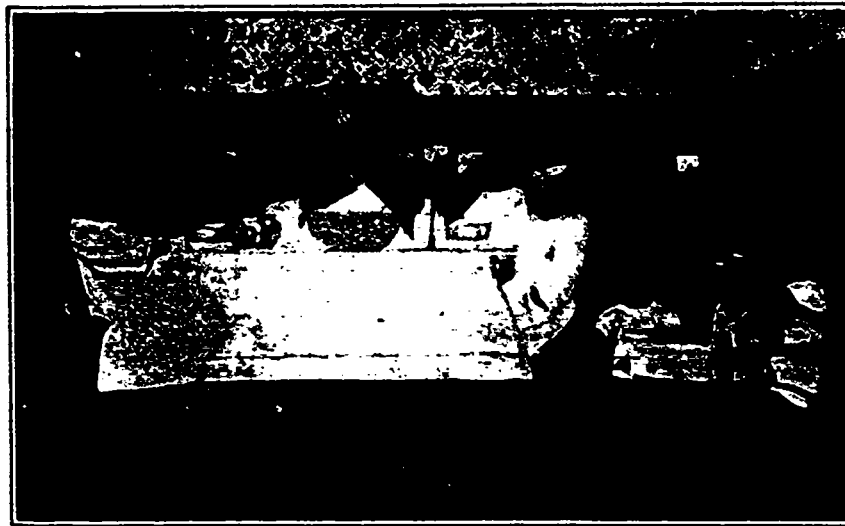
In the next few weeks the stationer's and bookseller's show window will be a centre of interest to thousands of shoppers in the cities, towns and villages of our country. It will prove to be when properly utilized, one of the best assets he possesses. Mind you, it must be properly utilized. Attention must be bestowed on it and careful thought given to its arrangement. Otherwise the public will not be influenced as they well might be.

When a man has made up his mind to go into the retail business, says M. W. Armour, in the Business Magazine, the first thing he does is to look for a suitable stand. When he finds it, if it's a building that has been occupied, he immediately proceeds to tear out the front, and at much expense, perhaps, puts in show windows as big as the space will allow. The day of this man's opening arrives and his windows are pronounced beautiful. Pass these same show windows six months later, and if you find them well dressed and attractive you will find a merchant on the road to success. On the other hand, if the merchant, after being showered with compliments which,

The show windows of a store I don't care how unpretentious the store may be—are its strongest arguments for trade, or against it. Let the passer-by halt for a second in front of one of your show windows and remark: "Isn't that pretty?" or "Isn't that cheap?" You have made a friend or a customer right there. If a woman, her tongue will wag; if a man he will remember. No matter which, your window has done its work and results will follow.

Now to the point: Show windows are for the purpose of showing goods with the thought in mind of drawing trade. That's why show windows are so much in evidence. If they were a failure, you would never see one, and the main streets of every city in the United States would resemble an endless row of tenement houses, and half the glory of a woman's shopping tour taken from her.

Probably no class of trade has a better opportunity to make an attractive window display than stationers. Their goods are so varied and most of them are made up



Courtesy
American Stationer

A Connecticut Stationer's Unique Window.

if not taken sensibly, are the undoing of many a good business man, says to himself: "My reputation is made," and ceases to give other than a passing thought to his show windows. Six months later the people that were most loud in their praises of his beautiful windows have forgotten all about them and seldom, if ever, give them a glance.

Then, again, take the old experienced merchant who is so successful that he finds his quarters too small for his ever increasing business. A new building, possibly half a dozen times larger than the old one, springs up. Note the attention that is given the show windows. They are planned with the greatest care. Every inch of available front space is given to the display of merchandise. The market is searched for the latest devices in fixtures to further enhance the advertising value of this display. Why is this? Because the successful merchant knows the value of his show windows.

Just as a man is judged by his personal appearance, so is a store judged by its windows.

so handsomely that they can be utilized in displays which are sure to attract passers.

Enterprising stationers know the value of their goods and not infrequently make up displays which attract attention and sell goods. One of the best recently seen, according to the American Stationer, was a window made up by B. O. Barnard, a stationer of Bristol, Conn.

He arranged the window as a dining-room, with attractive wall paper, picture moulding and some small passe partout pictures. The table showed a party of Teddy Bears at dinner. The Baby Bear was in a high chair with nursing bottle full of milk on the table in front of him. The large dish in the centre was filled with Indian meal pudding. To make the display more attractive the crockery was old-fashioned blue ware.

The furniture was all small size. Under the table was a rug with green border to match the color of the wall paper. On the settee was a Red Cross nurse at work with two little bears.