

WINDOW DRESSING—Continued.

easier to make a specialty of one or two, or even three, lines of goods than of a dozen. Two lines are as many as can be thoroughly pushed at a time in most country stores. And pushing is necessary—the end being to create in the mind the impression that one is making special offers in the lines pushed. Persistent advertising is necessary, but is hardly of more value than special window displays.

A Small-Lot Sale. A great many stores devote the next two or three weeks almost entirely to getting rid of stock accumulation, and, for that reason, postpone inventory until the first of February. These few weeks demand a great deal of work from the window-dresser who is anxious to assist in this necessary stock reduction. The concern recognizes the importance of this ante inventory clearing, and makes very great cuts in the prices of much worthy merchandise.

Here is an idea that may help to move small lots quickly: Trim the window with the surplus from one or more departments, make the displays as attractive as possible, and then work the following little scheme: Have the back wall of the window removed entirely; this can usually be done without a great deal of difficulty. Have a short section of counter placed immediately back of the window, allowing room enough for salespeople to move around.

A set of placards should announce that the goods in the display are all there is of the lot. Direct attention to the wonderfully low prices and state that shoppers will be served at the counter immediately back of the display.

Of course, the display must be of the simplest kind, and a boy will be needed to stay in the window to hand out the goods as wanted. By taking one or two departments at a time the idea can be carried out without confusing the department system where one exists.

The view that passers-by will have of the interior of the store will be sure to make them stop and look, while the novelty of the idea will undoubtedly help the sales. Some generous newspaper advertising ought to assist in the success of the plan. Its advantages are that bargain hunters can see a large array of goods before them and can select a few things that can be pointed out to the salesman on entering the store.

January Window Display. With January comes the annual sale of muslin underwear in many localities, and the window-dresser has much to do with its success or failure, though he needs the hearty cooperation of the manager of that department. To be successful, an effort should be made to combine style and quality with low prices.

Quality and beauty attract the eye, but price appeals to the purse, and to have a successful display these two factors must be presented.

One very successful underwear display came to the writer's notice during the underwear season last year. The background and bottom of the window were draped and tufted in pink cheese-cloth; an arch arrangement was built in the centre, and a pleasing mirror effect was arranged at the sides. Each garment was carefully papered in pink, the inexpensive garments being papered and arranged with as much care as the higher priced pieces. In the display the cheaper grades were mixed in with the fine goods, and had dainty price cards attached. The cards on the more expensive garments had the price omitted, showing, instead, appropriate reading matter. A centre sign told of "Style and Economy."

The result was a big trade in the underwear department, and

the sales were quite evenly distributed between high and medium grade goods. The interspersing of the cheap goods with price cards attracted and held the attention of those who might have otherwise been frightened away by the rich appearance of the goods. This idea is an important feature in any display. Beautiful and expensive goods are always attractive to the eye, but to make the exhibit productive of good business a bargain touch must be added.

A conversation bearing on this point, between two ladies, was overheard during the holiday season. They were carefully looking over the displays of fine bric-a-brac, jewelry and fancy goods in the windows of a high-class store, and one of them remarked: "I think they are very high-priced in this store, but the goods are lovely." "Yes," replied the other, "but I can't afford to trade here."

A moment later, however, they stepped in front of another window of the same store. This window contained various attractive articles that were effectively grouped in separate lots, bearing price cards. "Why, those aren't expensive," exclaimed one; "I didn't know they kept anything so reasonable in price. Possibly some of their other goods are not so high. Let's go in."

The writer was a little surprised to see one of the ladies buy not an inexpensive article, but a handsome and costly one.

In this case the little price signs merely served to remove that timid feeling caused by a dislike to examine goods which they believed were beyond their reach in price.

Direct Results from Displays. A proprietor of a certain department store which unfortunately had a limited number of show windows was once asked why he never made a window display of hosiery, gloves, and several other lines of which he carried a good stock. "Why!" he exclaimed, "nearly all our business is on dress goods and garments; we don't do business enough in the other departments to warrant our giving up window space to them." "But," said the questioner, "don't you realize that the success of your dress goods and garment departments is largely due to the display you make of them, and that a reasonable amount of display given to departments would increase their business accordingly?"

The old merchant was finally prevailed upon to make an attempt, and eventually procured suitable fixtures for the display of his other lines. The result was that the long-neglected departments enjoyed a most substantial increase in business, and, at the same time, his pet departments of dress goods and garments not only suffered no loss, but made a gain which could easily be accounted for by the fact that a great many more people came into the store.

One department helped the other, and the volume of the store's business was largely increased. By strengthening the weak links the whole was made strong.

Where people are constantly passing a window they naturally tire of seeing the same line continuously, and soon get in the habit of passing it without a glance. A frequent change in the nature of the goods displayed gives the window life, and regular passers cannot get by it without noticing the change.

The above is the advice of The New York Dry Goods Economist, intended, doubtless, for city stores. But it applies to smaller centres as well. In fact, I cannot see how the store in the smallest village in Canada can afford to neglect its windows. If no rush takes place to buy goods, you show your locality that you are up-to-date and save many a mail order from going past your town to city stores.