

WINDOW DRESSING.

TRIMS IN SMALL STORES.

It is generally conceded that the severest test that can be applied to a window dresser is to have him trim up a small store. A merchant in a Kansas town writes about it to *The Dry Goods Economist*. We small fry, he says, are placed at a disadvantage when compared with our neighbors in the large cities. My advice is: Don't be too 'cute; don't advertise yourself as too brilliant. Get into the current of the stream, as somebody says; do not be content to drift. Thus you will get your share of all that is going. Keep the best side out, best foot to the front, your eyes wide open, your brains at work. It adds dignity, fairness and squareness and other good qualities to your work. It shows that you have not only confidence in yourself, but also the courage of your convictions.

DISPLAYS TO PROPERLY ATTRACT.

You see people every day who have more time than money. There is a plan for trapping these people. Not as victims, but to catch them fairly and squarely, and make customers of them by attractive displays in the show windows, where by the aid of neat, plain price tickets you can make your argument frankly and with judgment, and without the persistence which marks the "sales grabber." The tenacity of a bull-dog or the staying powers of a trained athlete are not necessary qualifications for a salesman, although the peculiar policy of some houses seems to demand it.

I believe a really meritorious article, properly displayed, will draw more people into the store than the kind of salesman I have described. Of course, when the clerk of the weather is running things a little out of the ordinary, and with absolutely no regard for consequences, as he is at present, naturally enough the window dresser fails in proportion. In these times of adverse influences in order to draw trade it requires more than giant strength or brute force. There must be brains back of it. And I don't care for a better compliment when the snow is flying than to see a crowd of women about my windows, braving the storm, and then coming into the store and making purchases.

Woman's fondness for dry goods has been the subject of innumerable jokes and sarcasms, but I am glad it is part of her nature to love pretty things, for if she didn't some of us would be hunting for employment, and the triumphs of window dressing would be unknown to the world.

Let us keep up the good work, for I see a finger post on the trade highway marked "Window Dresser." And as such we can go on our way rejoicing, and make our appeal to the public through plate glass as heretofore. The chances are that a majority of us at least do not really know the full possibilities of the particular field we are working, and the best resolution that we can adopt this year is to find out "where we are at" in this respect.

Merchants are believing more and more in the "one-idea" window. If there are too many things in a window people will fail to be impressed to the buying point by any one thing. They may see dozens of things they would rather like to have, but they won't have one thing driven so strongly home to them that they will feel that they must buy it. Too many attractions will drive the possible customer away. He can't buy them all, so he gives up the idea of buying any of them. A window should be trimmed with a central idea, and the attention of the public should be focused upon one thing. No matter how much frills there may be in the window, everything should tend to draw attention to one article.

A unique method of attracting attention to dress goods and displaying them to advantage was observed in one of the large department stores in St. Louis, says *The Reporter*. The fabric in

one piece of material was placed in the basket used to transfer packages and change. It was raised up and fastened and the goods allowed to drop out and reach to the counter in voluminous folds. It certainly may be said that everyone who saw it stopped and looked at it, whether they made any purchase or not; and it is rather axiomatic to state that the shoppers' attention must be attracted if they are expected to buy.

TRIMS ARE STANDING ADVERTISEMENTS.

There is a lesson in the store windows of New York that must come home to every observing man who has opportunities for taking note of them; pass them when you will, they are in full dress; every day in the month, twelve months in the year the store windows of this city tell an interesting, ever new, ever changing series of stories of new goods or new prices. The effort on the part of these stores to advertise their wares through the medium of their handsome show windows is incessant. It doesn't matter whether it is midsummer or midwinter, whether the times are dull or active, the weather good, bad or indifferent, trade trying or cheery, the window displays are a continual feast, a perpetual temptation to every passer-by.

Does it pay? That question has been settled long ago to the satisfaction of those concerned and evidently in favor of the present policy.

It doesn't matter where your store is located, whether in New York or at a country cross-roads, a proper trim in your windows will operate for good. There is no mitigating circumstance that admits of shabbiness or indifference in this particular. Windows should never be dressed simply to hide their nakedness, as is too often the case; a few ends of goods or commonplace materials that "will do" to fill up.

Your window should carry a seasonable or timely suggestion to possible customers always.

To this end it should be somebody's business to attend to it; not as a secondary duty, a sort of side affair to be looked to when he happens to think of it, but a regular care constantly on his mind, with full authority if he does not trim the window himself to direct those who do; to say what shall be put on exhibition and to pass upon the window display after it is done, and say whether it is well or indifferently done and whether it shall stand or be done over.—N. Y. Dry Goods Chronicle.

POINTERS TO HEED.

Measure the value of a display by the amount of goods that it sells rather than by the passing glances that it gets.

Have you ever observed how the stage of a theatre is illuminated?—the same rules apply to a window.

Remember that the price card is only an accessory to the display; it should never be so large as to eclipse the goods shown.

Remember that women are peculiarly susceptible to mirrors. A mirror or two in a window is good when intelligently used.

Can a tall man walk under your awnings without denting his hat? Awnings are not meant for obstructions.

Sometimes it pays to experiment with fabrics and display features, before finally adopting them for a trim.

There is vast economy in good display fixtures. Perhaps you can induce your employer to think likewise.

Frequent washing won't hurt plate glass.

You can train one of the boys in the store so that he can be of great assistance to you.

Where window is lighted from the top, and the shades draw from above, try the effect of pulling down the shade so as to cover up the source of light when the latter is turned on.—N. Y. Economist.