

THE SHOW WINDOW

Hints to Amateurs.

GOOD window-dressers are usually developed by continual practice in displaying goods in their own trade. The training, however, is in most cases of a rather haphazard kind. It is seldom clear, deliberate or methodical.

The following are a few hints offered to budding window-dressers, who have, perhaps, not yet thought out for themselves what are the main essentials to be kept in view.

Practice, of course, is the chief thing, but before practice in such an art as window-dressing we must have

of being a resourceful window-dresser in order to obtain or keep a berth.

Let him be filled with a desire to be up-to-date and a dread of being clumsy and old-fashioned in his method of showing goods.

Emulation should constantly fire him with a zeal to excel the work of any man whose displays he has the opportunity of studying.

The Value of Novelty.

A great help towards this is a keen sense of the value of novelty—the importance of making a complete change every time the window is dressed.

Such changes are more easily made by means of massed shows than by general displays. A window filled with a little of everything is unnoticed. A window filled with all one class of goods arrests the eye.

This is why massed displays pay better than mixed windows. Goods shown in a miscellaneous window show



DISPLAY OF CARTER'S INKS, MADE BY C. F. DAWSON, MONTREAL.

theory. Previous to dressing a window we must have a plan.

Imagination must therefore be a principal ingredient in the successful window-dresser's composition. Some men have much more of this by nature than others. But the man who has little, can cultivate what he has to a surprising extent. When he has done so he will be able to plan good windows, and when he can plan them he will be able to dress them.

Imitation will help him to develop his own imagination. After he has learnt to copy well the efforts of others, and perhaps to improve on them, as a result he will find himself able to think out schemes of his own.

A striking effect and the profit of his employer are the clever window-dresser's constant aims. They are the aims which also will best stimulate the imagination of the novice. He should deeply realize, too, the need

a readiness to supply a demand; but goods shown in bulk in the form of an exclusive display create a demand. They make a beholder want to buy.

Constant observation is of immense help to the learner not only by reason of actual additions thus gained to his previous stock of knowledge, but because the habit induces a continual mental exercise. Studying and reflecting on other's windows help one to become critical and expert.

Such study should not be entirely confined to one's own trade, for oftentimes a good idea for a window worked out in one trade may easily be adapted to quite another line of business.

The Value of Contrast.

The value of contrast is worth remembering. Contrast not only of color and size but also of the position