

WINDOW DRESSING.

TO PHOTOGRAPH A DISPLAY.

It is well known that one of the chief reasons why more window trimmers do not photograph more of their displays so as to have them for future reference, is the poor results that are usually obtained. Reflections spoil over half the pictures that are taken and after one has made three or four unsuccessful attempts to get a good photograph of a window it is no wonder that he gives up in despair.

One who understands the many peculiarities of photography says that reflection or the spot of white that appears on the negative if an electric light is allowed to burn during the exposure, are the commonest annoyances and are much exaggerated in any attempted reproduction for purposes of publication. "One method to produce a good picture," he says, "is merely a large black screen to cut off the reflected image. A commercial photographer of wide experience and high attainment has, however, been making experiments of late in this direction, and gives as the final result of his investigation the conclusion that perfect results are almost invariably secured if a very early hour, about sunrise, be selected, and the plate given a long exposure. At such a time, when the day is fine and still, the light comes from the east, low in the horizon, and the atmosphere seems also to possess a peculiar actinism of considerable help in producing a clear, sharp negative."—Chicago D. G. Reporter.

AN IDEA FOR SELLING UMBRELLAS.

A rainbow for an umbrella display is the most natural of suggestions. A store, says our Chicago contemporary above quoted, had one made of cheesecloth in the seven colors of the rainbow, and imbedded in a background of blue cloth, ruffled so as to look very much like blue clouds. This effect was heightened by a gauze being stretched over the entire background. Clothing stores are using permanent backgrounds more and more. They are made to appear massive and rich, but are not of expensive material. Mirrors are used freely.

LOSS OF TIME IN TRIMMING.

The time consumed in trimming a window is a very important consideration, says the expert of The Dry Goods Economist. Every hour or minute during the day that a curtain is drawn or the window is empty means a direct loss of business to the store. It takes time to trim a good window, and most merchants, when complaining of the time lost in trimming a window, have often to be reminded of this fact.

It is true, however, that some window dressers can trim a good window in half the time taken by others. Slowness in trimming is often the result of carelessness. Getting into a window without any previous preparation, and there sitting down to plan some arrangement or to experiment, is a cause of much delay. Sometimes the window dresser is interfered with by the employer or department head, who wishes to offer suggestions or give instructions. It is very hard for a window dresser gifted with original ideas to carry out the instructions of another, especially when they come (as they often do) from someone who really knows nothing about the subject. This evil exists in many stores, and is a serious drawback to both merchant and decorator.

If you have not sufficient confidence in your window dresser to allow him to go ahead and use his own ideas or take charge of his department, it would be much better for all parties concerned to dismiss him. The writer has seen some very promising young window dressers who have been thrown into a rut and completely dwarfed in originality by this interference. It is next to impossible

for a man to successfully trim a window to some other person's idea, and in trying to do it much time is lost and not much of anything is gained.

A young window dresser who had been in one store for seven years and had never been allowed to go ahead and use his own ideas sought and found employment in another store. The concern for whom he had worked so long made no effort to retain him, as they considered his place one easy to fill. They were greatly surprised soon after at the remarkably successful and beautiful window displays of their competitor with whom the young man had connected himself.

The whole secret lay in the mere fact that in his new position the young man was allowed to go ahead and trim his windows according to his own ideas, which proved to be exceptionally good. He very soon commanded double the salary that he had received at his former place. The old concern murmured: "Well, it's very funny he never did any such work for us, and he used to take a good deal more time to do it, too." But the "funny" part was they never gave him the chance, and the lost time was caused by their constant interference.

A window dresser who knows his business should not permit this interference; he should show his independence at least long enough to indicate to his employers what he can do if permitted.

SNOWSTORM EFFECT FOR A WINTER WINDOW.

A novel scheme for displaying winter garments or furs, says the same authority, is to produce a snowstorm effect on the window glass. The idea is very easily accomplished. Take a little dry white French zinc and mix with water, adding a very little mucilage for sizing; then take a small brush, such as artists use for oil painting, and apply this paint in little irregular dabs, about three inches apart, on the inside of the glass. If this be properly done the dabs will closely resemble snowflakes.

If you have a spacious window you can procure a dummy horse and sleigh, placing in the latter one or two wax figures attired in furs. Then spread cotton batting unevenly over the floor and sprinkle ground mica over this. You will then have a show that will forcibly impress the thought of winter garments upon observers.

Several store windows were noticed in a New England city this week which were trimmed in sections—that is, with contrasting displays not separated by a partition. The result was not pleasing in any case, but had the effect of inharmonious mixture.

This idea, however, might possibly be carried out successfully, but in order to do it great care would be required. When men's furnishings, millinery and dress goods are shown it is not an easy matter to display any one of the three lines to advantage. It is much better to use mirrors, screens or some sort of draperies to divide the displays. Mirrors are, of course, the most desirable.

A WORD TO THE WISE.

Nowadays, when window dressing has assumed the proportions of a fine art and an attractive display is acknowledged to be an important factor in disposing of our wares, it behooves the up-to-date merchant to see that his holiday goods are neatly and harmoniously set before the public. Don't have your window a patchwork of all sorts, which catches, without satisfying the eye, and does not retain the attention of passers-by. In Christmas shopping the transient trade is a big item, and the storekeeper cannot afford to neglect it. So many are bidding for the holiday custom that special efforts have to be made if we mean to secure it.

In window displays light and color may be used with all kinds of goods, but as accessories only, and not as is sometimes seen. The decorations absorb so much attention that the articles for sale