

Window Dressing.

Is there any longer a shadow of doubt as to the trade-bringing potentiality of a dressed window? Those who have tried its efficacy as a means of drawing trade are enthusiastic. We consider the store-keeper's window his cheapest advertisement. In his window he can display the goods with or without prices, as he deems best. Is not the dealer's window his sign of cleanliness, thrift, taste, and business enterprise? The window stands there, gazing out upon the particular spot wherever located. It stands there, no matter where its owner may be, continually enticing the public to the spot. Window advertising catches a class of custom that is well worth the baiting. There is also a trade caught by attractive window advertising that never would materialize were it not for the show; just as the huckster creates an appetite that would never have been developed were it not for the polishing of his red ripe apples.

The style of the window is the first thing to consider. In this connection we may say that it is one of the requisites of a good trade, where there is any sort of intelligent competition, that there be a maximum of unbroken window glass in the store front. If the front is a single one, say twenty-two feet, the best disposition to make of it is to place the door at one side and make one window. By all means let the store front be a light color, even if the paint has to be applied twice a year. It suggests neatness on the inside. A pale cream with gold lining is one of the latest and most tasteful things in colored fronts.

The lettering on the windows is a thing worth attention. The old style of white enameled letters is not bad, but one of the new things is a gold script, a thick letter some half an inch or more deep. The lettering should not interfere with the display.

The custom of keeping stores open late in the evening is still prevalent, and there is no better time for a display if the window and store be well lighted. If your store is situated on a prominent thoroughfare, where a great many persons are likely to pass after sundown, the windows should be well lighted, so that the goods in them may be viewed, and so that the advertising value of your window may go on while your store is closed. As bearing on the matter of lighting, it would be well if the backs and sides of each window were lined with mirrors. Nothing can be more effective or give more light, and at the same time do away with all clumsy draping to hide the wooden backs or partitions. For artificial light, of course, electric lamps are by far the best and safest, but where these cannot be had there are many covered lamps that are very effective.

As a rule, windows are overcrowded, and various classes of goods are indiscriminately mixed, whereby the eye becomes confused and the mind is unable

to grasp any particular object shown. Do not dress too high up, and let any special line or bargain be as near as possible on a level with the eyes of the passer-by. All price tickets and descriptions should be plainly written, with as little ornamentation as possible, and in a color to suit the goods.

The window-dresser must keep in mind the object in view and be guided accordingly. He aims to set forth a fair sample of the goods to be found within. They must be so displayed as to prove an attraction to the people upon the street, most of whom are intent upon going somewhere else. Their attention must be diverted from their original purpose. To do this the goods displayed must be of such a character as will appeal with force to the purchaser at the time. In a word, the window must be dressed with seasonable goods.

Every legitimate method for attracting the attention of those who pass your way must be used. The ways by which you can get the people of your town in sympathy with your methods are numerous. First of all you must be sincere, and try to please. Then keep up with local and current history.

The general success which comes from window-dressing is enough to warrant a merchant in going to any expense necessary to make his display effective. The display should be made first-class in every particular. Nothing should be left half done, and nothing should be left undone. Even if your window is expensive it will pay for itself twice over if it is properly made.—*Keystone*.

Building Up a Business:

By JOHN C. GRAHAM, New York.

The man who aspires to establish a permanent paying business will take great care in laying his foundations. No matter what particular line he may be in, he may have the very laudable ambition to lead in his trade, to make his name pre-eminent among his fellows, and to have his goods mentioned as the best of their class. The grandest advertisement ever penned is poor compared to a reputation for keeping honest goods and telling the truth about them. In building up a business, be careful not to make a false start by neglecting this. Found your business on truth, and the superstructure is bound to be a success, but if your foundation rests on false goods and false statements, your business is in danger of tottering at any minute and is almost certain of collapse sooner or later.

If you are in business "for keeps" you must strive to please the public permanently. It won't do to give real bargains occasionally, and practise a "skin" game in between. Never advertise what you haven't got and can't supply. To the crowd who visit your store in response to such ads you are simply furnishing an object lesson in lying. You will make more

enemies than friends that way. It is a great thing to have your advertisements implicitly believed. It is easy, too, if you always tell the truth. People are as quick to appreciate the truth as they are to condemn falsehood.

In building up a business you should choose your employes with great care and discrimination. Every one of your salespeople should be polite. Courtesy to all is one of the first essentials in a well-organized store. And the best way to teach your employees politeness is to set the example yourself in your relations with them. Don't earn a reputation for being mean or over-strict with your help. Try to make each individual feel that he or she is a part of the firm, and that much depends on his or her personal efforts. Do everything you can to make your help comfortable—kindness goes further than bullying. Well-treated employees are great advertisements. People will talk about where they work and how they are treated. Don't forget this item—it is a very important one. Your help, when out of the store, can do you a great deal of good or harm—just according to the way they are treated. And the more help you employ the more good or bad advertising you will get.

No big business is built up in a hurry. It takes time, patience, care, and watchfulness. It can't very well be done without advertising, and plenty of it, but such advertising is not so much an expense as a source of profit. Without it the business could not grow so fast or so extensively. With it, done judiciously, it can't help growing.

The advertising should be proportionate to the business. Never do more than you can afford to. At the commencement you have to be sparing of space. As the store grows so should your space—you can pay for it better, and the added advertising will make the store grow still bigger.

Another point in building up a business is to get a reputation for prompt pay. That's a big advertisement in itself. If you can pay cash for everything you buy you'll get the best, and you'll get it cheaper than the thirty or sixty-days man could. People will be glad to deal with you, are sure to talk favorably of you, and you'll get plenty of first offers or "options" on goods that credit men would not be asked to buy. The big businesses that have been built up in this and other countries were chiefly started and managed on the above lines.—*Printer's Ink*.

Injectations of lime water administered every morning for two or three days is said to be a positive cure for pin worms.

The *Pharmaceutische Wochenschrift* says: In order to mix balsam of Peru with oils, you must first mix it with a little castor oil. With this it makes a homogeneous mixture, with which any other fixed oil easily combines.