

**Another Plan.**

Another plan for moving fishing apparatus, which might be adopted by the fancy goods man, is that of offering a prize fishing pole and line, to the catcher of the biggest fish during the season. This plan is followed every year by a Toronto paper, and is found to be good advertising. The prize rod need not be a very expensive one, although it should be good enough not to discredit the store in the eyes of the winner or his friends. The idea is to stir up a little friendly rivalry among the local anglers, and to create new followers of the immortal Izaak. Trade in fishing apparatus will thus be made brisker, and the whole store will benefit by the advertising afforded.

**Stock-taking in July.**

The subject of when to take stock in the book and stationery store is a debatable one. Some prefer one month and some another. Possibly the best rule to follow is to take it when the stock is at its lowest. If at

the same time trade is at its slowest, then we have the ideal time. The merits of July as a stock-taking month are notable. Stocks are usually pretty short and time hangs heavy on the dealer's hands. If he goes over his stock now, he will find a lot of old material lying around in corners, that he can perhaps sacrifice now to advantage.

**Prepare for School Opening.**

Having bought or ordered your school supplies for the coming season, careful plans should be laid during July for the opening. School supplies are usually a profitable line and the children buy pencils, pens, pencil boxes, rulers, scribblers and all the other accessories with great avidity. If you can give your store the atmosphere of being the correct place for the purchase of these supplies, you will have achieved something. We will give dollars for ideas on this subject and will be glad to publish any good ideas in our July number.

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## THE RETAIL MERCHANT AND HIS SHOW WINDOW

By H. L. Hall, Circulation Manager Business Man's Magazine.

The properly used show window is the best advertising medium within the reach of the retail merchant, and yet, curiously enough, it seems to be the least appreciated of all the means he uses. His show window is his best medium, because it will sell goods for him at a less percentage of cost than any other means at his command. I say that it is the least appreciated because of the fact that it is so very generally neglected. Most retail merchants have not yet learned its true value. Many of them seem to think that it is merely a space which must be filled up with something—it does not really matter what or how. All this is wrong.

Your department store manager appreciates his window space and makes good use of it. If you do not believe that he considers window space valuable, go to him and try to rent one of those he is using. You will soon get a larger idea of its value. The big store even goes to the length of employing an artist who spends all his time and thought in getting up and executing attractive window displays. And these window displays sell goods enough, to make the window dresser, and his big salary a good investment. We called these window trimmers artists, and many of them are nothing less, as an inspection will soon show, but it is not enough that a display shall please the eye. It must sell goods or it is not successful. The big store demands that there shall be a material increase in the sale of a displayed article while it is in the window, and if the increase does not come the fact is chalked up against the window dresser in the records of the manager.

In show windows the acme of achievement is to be found in the big stores on Broadway and State Sts., New York, and there are not lacking those who will whisper that the latter is in the lead. The other extreme is to be found in the window of the little store in a side street, where the sole decorations consist of a smoky lamp or a flaring gas jet and a choice collection of fly-specks. And the latter has just as great a relative value as the former if the merchant did but know it. The advertising agent of your local opera house knows the value of show windows, for he is willing to exchange seats worth money for the privilege of hanging his lithographs in your window, and I cannot conceive of him doing it unless your window has a real value to him—and if to him, why not to you?

The real potential value of a show window lies in the

number of people who will pass it within a given space of time. Its value may be computed on the same basis as that used for the computation of any other means of publicity. Magazines charge so much a line per thousand of circulation. If you buy space in the pages of a magazine you pay for the privilege of exhibiting your announcement in a place where a given number of people will pass. It is up to you to make your announcement in such a manner that these people, or a goodly number of them, will stop to see what you have to say. It is just the same with your show window. No matter what your location, there will be about so many people pass your window each day, and it is your task to make that window catch and hold their attention to such an extent that some of them will feel a want of what you there offer.

Of course the average retail merchant cannot afford to pay a big salary to an exclusive window trimmer, but the chances are that there is some one within reach who can do many times better than he is now doing with the means at his command. It may be his clerk or porter. It may be his wife or daughter. The proper thing to do is to experiment till he finds the right one, and then let that one do his best. Window trimming is an art, but like most other arts it can be studied and acquired. Get out on the street and study other windows. Analyze the ones which appeal to you as being above the average. Learn what it is which makes them better than most of the others. Pick out the good points and emulate them. Pick out the faults and avoid them. I do not mean to advise copying, but we can learn from the mistakes and successes of others without copying.

It is at night when the outside world is dark that your window will look the most attractive. Hence the best time for window display is in the fall and winter, when the evenings are longest. For this reason, too, it follows that one of the first things to be seen to is that the window must be well illuminated. Nothing so surely kills off a window display as poor lights. And at the same time it may be stated that there is no other investment which will pay a merchant so well as good lights throughout the store as well as in the window, but if the lights must be cut down anywhere, let it not be in the windows.

The chief fault of the ordinary window display is crowding. Don't try to put your entire stock in your