

WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed "Window Dressing Department."

TRIMS DURING AUGUST.

AS August is considered the dulllest month of the year to the average dry goods house, the window-trimmer is generally puzzled at this time to know what to display in his windows.

Stocks are always run down during July and August and consequently it is difficult to make nice trims from broken lots and assortments.

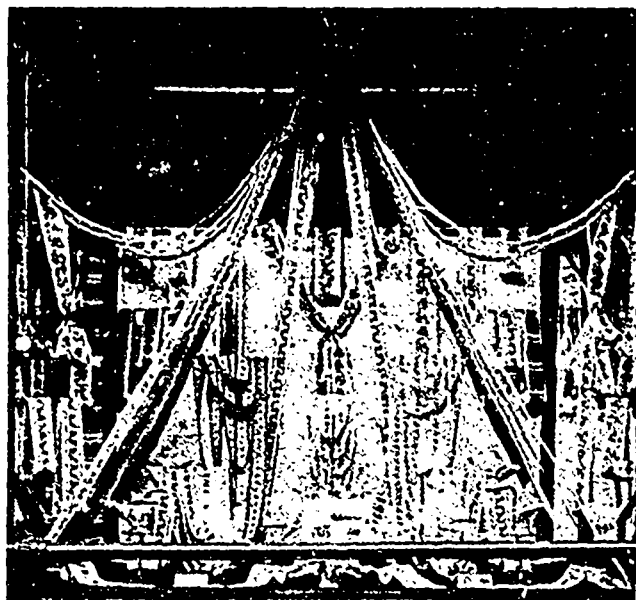
But the fact that trade lags and stocks are low, etc., is no reason why the energy of the trimmer should be relaxed and nothing be done to increase the flow of dollars to the till.

Of course, displays now should not be on as elaborate and extensive a scale as in the months of April or May, but there are many departments that could be made to pay better during the next few weeks by some taking little displays in window and interior.

Certain lines of goods during the heated term will go all right if pushed.

Take the hosiery department for instance. There is always a good demand for Summer hosiery during the hot months. People are attracted to a hosiery bargain during August as well as in any other month, and where is the hosiery stock that hasn't got bargains to offer during the month of August? Odd lots and sizes—or a special lot or two picked up at a very low price. Here is material for forcing trade to

the hosiery department. It isn't a difficult thing for the head of the department to get together enough hosiery to be averaged up at a popular price so as to make a display on which the price can be properly placarded. With a little newspaper ad. the goods ought to move quickly.



AN EFFECTIVE RIBBON DISPLAY.

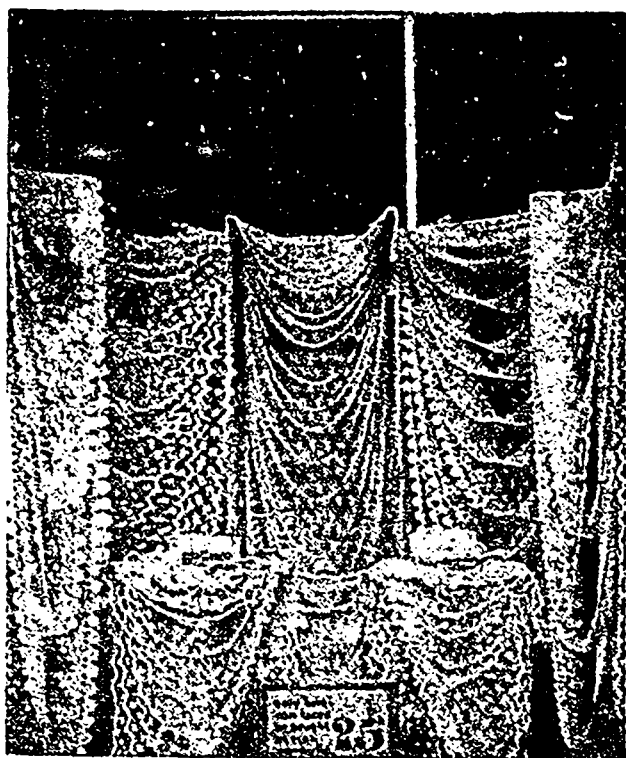
Ribbons, wash goods, gents' furnishings, summer underwear and shirt waists can be subjected to the same treatment. These displays should be plain and the price made the important feature. In fact, the faculty of gaining the attention of people to that point where they see that you are anxious to have them come in and buy what is in the window and not merely look at it, is best exemplified in this sort of trim.

The goods must be neatly shown. Broken boxes and torn papering will not do. Give the impression that the goods shown are new goods and the little matters of detail should be as carefully looked after as in a more pretentious trim.

It should be clearly understood that every head of department is more than anxious to sell during August, and if the window-trimmer, advertising man and head of department work in harmony, there is no reason why they should not be entirely satisfactory in results in stimulating trade into whatever line of goods they choose.

A trimmer who succeeds in making business flow toward a certain department during these dull days is doing more good to the store and the department than he imagines. The problems of display, advertising and salesmanship are so closely interwoven that a weakness in one man may mean a weakness for all.

For instance, the display of hosiery may bring quite a fair number of people to the store, but the advertising man neglects to do the subject justice. While a considerable portion of the offer has been disposed of there is still much remaining and the department man puts the blame for the non-success of the idea on the window-trimmer who may have originated the scheme, while the advertising man is not thought of at all as being to blame in the matter. Many people read the adver



A NEAT LACE TRIM.