WINDOW AND INTERIOR DISPLAY

AT the present season of the year, merchants are constantly being troubled with frosted windows. This is a species of inconvenience that is in many cases deemed insurmountable by those who suffer from it. There are remedies, however, and cheap remedies at that, which can be applied with beneficial results.

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One letter received at the office of the BOOKSELLER AND STATIONER states that the windows in a store are not boxed in at the back, i. e., they are open to the warm air of the store, and consequently the hot air coming into contact with the cold glass causes moisture and afterwards frost, which excludes the display from the outside. We offer the following idea for experiment. It has been tried in many cases and has been found to overcome the difficulty. By placing an electric fan on a stand three or four feet high at one side of the window-pane, and by letting it run day and night during the cold weather, a constant current of air is kept going in the window. The fan should be set at such an angle that the air is blown across the glass instead of directly at it. The motor can be attached to the light circuit in the window. Any electrician would set it up in a few minutes.

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Another inquirer asks if there is not some kind of a wash for the glass that keeps the frost off it. The following formula has been experimented with, and I am informed it proved satisfactory, although, I think, it is too costly a plan, if it has to be applied very often. It consists of a thin paste made of equal parts of water and glycerine, with a few drops of cumarin (which must be dissolved in warm water) added. If the pane is given a rubbing with this solution it will prevent frost and will not hide the goods on view. I never seen this tried, but am informed that it is all right.

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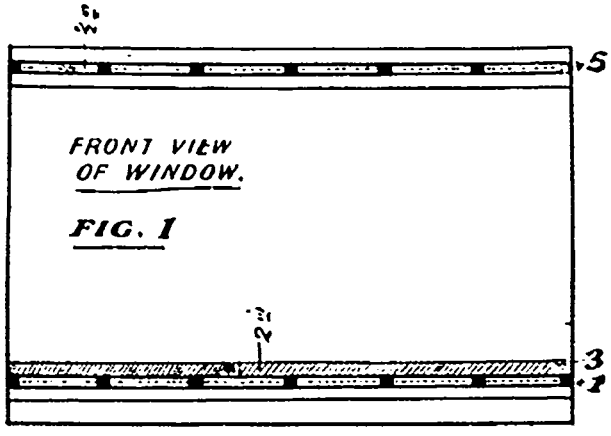
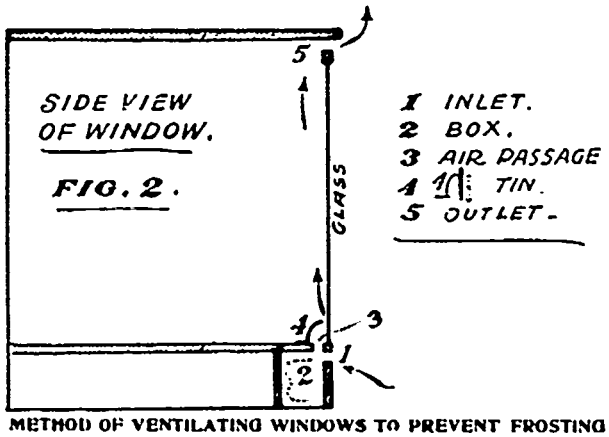
Another firm writes: "Can you suggest a remedy for the following trouble? The plate windows in front of our store are open to the heat of the store, hence in cold weather frost gathers on inside of glass. We know that if encased this would be avoided, but we think there is something on the market that can be applied to glass, and secure the same results. If unable to let us know by mail, will you kindly solicit through the medium of your publication a solution of this problem?"

From what information we can secure from architects and scientific men on the subject, we find that in order to overcome this troublesome difficulty it is absolutely necessary that the window should be boxed in at the back, perfectly air-tight, so as the hot air from the store cannot come in contact with the cold pane. Experiments have been tried and in some cases found satisfactory (where the windows were not enclosed) with chemicals. The ingredients are: Glycerine, sugar, water and cumarin. The following is the receipt: A thin paste of glycerine, water, white candy and sugar in equal parts, with a small quantity of cumarin added. Cumarin is the camphor gained from the tonka bean, and it is added to the above mixture after having been dissolved in hot water. A thin covering of the paste is spread on the glass, and does not, we are informed, interfere in the least with the view through the same, as the paste is so transparent that it cannot be discerned, while it does prevent the formation of vapor. We are under the impression that it would be less expensive in the long run to have the windows cased in.

We show an excellent idea for window ventilation in the accompanying sketch. It is a simple and inexpensive idea. Its practical working is illustrated in the sketch. The one particular case in which this was tried was in a window, 8½ x 11 ft., well boxed in to keep out the heat of the store. In Fig. 1, the dotted lines at top of No. 5 indicate the ventilators, or outlets for the air admitted at the bottom of the window; No. 0 into No. 2, which box is about 6 or 8 in. deep and lined with cotton batting to catch and hold the dust from entering the window. No. 3 is an air passage opened in the floor of the window about 2 in. back of the glass. No. 4 is a





METHOD OF VENTILATING WINDOWS TO PREVENT FROSTING OF GLASS.

piece of tin (gilded or enamelled) bent over in order to divert the admitted air close to the window glass until it leaves the window at opening No. 5. This outlet, No. 5, should be about ½ in. wide. This idea will prevent frosting.

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Anything that is worth doing is worth doing well. Every retailer will admit that he should have a show window and have an exhibition of something in it; but too frequently it is regarded as a necessary evil, that must be disposed of in the quickest and cheapest possible manner. This is a great mistake. Good window-trimming cannot be obtained by trying to work on the inspiration of the moment, any more than an architect can build a house without first making out his plans. A man, to trim his window well, must give careful thought and study as to the material to be used and the way of using it. Before a thing is taken out of the window for a redressing, there should be a definite idea of what is to replace it. You may not follow your plans just as you originally intended them to be, but, at least, you will be able to redress your window in a much shorter time and to a greater advantage. Extra forms or stands should be ready to put in the window the moment the old display is taken out. In this way the window is vacant only a short time, and you are thus able to get the most benefit out of the display.