



WINDOW AND INTERIOR DISPLAYS



TIDINESS IN DISPLAYS.

TIDINESS and neatness in dress are to be commended in every walk of life, and the well dressed man or woman unconsciously commands deference and respect. By "well dressed" is not meant richly or gaudily dressed, but merely an appearance indicating care and attention. The sloven in dress rarely commands himself to consideration.

Just so is it with the store or the window. It is quite as important for the bookseller to have neat and fresh displays as it is for him to be careful in his dress. His store will become so much the more interesting, not merely to every customer who enters it, but to every passer by who glances at the windows.

Changes of dress on the part of persons are frequently effected for the mere sake of show, and are thus not exactly commendable, but it must be said on the other hand, that frequent changes and rearrangements of the contents of the store serve a useful and praiseworthy end. Every idle moment can with profit be spent in devising fresh ways for adding variety to the stock.

Lavish displays are scarcely ever necessary. A really well-dressed man takes care never to dress always to the limit. For working days, he wears a serviceable suit, and reserves his good clothes for occasions. Similarly it is unnecessary to always dress up windows or display stands to the limit. Reserve some days, such as holidays, for the elaborate trims. Let the public come to expect something interesting every time a fete day arrives.

WINDOW DRESSING ACCESSORIES.

USUALLY the most effective windows are produced by using the stair or step plan. The means for such display are always at hand, boards and boxes often-times sufficing, though it is always best to build to measure the necessary fixtures. These can be built in sections to facilitate handling. The steps may be permanently covered with an appropriate cloth, tacked or glued on—a non fading black is a good color—or trimmed with tissue or the crepe papers, now to be had. These crepe papers have much to commend them. They cost more of course than some other papers, but to reject them on this account, may be great folly. It must never be forgotten that the object of window dressing is to sell goods, and to have one of your best salesmen dressed cheaply and shabbily is to defeat your purpose.

Of course you will build from the front, putting the smaller books forward. Group the books according to subject, character or binding, and endeavor to make the color effect happy. Your window will be viewed from the opposite side of the street, and it is well to remember this in arranging your display. A good window will prove a strong magnet.

Frequently it is wise to open a book to show an attractive illustration or title page. Build from the centre

sideways, and avoid monotony. A very slight change in the angle of placing the books may greatly improve the effect of the completed window. Do not let one book hide another. Do not overcrowd your window. Simplicity is to be aimed at rather than complexity. Strength usually accompanies simplicity.

In fly time it will ruin some books to expose them in the window. Flies are attracted by the bright colors. Dust is another enemy of books. But a dust cloth (cheese cloth is best) frequently used will prevent injury from this cause.

Book publishers nowadays issue posters of many of their books, and are glad to furnish them to retailers. These make capital hangers for the wall and back of your window. Have the window contain the books that are seasonable. Just now, for example, nature books and books on summer sports are appropriate. Change the window at least every week. Sometimes the identical books shifted to new positions will give the effect of a brand new window. Shield the books from the strong sunlight to prevent the fading of covers.

DISPLAYING STATIONERY.

A STATIONER has probably more to fall back on in the way of material for window dressing than most other merchants, but it is frequently very difficult material to manipulate. The great number of small things and the number of fragile things, work against the window-trimmer. It becomes constantly a problem how to differentiate and separate the small articles so that they will be seen individually as well as collectively.

When small articles are put into the window it is desirable that the window trim should be what may be called thin. That is, there should be no attempt at crowding. The object should not be to utilize every square inch of surface available, and thus have the articles inserted lose their individuality, but to so dispose the contents as to direct attention to each particular group.

Take, for instance, the case of pens, pencils and such like small ware. Usually these goods are used to fill up the spaces left between larger articles. This is a great mistake. To show these articles properly there should be a background of some brightly colored material, in sharp contrast to the color of the articles, on which the pencils and pens should be disposed at intervals, and not crowded together.

Not only does the window look better as a result, but people see the contents. Only a small stock is required to accomplish successful results. Many merchants refrain from showing small articles except as fill ins, because they feel they have not enough material to fill the window. This is an erroneous idea. Only a little material is required to give the best results.