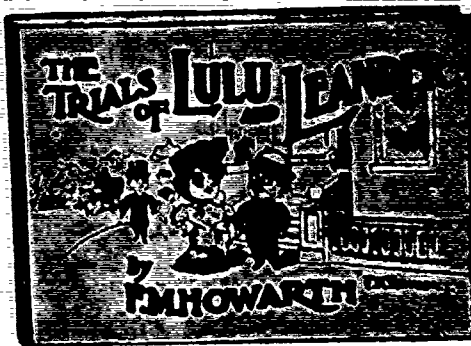


SOME SUGGESTIONS ON WINDOW DRESSING

THE question of window dressing is one which, in the opinion of the writer, has far too little attention paid to it. Of course the topic, on its successful accomplishment, is fraught with considerable difficulty, but never must it be forgotten even for sixty seconds that it is, so to speak, the index to the contents of the establishment. That fact being granted, it therefore becomes apparent that the subject is one deserving of the most serious consideration on the part of the retailer and those wholesalers who make any pretence at window dressing. When the thing has to be done it is no use remarking to yourself that "window dressing is an awful nuisance." That is very well known. Everything that entails work and thought is a bore to many people, yet it is absolutely essential to the success of a business that the window should be well and smartly dressed. It is one of those troublesome incidentals of life which have to be attended to if one is to reap the full benefit of his trading. Customers come and stand in front of the shop and look into the window to see if what they are in search of is there. If it is not, perhaps they go to the next establishment, where it may possibly be on view. Into that trader's pocket goes the money. Probably it would have been in yours had the same article been on view.

Naturally in such a small compass as a window it

still further. There is nothing that the average person likes more than a smartly dressed window. It is to that establishment he will go in preference to all others, and it is into that trader's banking account that the money goes. Another thing, the trader should be careful about is the correct ticketing of all the goods displayed. Nothing is so annoying to buyers who go in after a certain article that has taken their fancy, than to discover when they are in the shop that, owing to some unforeseen circumstances, the price marked on the goods is not the correct one. Without casting reflections on the trade as a whole, we know that certain traders think that this mode of procedure is a smart way of getting the customers inside their establishments. It may be, but did they only know the damage they inflicted on their business, it is questionable whether they wouldn't reconsider their line of action. Whether these customers who, to put it mildly, have been "gulled" will again patronize that particular business is open to considerable doubt. Anyhow, the writer for one, having been bitten himself in this respect, would not think of going into the shop where he had previously been "taken in." Perhaps traders do not know this, but the writer is acquainted with the interesting fact that many methodical people make a note of the shop where, in their own language, they have been "swindled." Whenever opportunity occurs they mention



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would be simply absurd and unreasonable to presume that the trader can squeeze into this limited space everything that his shop contains, and no sensible trader, with a love of order, would endeavor to do so. What the business man does is to commune, as it were, with himself on the advisability of exhibiting this article or that, always bearing in mind those lines which are newest and most constantly in demand. Having come to a final decision on the matter, he sets his assistants cleaning the windows, both inside and out. This having been accomplished, the trader begins to formulate his scheme for the showing of his goods to the best advantage. Something in this line, one of these, and so on until the shop window is the index to the contents of the shop. The careful trader does not shoot in his goods as a coal cartman delivers a ton of fuel, he has everything in order. The front portion of the window comes first, and the succeeding layers in due course, until all is finished, and the whole presents the looker-in with a compact idea of what the establishment can supply, and what obsolete lines have made room for the very latest production.

In this manner the trader does much, not only to retain his regular customers, but also to build up the trade

the name of the establishment to their friends, saying, "Don't go there, old chap," or, "My dear, I would not think of shopping there," and the incident is related fully, with perhaps a little varnish, which adds color to the affair. The trader should see, therefore, that this particular way of doing business does not pay in the long run.

While on the same subject, let me revert again to the actual window dressing. If you really don't think you are capable of dressing your shop window in such a manner as will attract passers by, and your old customers among them, or your dislike of the work prevents you from putting your whole soul into the operation and thereby spoil the result, I would strongly advise you to put somebody on the job who really likes the work. It will pay you in the end.

Don't forget also to always have a few lines handy for the children, and let the children know you have got them. Sooner or later they will drag papa or mamma, or both, into your establishment, and it will be a question of "Poor Pa or Ma (slight deviation from old-time ditty) Pays." Lastly, always present plenty of attractive new lines and have the window well lighted inside as well as out.