

weight increases very rapidly; the quality however diminishes. After six or eight weeks of collection the soil and compost become exhausted and the beds must be cleaned out, disinfected and rebuilt. In the collection it is preferable to pull up the mushroom by twisting motion rather than to cut it with a knife as this latter process leaves a portion of the stipe which will decay. After collection they should be cleaned and trimmed and if to be marketed packed in boxes or baskets of from one to three pounds capacity. Mushrooms may be safely shipped by parcel post and at present the demand seems to be in excess of the supply.

The food value of mushrooms ranks well with many fruits, although they are not in the class with highly starchy or highly nitrogenous foods. For those who wish to grow mushrooms I would recommend the planting of some of the pure culture strain of *Agaricus campestris*, yielding the common mushroom, or of *Morchella esculenta*, the common Morel, which I believe is being offered in spawn form at the present time. For home consumption the shaggy mane or *Coprinus comatus* is much employed by some. The specimens I have here represent a strain of *Agaricus campestris* that I have grown in my cellar. The study and culture of the plants not only gives me much pleasure and recreation, but I also have a continual supply of this delicious food for the table.

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## WINDOWS AND WINDOW DRESSING.\*

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ARTHUR C. SCHULTE, PH. G.

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It seems strange, if not absurd that anyone in any line of business in the commercialized world of today, need be told the value of window dressing as it is so evident on all hands. It would look indeed strange to the most casual observer if he did not see the windows, principally of the department stores and tailoring establishments, dressed as they are today. If one would stop to think of the enormous amount of money expended in window-dressing week in and week out he would be forced to say, "There's a Reason." The druggist today in business who does not give his windows their proper attention is either indisposed, due to lack of ambition, or else he is merely running his store as a convenient place of address. It's a fact that some druggists will sit on their chairs with their hands in their pockets, smoking a cigar and say, "What's the use?" But if you look around their stores to see the condition of things as well as the stock, you will have little cause to wonder why their business is going back-

wards or why they will always complain of business being "on the bum." Druggists in business today with ideas of twenty years ago have no business being in business. They have lost their place. They are holding back, as it were, opportunities which if allowed to develop would count as dollars and cents on the cash register. The men who say that their customers would not stand for the new ideas in business, and that if they did introduce them they would lose their trade are out of luck, and generally this argument is merely a mask to hide behind the cloak of indifference. The druggists who rely on a patronage of twenty years ago are working under a delusion, for while an established name is an adjunct to any business, still that patronage dating that many years back has passed away, and the new blood that takes its place demands the new order of things.

Here is an idea of the store of twenty years ago doing business today that came to my notice. On the ground floor the windows were made up of many small square panes, several of which had been mended with

\*Read before the St. Louis Branch of the A. Ph. A.

newspapers. Through them one was almost able to distinguish the interior. In the foreground stood a broken bottle shaped like a mortuary urn and half full of pink liquid. Besides it reposed a broken packing-box in which bleary camphor-balls reposed between faded sheets of blue paper. Of these a silent companion of misery stood on the far side of the window—a towering pagoda-like cage of wire in which were trapped, doubtless, by means of some mysterious bait (known only to alchemists) three worn but brutal looking sponges which were apparently slumbering in exhaustion. Back of these a dirty plaster cast of a male figure lightly draped seemed to represent the survival of the fittest over some strange and deadly patent medicine. The recessed door bore an inscription in gold letters, tarnished and half obliterated:

RANK G HAM  
RUGS & HEMIC LS  
PR SCRIPT ONS CAR FULY  
C POUND D.

The interior needs no description. Here is an idea of what some druggists will say is known as an old land-mark and if changed, the patronage would drop off. Do you believe it? I do, but I would say that it has dropped off so long ago that nobody knows that it ever existed.

From an advertising standpoint, I hold that there are no mediums, such as newspaper inserts, circulars, calendars, almanacs, etc., so powerful, for the moderate or small business man, such as the druggist, or so comprehensive or so satisfying to the prospective purchaser, or so economic to the druggist as a well-dressed window. If one-tenth of the money spent in other methods of advertising was invested in window dressing, I believe that windows would rank first as a medium for increasing business. Of course, other means are sometimes necessary, but the window is the link and should be the connecting link, bringing in the purchaser, in the great chain of advertising. It is the link that serves as the last impetus to bringing in the new customer. Lots of money might be lost and is lost, because of the lack of properly dressed windows where the individual can actually see the articles that have been advertised, as the decision is made then, and nine times out of ten the sale is completed.

I ask you why is it that these big manufac-

turers will spend thousands of dollars in the newspapers in launching a new article, especially a patent medicine and then will come around and inquire whether they can put in a window display and in some instances even offer to pay for the window. Why is it? It's because these men, trained by experience, know that the last place, the jumping off point as it were, for the sale of their articles is the druggists' windows, and if seen there will serve as the last reminder of what they have been hammering at in the newspaper. Do you know, that some downtown drug stores receive from \$50 to \$100 a week for the loan of a window? And that this much is paid to the proprietor to bring purchasers into his store? Do you think these men have money to give away? I should say not. How much are your windows worth?

The value of a window that is well dressed does not lie especially in its attractiveness from an artistic standpoint, but mainly in its pulling power, the power to attract and hold the passer-by long enough to convince him that he really needs the displayed article; or else that it will serve to indelibly write on the individual's mind the fact that Mr. So and So keeps that article, displayed, and especially at the right price, and when he needs that article he will buy it there. The length or duration of the effectiveness of a display has never been, nor is it capable of being computed. For example: A display that I put in the window last May was brought to my attention in November by a customer asking for a can, a red can for bed-bugs, that he had seen in the window some time back, he didn't remember where. At once I knew that he had reference to a display of Bug Killer that I had displayed in the window in the before mentioned month.

Displays of such articles as brushes, combs, writing-paper, shaving mugs, mirrors, etc., and such other articles that ordinary purchasers look to the department stores for when they need them, will serve as a reminder that you keep them, and long after a display is removed you will get a call for some article that you had displayed months previous. In the case mentioned above you can contrast the effect or force of newspaper advertising, or what the effect of a one-time insertion in a newspaper would be as compared to a one-time window display. The window is the mainstay of the small or large druggist who believes in doing a little more

business. Some men, purely ethical, might criticise the display of combs, brushes, or other sundries in the windows of drug stores. That might be all right, but the druggist today cannot, conveniently, be too ethical or he will be crowded out by his competitor. It is a deplorable state of affairs that the present day druggist has to resort to sundries to make his business pay, but the people ask for them, demand them and the requests today are almost unlimited. The other day a lady asked me if we sold fruit. I told her no—then she said, "Oh! well, I guess I will take some cakes." I told her we didn't sell cakes. She said, "Oh! do you only keep candy?" This is a true incident and only shows the trend of the druggists' business. And why shouldn't the druggist handle anything and everything that is profitable as long as his trade demands it? As conditions now are, almost all of the druggist's prescription business is cut off by the dispensing doctor, and the bulk of his drug trade by the department stores (the ten-cent stores have taken away our last staple seller, Peroxide of Hydrogen, 1 lb. at 8c), he is forced to look around for added means of a livelihood. I think it is just as well to sell a woman a box of paper at 25c and make a few cents profit as to greet her with a smiling countenance when she asks you for five two-cent stamps to mail some letters, the material for which she has bought down town.

Window dressing is an art, and unless the window dresser has some artistic temperament the best way for him to dress a window is to leave it alone. The best system for finding out which one of the clerks is the best window dresser is to try-out first one and then another. After they all have had their turn, pick the one you think is the best, and let it be known that from that time on it will be his duty to dress the windows. Of course, you do the choosing as to what you want displayed. It is then left to the individual to develop within himself the latent temperament. So many boys, or I should say young men, have asked me, "How do you do it?" not in the sense of praise, but for the sake of information, pure and simple. They ask me if I think a course of instruction in some correspondence school would make them efficient as window-dresser or whether it would be a good thing, and so on. As you know, various schools realizing the value of window dressing as a field for ac-

tivity, have included a course of instruction in window dressing, but believe me, no window-dresser can be made, and these courses are worthless unless the artistic capacity is inherent in the individual. The window-dresser can be improved, or perfected, possibly, by such a course, but that is all, and at that, a chance. A good window-dresser will profit more by experience and practice than by any other means. We say, to use a popular expression, that "So and So" has a "knack" of dressing windows and that really is the truth, the knack of doing it.

The good window-dresser profits by observation, and suggestion as well. In going around he sees other windows and at once ideas are suggested. If he is a true artist he will not copy, but change according to his own notions, and the new creation is then stamped with his own individuality. It has been said and truly that the window is the eye of the drug store, and like the 'eye is the window of the soul' in the human being, so the soul or interior of the drug store today shines through the window, and it is a safe bet that the well dressed and up-to-date window will show a modern store on the inside, and a poorly dressed or neglected window will show a neglected or behind-the-times store on the interior. Remember, that the man today who is prosperous shows a clean front, and by keeping a clean front, a well-dressed front, he is advertising his business methods, besides reaping the profits thereby. In going through any business section, you don't have to be told which store is clean on the inside, and which store keeps a complete stock. You'll look at the windows and decide for yourself. And that is what others do about your store.

In dealing with windows, there are two kinds to take into consideration, namely, the open or unprotected window and the enclosed or protected one. To dwell on the open window is a waste of time unless by so doing we can convert the owner of such windows, and convince him of the folly of attempting to make displays in the open window as offset by the thousand-fold possibilities of the closed window. The man who is interested enough in his windows to dress them will not tolerate for any length of time the open window, or will not remain long in ignorance of the fact that he is wasting his time, if not money, in bothering with them as it is impracticable to display perishable goods, which are generally

the ones necessary to display. He will also find that he is losing money as he cannot display profitable goods as the material at hand is generally in the form of folding cartons from patent-medicine houses, or cigarette displays from the various tobacco houses. The open window is unprofitable from the standpoint of soiled packages that after being displayed must be destroyed or sold at a sacrifice to get rid of them. Take for instance writing-paper, face powder or even rubber goods and display them in an open window. The material or products themselves are not harmed, but the containers are, and no one can tell me that a box of writing paper or face powder will sell very readily or satisfactorily that is marked by the peculiar tendencies of an open window display. In summer the flies and dust are the main items to take into consideration, and I wonder how many new comers will have their palates tickled by the display of bulk candy in an open window, where the flies and bugs are having a royal contest for supremacy, coupled with the dust that is blown in the open door at the passing of a street-car or the blowing up of the wind.

Of course, the closed window might have its objections, but they will be outnumbered by the open window. It has been said that the closed window causes sweating, and that the moisture condensing runs down and ruins some part of the display. This might be true, but if the proper precautions were taken, there would be no sweating, and consequently, condensation. The problem resolves itself into a pure one of physics. We know that moisture will collect on the outside of a pitcher of ice-water—why? Because of the difference of the temperature inside and outside the pitcher. The remedy for sweating windows is to equalize the temperature. Have the temperature inside the window the same as the temperature outside, and there will be no deposit. This can be accomplished by having the lower portion or floor of the window bored with holes connecting with the transom of the cellar. This will supply you outside air. Also at the top bore holes or make a ventilator opening, connecting with the outside air. This will produce a current of air and the cold will come in and rise, driving the warm air out at the top. And I would like to know what prevents the open window from sweating? We had open windows and they sweated; our doors sweat

today. The temperature surrounding an open window cannot be regulated as you have no confined atmosphere. In seeking to remedy the sweating open window you will have to equalize the temperature of the whole store, which virtually means throwing out your furnace or stove in the winter.

The problem of sweating-enclosed-windows, even if for the sake of argument it were impossible to do away with, is better than the open window which, we also will grant for the sake of argument, does not sweat, as you have a longer period, say nine months, in which to display perishable goods as contrasted to three months of the sweating period. The problem of generated heat in the closed window in summer, as some will say, is without foundation, as a closed window with proper ventilation is bound to have the same tendency in summer, in which instance one can place a fan under the window and then the circulation of air is assured.

I am going to spend a few moments on figures that should interest the open-window proprietor. Our windows are approximately 7 x 6 feet in height and width and about 3 feet deep. Being tired of the open window, I took it upon myself to enclose them and proceeded as follows: Having brought the floor of the window up to the pane margin I took two uprights and one cross-piece of 2 x 2" lumber and placed them at the back of the window to the required depth. I drew in the uprights six inches on either side and reduced in length the cross-piece, 12 inches, thus making the back edge or frame of the window one foot narrower than the front, or five feet, and the height of the back six inches shorter than the height of the front, forming a drop of six inches, making them six and a half feet in height. Then I put on the top, using one-inch yellow pine flooring. Then I put in the sides, allowing for windows almost the entire length and width of the side, say 5 x 2½ feet. Then I used two uprights of 2 x 1" and placed them equi-distant from the sides at the back, marking the width of the door. Then by using two cross-pieces three feet long of 2 x 1", I made or finished the casing for the door by placing them equi-distant from the top and bottom. Then the remaining upright and cross sections were again divided, forming panels, which were glazed, thus giving a full clear view into the inside of the store. Then by

using some quarter-inch quarter-round molding and putting in the glass, I had a window that was neat looking and absolutely dust-proof. The door I had made at the mill to make sure of being accurate, and used the hinge method to fasten it. This work was done at an approximate cost of \$12.90 for two windows, a price that I believe is pretty reasonable, not counting the labor. I also bored holes in the floor as mentioned above, for ventilation.

The interior I finished in white, using four coats of white lead and two coats of zinc white and two coats of zinc white and damar varnish mixed. The exterior was finished to conform with the finish of the store, which was cherry. White, I believe, is the most desirable color, as it reflects the light, thus serving a double purpose. The usual objection raised that white gets dirty is a good reason for using it, as it serves as a good reminder that it is time either to wash the wood-work, or time to change a display, and thus acts as an incentive to one who is apt to become careless or negligent. This verging in of the sides and top makes a very effective window, as the whole window, top, sides and bottom, can be seen at the same angle and gives the appearance of a beveled picture frame with the display as the picture. The top and sides in a window like this make an admirable space for show-cards. But no matter how a window is enclosed, it can be made a selling factor and works toward the increase of trade.

The method, or series of display, adapts itself according to the seasons, and by that I mean that a druggist will or should make the proper displays in their proper seasons. We would not expect to see a display of fire-works in the month of December.

We know that in spring comes the blood purifiers, tonics, etc., and the method of displaying rests mainly with the individual. The display that usually marks spring is that of cream of tartar and sulphur lozenges, or syrup of sarsaparilla with iodide of potassium. Combined with the display might be shown crude sarsaparilla, various other herbs used in the formula, also the various chemicals used. This form of display will hold the pedestrian longer than any other method, besides convincing him, or at least making him think that the man behind that window really knows something about what he is trying to sell. The result of such a window

is bound to produce new customers and an increase of sales.

The next regular spring display will fall about Easter; that is, an Easter window is next in order. An Easter display will hold good for at least three weeks. Not the same display, but the same material differently arranged each week, for three consecutive weeks. And spring displays, such as soaps, perfumes, cigars, candy, will always be appropriate trade getters.

Summer, commencing in June, also brings its various suggestions for displays, particularly talcum powder, and in this season real effective displays are produced by the use of vines, flowers, and Japanese lanterns, which are reasonably priced and readily obtainable. Writing paper forms a good item in this season when the prospective purchaser is thinking of taking his or her annual vacation, and of course will need some material for correspondence. Cameras also have their play in this season, and various other sundries, such as baseball goods, swimming caps, and in some localities, fishing tackle and paraphernalia. In July, fire-works, which, however, I do not think, if averaged, will prove profitable, everything considered, such as loss of insurance, or left-over stock.

Fall brings its house-cleaning and displays of sponges, chamois, paint cleaners, wall-paper cleaners, etc., have full play in this season. Real effective sponge displays can be arranged, and I will mention one. Place in the center of the window on the floor an electric fan, facing the top of the window. Fasten red and yellow crepe streamers to the wire guard. Then arrange a red bulb, with extension socket connection, at the center of the fan guard. Now pile the sponges around the fan until completely covered, forming a mound in the center, and also be sure to cover the floor of the window completely. If handy, place here and there some shells that you may possibly have on hand, and then hang chamois skins all round the interior of the window. This will make a pretty display and produces a unique effect. At night the fan and the light are turned on and the effect will bring people from across the street or some people in the cars will remark about the window. Of course, the usual "sign card" should be displayed, announcing that "Fall house-cleaning is at hand, and that Mr. Jones keeps a full line of necessities, selling at prices not the cheapest, but

prices consistent with the quality, which anyone knows varies greatly in sponges. In this season Thanksgiving Day affords an excellent opening for an effective window.

Winter now comes, and the windows in this season are either too small in size or too few in number to display the innumerable holiday suggestions that may be carried the year round, but which at this time have to be featured. Christmas, with its multitude of "Practical Suggestions," affords the window-dresser the same opportunity as the bargain hunter on a rainy day. Christmas displays should commence the first of the month and, of course, last until the first of January. In this season the best idea is obtained of the trade-pulling qualities and increased sale facilities of well-dressed windows. Most druggists say that the Christmas season makes little difference to them, but they are the men who don't go after the business, and nine chances out of ten are druggists who don't attempt to dress their windows. The bulk of Christmas trade is brought in through the use of the windows, and to the druggist who has an increase of from \$800 to \$1000 in this month, this means a good deal. This is the time when closed windows mean money with a capital "M."

During January, you have your cough and cold mixtures to exploit; your backache plasters, hand lotions, face creams and what not. In February comes "Valentine Day," and here is made possible a profit of from 100 percent to 200 percent on an investment of two weeks' time. Pretty good! And if a druggist sells \$100 worth he knows he has sure made \$50. Here you see is your closed window again. How long would "Cupid", as pictured on the valentine, be able to hold his dart in the face of the furnace smoke and the floor sweeper's dust? He would bow his head with dust in shame at the end of a week, or else change color with the mortification of the indignities thrust upon his poor naked body.

The means or method of displaying varies according to the material at hand. In some cases the "unit" system is best; in other cases the "group" system, where various items are grouped, making the display more effective. Then again, the "topsy-turvy" method is good, as in the case of a cigar display. You want to impress the smoker that you have something good at the right price. You can talk yourself blue in the face and still lose

him. But you put this same cigar in the window, even if it is only one full box shown open, and throw promiscuously around on the floor of the window empty boxes or cans and write a card that "Here is the sale of the empty cans, 5000 sold in one week. There's a reason." You will have him in your store in less time than it takes him to read the sign to try one, for seeing is believing, and you have convinced him, if he is not too skeptical, that they are selling by showing the empty cans. And you make the sale, possibly, without uttering one word. This method is especially good on a transfer corner.

The best idea in dressing windows is to feature one article. For example, take talcum powder. In dispensing talcum powder I feature talcum and talcum only. Get the idea fixed and hammer it in to the individual that you are selling talcum and, if a special talcum, feature the best points over other makes, but most of all, feature talcum. Some stores fill their windows week in and week out with a conglomeration of articles, including everything from A to Z, and impressing, to my mind, the observer, as being a curiosity shop. This forms what is known to window dressers as a junk shop display and will only serve as a detriment to the store employing it. It is wrong, and there should be no excuse for it.

A good idea of the group display is shown in a window dressed with shaving supplies. Here you have shaving mugs, lather brushes, soaps, shaving sticks, powders, creams, strops and everything relative to shaving. But the main idea to the observer is that you have "shaving supplies" and that is the feature you are trying to impress upon him. As an added feature to a window of this character, you can cover the floor of the window with shavings obtained from some packing case. Put up your sign "Shaving Materials" and your window will move the goods. I know it because I have tried it.

Ethical displays, pure and simple, are unprofitable from a pecuniary standpoint, but may add to the local prestige of the proprietor. However, in the present day of commercialized pharmacy I believe that an ethical display by itself is impossible, if one wants to be very technical in discrimination. Ethical features, however, sometimes added to windows are good added attractions, such as a filtration process, or a percolating stand,

or even a distillation process. Then various items from the laboratory, if placed in a window, showing the working process of a preparation from its inception on through until it is finished, is good.

I cannot understand how any well-meaning druggist will fill up a window with such items as suspensories, trusses, syringes, abdominal supporters, and other various appliances that are known only to the needy and not needed by others. There isn't anyone who can convince me that a man will buy a suspensory or that a woman will buy a syringe or supporter because he or she sees them in the window. It is wrong and obnoxious to even the fairest minded critic. This idea, however, is not new with me, but the sentiment that I here voice is being taken care of by the legislature, showing that my view is not altogether prejudiced. Have you ever noticed a display of this kind? Did you ever stop to look in? No, and how many others do? The moment the individual catches what the window is showing, he or she hurries on, afraid that someone has seen him or her look at the window. And how does the young man feel who is walking with his lady friend and on looking up his gaze is confronted by a glaring display of suspensories, etc., or how does she feel, vice versa? They are the kind of displays that should be censured and stopped. The only ones who gather around a window of this kind are small girls and boys, kids, we'll say, and they stand there and giggle. What does it mean?

Most stores make the mistake of adopting a set form and never deviating from it. That is a bad idea. The idea to produce a display that is different is the one to be sought after; one that is not necessarily startling in being foreign to the drug trade, but one that is different from the standpoint of style and manner. Originality is the word that defines good windows, and does more good towards effective window displaying than anything else.

I can sell a hundred pounds of mint stick in a week at 5 cents a stick simply by throwing in almost the entire stock and making a dummy stick of immense proportions by pasting cartons end to end, covering with white crepe paper and using red crepe to mark the stripes. Hang this diagonally in the window—put up your sign "Big Stick, 5c," and that's all you need. Not only are

your sales increased in that week at your candy counter, but you will have produced permanent customers for that item, and possibly created new customers for your general trade.

In the matter of changing displays, I would advise that the displays be kept not longer than one week, or in some exceptions, ten days or two weeks. Sometimes I have had people who have seen me in the act of breaking up an exceptionally attractive window, produced by using vines or lanterns, exclaim, "Oh, what are you doing that for; such a pretty display." The answer is in the question. This individual, and why not the other people, who are accustomed to passing your windows, saw this display and remarked on its attractiveness. They saw the display day after day, say for two weeks. Well, then, that display has done its work, and it is time for something new, different, and maybe, better than the one before it, and then those same people will look in the window and your window commences again to do its duty.

In the matter of price marks, I will say, that sometimes they are imperative, and at other times they are inadvisable. For instance, in special sales, clearance sales or cut prices. You have a sale for the sole purpose of featuring prices; that is, the prices or cut-prices are the main reasons for that sale, and they are the items that are going to make the sale successful, and so, of course, in instances of this kind, feature prices, and feature them strongly. Sometimes prices alone will appeal to the individual and they think if the article is cut they are getting the best of you. Not long ago I filled out an order with soap, wrapped, and in boxes that ordinarily would and does retail at 5c a cake. I placed this soap in the window and put up a card, "Special, 17c a box, only two boxes to a customer." That soap went like hot cakes, and after the sale I put it in the case at the regular price, 5c a cake. No harm done, and a nice little stock moved off my hands. Also in displaying a new line of goods, or a new toilet article, anything that is new on the market or new to the consumer, use price marks. But take in the case of, say a display of hair brushes. You display an assortment of brushes valued at 25c to \$5. You put the price on every brush, but the first price that catches the eye is \$5. The individual who sees it will throw

up his hands and exclaim, "\$5 for a hair brush, my goodness, but they're high." And he will pass on and you will have lost a sale, possibly a customer. Of course, a fair-minded person will go a little further and reason the matter, but it is the ordinary individual we have to take account of, and the buying public is most ordinarily skeptical, and it's pretty hard to argue through a window glass. Grant that the brush is worth \$5, say a solid ebony back with genuine hog bristles, one and one-half to two inches long. Anyone that knows the value will concede the price. But take the same display, do not use price marks but make up a show card something like this, "Our line of hair brushes is complete, prices consistent with the quality, from 25c up." With a window like this you will get the prospective purchaser in the store anyhow—and then the sale is half made. If they want a 25c brush, you are in a position to give it to them, but you at the same time have the opportunity of talking up the better wearing qualities and satisfaction in owning a better priced brush; in fact, to employ your salesmanship. You, at least, send away a satisfied customer with possibly a dollar sale made, instead of a person who, stopping at the price-marked window, will move on grumbling at the high cost of living.

Again, take a window around the holiday season. You can put all the energy you possess, pile all the goods you have into the windows, arrange them tastily and do everything in fact to make what is known as a good display, and leave off price marks and you will lose many a chance purchaser whom otherwise you would have captured. Take yourself, for instance. If you should see an item in a window, say a bottle of perfume; you knew you could use it, knew you had a place to put it where it would do most good; still you wouldn't, nine chances out of ten, go in and inquire the price, for fear it would not be satisfactory, and would leave you embarrassed. But let there be a price on this same package, say \$1, you wouldn't hesitate long in reaching down in your jeans, if you wanted it, and marching right in with the intention of making that package your personal property.

There is one main item I want to bring out in window-dressing, and that is action. Action in a window is the greatest asset imaginable towards sale-producing qualities.

A window with action is the greatest attention arrestor of any. A man demonstrating a safety razor, a woman demonstrating a face cream, in fact, any live working model is conducive to good results. But action does not necessarily have to be human. Live rabbits around Easter time are good, an aquarium with gold fish, live guinea-pigs, or mechanical devices that show what they are supposed to represent. You have seen them all; so have I, and you know how they worked towards drawing crowds to the windows. If you are walking down the street and see a crowd in front of a window, you hasten your steps, and then, when you reach the window, you pass on, do you not? Yes, you do not. You crane and crowd and crane your neck to see what's doing. It is that quality given to us all, curiosity, that makes you want to find out what is going on. And I needn't say that in such a window there is something moving. For the last four or five years, with the exception of the last two, and then because I couldn't get any, I have put live young rabbits in the window, made small houses, and the attraction was phenomenal. At the top I advertised Egg Dyes. You might say that the window as a profit-making factor was worthless. It might have been but for the fact that each year I sold young rabbits from 75 to 100, all I could get, at a profit of from 200 to 300 percent.

In employing color schemes by the aid of crepe paper I would say, do not overlook any holidays or special occasion, such as the Horse Show, or Veiled Prophets, etc. For the Fourth of July, of course, red, white and blue; for the Veiled Prophets, use purple and gold; for the Horse Show, use green and white, and so on. No matter how far removed you are from the scene of activities, the color scheme shows your patrons that you are up-to-date, a fact that might have some bearing when they are in need of something that must be particularly fresh or up to the standard. Remember, the druggist who is up-to-date will, is bound to, get the business, and if you are in business you might as well get all there is in it. As a general idea use bright colors in spring and summer and dark colors in fall and winter.

Druggists, dress your windows. An hour spent in making up a display is worth sometimes a whole day spent in figuring and planning how you will be able to move an item that is going exceptionally slow, and then



contemplating a cut in price. A window sends the message, the purchaser interprets it, and the druggist delivers it. That's the system. "System" is the word in the world of business-getters today, and the druggist who is content to sit idly by with his hands folded, complacently waiting for the people to come in to deposit their money with him, is wrong. He is the druggist who will barely exist, or else fail altogether. Such a druggist is wasting his time, and the sooner he finds it out and improves himself, or steps down and out and gives the other fellow a chance, the better off he will be, as interest on money sometimes fails, and at that is a poor excuse for neglect of business.

Before closing there is one item I have overlooked, that comes to my mind, which, however, seems hardly necessary to mention, and that is light. Light in a window is, of course, the main attraction. Use light and lots of it. As moths are attracted by the flame, so are the people attracted by light. Light effects in windows are attractive and easily produced. In a window with lights running around the edge, very pretty light effects are produced by tying squares of colored crepe, alternating the colors, such as purple and gold, or green and red in the Xmas season. This scheme has a very good

effect and will serve to catch the eye whether the individual has time to spare or is hurrying to catch a train. Well lighted windows mean well-lit stores, and well-lit stores mean prosperous stores, and prosperous stores mean new business, satisfied customers and prosperity. Do you see it? It's easy to understand.

The druggist who dresses his windows today is the one who has judgment, good judgment, and uses it; has common sense and employs it, and last but not least, has good business ability and ideas and profits by them. Be up-to-date. The druggist today who is up-to-date, or at least who is thought to be, gets the money, and that, I believe, is one of the main reasons, if not the main one, why he is in business.

I hope this paper has been of benefit to a few or has instilled new thoughts or ideas into the indifferent, but whether you are good, bad or indifferent, you had better get in the band-wagon today and "dress your windows." There is so much to be said and done and so much that can be done that is inexpressible that I will have to leave off and beg to be excused from the floor, hoping that the many points that I have omitted will be brought out in the discussion.

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### CREDITS AND COLLECTIONS.

This is a good time of year to think about credits. In fact, any time of year is just splendid to think about credits, for like the poor they are always with us. You fellows with definitely formulated retailing policies have already done it, but you might be surprised to learn how many of the brethren just plod along and try to think of the right thing to do when the question comes up. They are easy-going souls who like their neighbors and don't want to have trouble. I used to number among my acquaintances a brindle pup of just that easy-going disposition. He slipped along without ever asserting himself, wagged his tail when kicked at, and seemed to try to apologize when he got stepped on. He was a nice dog in some ways and a good friend; but I always felt I should respect him more and take greater account of him in my calculations if he'd get his bristles up a little. The fellow who tries to get along with the least trouble and yields his business or his moral principles rather than risk giving offense is inviting trouble to hit him right in the eye. It's a pretty good thing to think carefully about what ought to be done in a given case before the case arises. Then when it does come a fellow has something to fall back on.—*Western Druggist.*