

DON'T CROWD YOUR WINDOWS

And Place Things in Relation
to Use, Says Newman

By Jerome J. Newman

(This is the second of a series of articles on window trimming by Mr. Newman, who dresses the windows of one of New York's leading men's wear stores.)

In the introductory article of this series I stressed the importance of properly illuminating your store windows. Now the question is, what to put in them.

The old method of trying to display in one or two windows everything a merchant carries in his stock is passed—such windows have become obsolete, for reasons already touched on.

The up-to-date merchant concentrates his display on one or two items. He makes his window specialize; he makes it talk shirts, sweaters, bathrobes or else he makes it talk in the ensemble language, that is, a display of articles that are usually worn together. As an example of how not to use this latter method, don't combine in one window, or one section of a window, a pair of pajamas, neckties and hats. With pajamas you should include only such accessories as are worn with that garment, slippers, for example, or a bathrobe.

Or take shirts. With a dis-

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play centered around shirts, one should always show ties that blend well with the shirt pattern, a belt or two, some collars, hose. These small details dress the window and only serve to emphasize the shirts, for after all you are counting on the shirts to attract the passerby and not the belts, the hose, or what-not.

Show As Used

Before concluding this article, just one more caution. It is well, whenever possible, to place articles in relation to their use. I mean, for example, that the best way to show a tie is, affixed to a collar, knot neatly made, and collar on the shirt. The best way to show hose is, on a foot model. The reason for this caution is that I have seen such incongruities in windows that are otherwise perfectly trimmed, as a tie wrapped lovingly around a sock. As even the most radical of collegiate dressers has never yet been known to wear a tie around his hose, this method of displaying the two items in such relation seems absurd. I doubt if anyone would ever be tempted to buy a tie if it happened to look well around his sock.

URGES NEED OF READJUSTMENT

Retailer's Survival Depends on It, Says Matter

"How many, I wonder, think that the difference between the price the retailer pays the wholesaler and the price at which he sells, is his profit?" This hypothetical question was put by John H. Matter, chief of the Retail Bureau of the United States Chamber of Commerce, to the members of the Syracuse Chamber of Commerce at their annual dinner recently.

"This," continued Mr. Matter, "is one of the simplest misunderstandings relating to distribution and is stated merely because it is so simple.

"Every subject has two points of view. We may look at it from a short distance, let us say with a microscope and see nothing but a single detail; or we may look at it from a great distance with a telescope and see nothing but the most general aspect. One of the serious difficulties in dealing with the facts in distribution is to combine these points of view so as to see not only the minute differences between objects and conditions but the great and significant relations between the most important and largest centers of activities, movement and change as well.

The "Close-Up" View

"For what they call a 'close-up' in the movies let us take the case of an independent retailer who has been doing business in the same store for 30 or 40 years; who has established friendships with many of his customers, and who indeed went to school with some of them. He is faced with the competition of a chain store and very naturally

department stores to be given the same price discount as the wholesaler? And why should groups of small retailers get together and demand that the manufacturer shall sell to them at wholesale discounts? These are some of the real questions when we face the facts in the distribution situation. Why do these things take place which upset all the old trading arrangements and introduce new complications?

"It is folly to fight overpowering facts external to ourselves, but we can adjust ourselves to them; and those of us who are the more adjustable are those who survive and prosper. No individual or class of individuals really is responsible for the immense rapidity with which the chain store idea has grown. Few of us knew the chain store before the war. Although there were a good many of them, nevertheless millions of people who deal with them now either did not know them at all or knew of them incidentally and not as a place to trade. Some people were even ashamed to be seen going into a chain store.

Traces Growth to War

"It was conditions created by the war which introduced house-to-house canvassing as well as installment selling on the scale with which we are familiar today. Nobody wished these conditions on the merchants any more than the merchants—distributors at large—generally or individually were responsible for the high prices of 1920. The immense drop in prices in the latter part of 1920 and in 1921 was almost solely responsible for the enormous growth of house-to-house canvassing, a device adopted by many manufacturers to sell their accumulated stocks of merchandise for which there was no other outlet and grasped eagerly by hundreds and thousands of people who were out of employment. These are the examples of the external conditions which I insist are responsible for the evidences of unrest in distribution with which all are acquainted who come in contact with the subject.

Legal Steps Impossible

"But what are we going to do about it? We, or distributors, as a group, are going to do nothing. It is of no use to pass resolutions objecting to the competition of the chain store or house-to-house canvassing. They are engaged in a business which is not illegal, and the Constitution of the United States guarantees protection to every citizen in the peaceful prosecution of his affairs so long as he breaks no law. But individuals are facing these facts successfully and even thriving on them.

"One of my friends, a wholesaler,

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