



Next Month's Windows Should Feature Fourth of July Items and Give Especial Prominence to Beach Toys

THE JULY WINDOW

REPRESENTING ONE of the best mediums for procuring sales, the importance of window displays during July should not be underestimated. The coming month will see countless numbers of customers visiting the stores to fulfill the many needs brought on by the Summer season. It is only logical to conclude that the needs and pleasures of the children will be uppermost in the minds of fathers and mothers. In order that the attention of shoppers may be called to the needs of children in the line of toys, stores should plan to make generous use of window displays and turn passersby into customers.

The arrival of school vacation and increasingly warm weather will provide children with both more time for play and a need for new playthings. The wide variety of playthings which the children will need should be featured in next month's windows.

At the outset of the month a window should be installed which will serve the double purpose of directing attention to the need for Fourth-of-July items and beach toys. A patriotic touch in such a display will attract attention. American flags of various sizes may be artistically arranged in the center of the background. Stands displaying Big-Bang cannons could be placed on either side of the flags, and the floor in the center of the display could be given over to such safe and sane July Fourth items as

flash guns, cap pistols, paper busters, noisemakers, soldiers, tanks and forts. Inasmuch as bathing is certain to rank high among the Fourth-of-July pastimes, and as no child's day at the beach is complete without some sort of a toy, the window should also give considerable prominence to sand and water toys. Beach toys should be shown on both sides of the Fourth-of-July items, and should include such items as boats, pail and shovel sets, sieves, trucks, sand loaders, life belts, rubber water toys, balls, etc. Dramatization in display might be achieved by showing the water toys, boats and balls in a "sea" made from crepe paper or a mirror; dolls in bathing suits will attract attention if shown playing in the sand with pails, shovels, sieves and moulds. The patriotic touch can be carried out still further by showing tanks in the sand and soldiers atop sand forts or in trenches, and battleships among the water toys.

After the Fourth of July the window displays should continue to call attention to the need for beach toys, but additional playthings should be included in the displays from time to time. For example, during the second week of the month dealers might elect to call attention, through display, to the need for such wholesome recreation as is provided by such outdoor games as quoits, badminton,

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