

## A Kansas City Hat Window.

THE windows which we illustrate herewith are those of John S. Clark & Co., of Kansas City, Mo.

"Clark the Hatter," as the firm is better known, caters to a high-class of trade, and the window display is arranged accordingly. Mr. Fred A. Lamb, who has charge of the dressing of the Clark windows, has the following to say regarding his method of arrangement:

"I like single stands much better than tree or arm fixtures, for I never put any hats on the floor, and therefore single stands fill in more readily. For window carpeting I use a plain colored cloth, usually a dark wine or a green. I always employ as few hats in the display

and dealers who cater to a cheaper patronage use cards and price-marks so freely that by omitting them he thinks a richer and more conservative display in keeping with the character of the goods is obtained.

"I do not confine myself to any particular style of window-dressing," said Mr. Lamb. "I only occasionally use the 'one style' idea—that is, a window full of one style of hats. When it is a little early for the new style of derby I find a window of soft hats will often induce customers to buy an extra piece of headwear, and this, perhaps, will help out a dull month.

"In rainy weather a solid umbrella window is shown, and occasionally another of gloves. These 'one style'



as possible, because in that way I feel that their shapes are more clearly shown and the colors are better appreciated, especially as the windows are backed with mirrors." As will be noticed in the excellent illustration which we are enabled to show, Mr. Lamb does not employ window cards to any extent. Occasionally at the opening of the season or when displaying some special style—but it is the exception rather than the rule—a card 14x22 inches is used. On it the Clark die about 6 inches in height is printed in color at the top, with reading matter below.

In speaking of cards, Mr. Lamb says that he does not use them, because his firm is catering to the best trade,

windows sort of break the monotony of the regular trimming, besides advertising the special line displayed. We aim to have our advertisement for the day in our local paper correspond with the window as far as possible. We have never used cut flowers or palms, but really have no objection to them."

The Clark windows are changed once a week at least, and sometimes oftener. They are lighted by the overhead incandescent light system, the lamps being under reflectors and hidden from view from the street by the sign, "Clark the Hatter," painted on the glass, the letters being transparent, so that a very attractive sign by night as well as by day is obtained.