

## BRIDAL DISPLAYS FOR INCREASED SALES

Many florists like to allocate at least part of their June window display time to promoting wedding work. Although most summer brides will have already selected their wedding florist, it's always good public relations to show interest and activity during the bridal season. Besides, there will always be autumn, Christmas and next year's weddings coming along.

A somewhat whimsical window display suggestion: an attempt to depict a small portion of the hectic prewedding-day preparations. The idea is a spin-off of a scene from Walt Disney's classic movie, *Cinderella*. The particular segment shows animated birds with bits of ribbon and lace in their beaks, flying about a dressmaker's mannequin to help create a lovely ball gown. The window display should attempt to portray the same magical fantasy, only with the birds making a wedding gown.

Borrow a dressmaker's mannequin, clothed in a wedding gown, and place it in the window. The plainer the gown the better, as it should appear birds are adding the final finishing touches of lace and ribbons. Select several types of ribbon and lace that will coordinate with the gown. Pin them at different intervals on the dress. The tail ends of the lace should be secured in the beaks of romantic-looking birds, preferably white doves or bluebirds. These should be suspended from the ceiling, positioned so they seem to be fluttering about the wedding gown and circling it with lace.

If space permits, the bridal veil could also be suspended in the air, making it appear to be flown in by two or three birds. The crown of the veil should be decorated with pastel-colored silk flowers. A coordinated silk wedding bouquet could be placed on a side table or slim chair. To add to the workroom illusion, scatter pins, scissors, silk flowers and scraps of lace and fabric on the floor. Hang a calendar on a nearby wall with a day in June circled in red ink and marked "wedding."

Another window display idea for June is a replica of a rustic little summer retreat. The background is constructed of panels of twig-fashioned trelliswork. While this does take time to assemble, it is not difficult and makes a knockout window that can be reused throughout the year.

Cut a load of young, straight green saplings. The stems should be 1½ to 2 inches in diameter, making them easy to cut with a hand saw or heavy pruners. Be sure to strip off the side branches and leaves while in the country.

It's best to construct the treillage parcels in the back room of the flower shop, as they're awkward to move very far when completed. To make the panels, nail together four limbs in a rectangle as tall as the window demands. Then nail crosspieces in a latticework design. Don't place the crosspieces too close together because you'll be adding vines and silk ivies later. Since the charm of this treillage is its rustic appearance, neat corners and joints aren't necessary. Just nail them together the best you can.

After the panels are secured in the window, weave some wild vines through the latticework. These can be cut in the country, or grapevine wreaths can be taken apart and used. Also work in some silk ivy, wisteria blossoms, berries or whatever you have around the shop. Now complete the wildwood retreat by adding a fan-shaped woven chair, chaise lounge or other comfortable porch furniture. Cover the floor with grass mats and load the window with green and blooming plants. Toss some fluffy pillows in the chair, and add a small table with a pitcher of lemonade.

## Make More of Father's Day

Father's Day is an important day in June and worthy of recognition in the florist's window. While Father's Day will never match Mother's Day in terms of overall sales, all flower shops carry merchandise that would make appropriate gifts for dad.

An easy-to-install and eye-catching Father's Day window could revolve around the old Cole Porter song "My Heart Belongs to Daddy." Make the focal point of the window a large, red heart. Use this as a father-and-child photograph with the song title serving as a caption.



The photograph should be a blow-up of the pair large enough to be recognized from the sidewalk. A shop employee rollicking with his child in the park would be a nice personal touch. Blow-ups of hazy, nostalgic shots of a father and child walking into the sunset are often used. Just be sure to cut off any poetry and substitute the "My Heart Belongs to Daddy" caption.

Glue the chosen picture in the center of the heart and hang the result in the window. The rest of the display area can be filled with appropriate Father's Day merchandise, such as green plants and planters, masculine silk-and-dried arrangements and other gift items available in your store.

## Christmas tree.

The impressive Poinsettia tree has proven to be an extremely high demand Christmas novelty item. And a very profitable one, too. Have you ordered yours yet?



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