

*Višnja Nikolić*

*The Window Dressers Association of the Kingdom of Yugoslavia*

*Summary*

The Window Dressers Association of the Kingdom of Yugoslavia was founded in Novi Sad, in 1937, its goal being vocational grouping of the shop assistants who were involved in window dressing. The rules of the Association were accepted at the third general meeting held on April 23rd, 1939, and they were approved by the decree of the Royal Banat Administration of the Danube Banate Novi Sad, II/2 no 40459/39. The primary goal of the Association was improving the advertisement in all its forms, especially in window dressing. The Association also took care of education of its members, maintaining good relationship between its members their employers and other commercial and cultural societies, as well as of maintaining and respecting the professional qualifications. It was supposed to be achieved through lectures, exhibitions, advertisements and fashion shows, window dressing competitions, vocational courses (approved by the competent Ministry and under supervision of trading chambers), publishing vocational magazines and vocational libraries and setting up the workrooms for practice.

After founding of the Association, the Institute for the Promotion of Craftsmanship Trade and Industry, by the Trade Industry and Crafts Chamber in Novi Sad, started organizing the courses for window and advertisement dressing in Novi Sad. The goals of the courses were to help businessmen and young people, to introduce them with the skills of window dressing and creation of advertisement sketches and to train them to be able to work on their own. The first course of window dressing was organized on July 25th, 1938. The lessons were held according to the model of Bratislava School of Applied Arts where the teachers Slobodan Kovačević and Bogdan Gustav were educated.

The works from the first course for window dressing and advertisements were displayed at the Exhibition of Window Dressing Works held upon the initiative of the Institute for Craftsmanship and Industry of the Trade Industry and Crafts Chamber in Novi Sad on October 24, 1938. It was marking the Twentieth Anniversary of Liberation and Uniting. The exhibition was opened by Phd. Slavko Stanić, the Chief Secretary of the Chamber. This was the first exhibition of a kind in the country and it was very successful.

Window dressing courses and window dressing exhibition attracted attention and the ambitions of young people. A lot of the shop keepers felt the need to present their goods in a finer way and therefore to sell it easier.