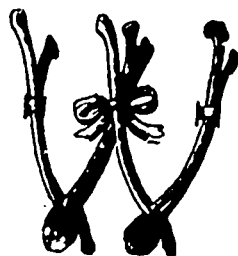


WINDOW DRESSING.



WINDOW dressing is one of the subjects which is always interesting to retailers—or at least should be. No town is so small that the attractive window does not attract, no town so mean as to ignore enterprise. Even if nothing is sold directly in a small town, the meanest looking customer likes a well-dressed, inviting store to enter to buy a spool of thread, a pair of cowhide boots for "Mary Ann," or a half-pound of tobacco for "Jim." In the larger towns, plate-glass windows, regularly and carefully dressed with the latest goods bearing price tickets, are investments which bring returns. They are as indispensable as advertisements.

INTERIOR DECORATIONS.

In addition to window dressing, the store window should be arranged just as attractively, and neatly decorated in all its departments. Everything must have its place, and a place must be occupied by the proper article. The best arrangement for a general merchandise, if space will permit, is to show the goods only in their various departments, and not resort to a mixed display throughout the store.

Handkerchiefs you can sell, if you will only display the many styles and patterns. In the centre of the store secure a rod or pole, suspended from the ceiling. From this pole run stout cord down to each side of shelving, similar to an angle. You can then pin on your handkerchiefs by inserting a pin through the cord.

A mere glance is enough to catch all the beauty in that display.

If you want to show colored silks, bunch a number of patterns, secured to staple in ceiling right in the centre of store, having all of the colors tastefully combined, and allow the folds to fall in a cornucopia arrangement, placed on the counters on each side of store. This cornucopia arrangement is simply an upright, having a base for support and a hoop nailed to the top, covered over with cambric. By its use it is not affected by goods strewn over the counter, and to a great extent enables the salesman to display the folds to a lady, whose choice may be determined by the artistic display.

Hosiery may be built up in huge pyramids on the hosiery counter. Here and there, all over this somewhat pyramidal pile, are loose pairs of hose, inviting inspection, with neatly printed cards giving prices. A pyramid may be placed on each end of counter, with a fixture on top displaying the better qualities.

PARASOL WINDOW.

To make a good parasol window the background and sides should be lined with China silk or yellow serge. This will make the contrast strong. Extemporize a rack, if you don't happen to have one, and fill it with parasols closed. Then open two or three and place them on the floor with the handles toward the window. You can suspend one or two open from the ceiling, too, with good effect, allowing them to hang down low enough that the inside can be seen.

HAT WINDOW.

Hats can be shown very nicely by placing two upright fixtures in your window, about a foot back from the glass, and arranging on these a tier of ten or fifteen shelves, six or eight

inches apart, on which the hats are thickly placed. The shelves, to present a good appearance, should be as long as the full width of the window. In the band of each hat a card may be placed giving price or style or both. For a display like this a white background is the best, as hats are usually dark.

SELECTING COLORS.

Expert window trimmers are very careful in selecting the colors they put into a display. Especially is this true in the case of dress goods. It frequently takes more time to find colors that will blend well than it does to trim the window.

When the trimmer selects his goods he goes to the head of the department and they work together. They place different colors side by side and hold them at different angles with the eye in order to get all the effects. This is kept up until a suitable number is found for the display.

To show goods to the best advantage in colors is a fine art, and is practised as ardently by clerks as by window trimmers.

CLOTHING DISPLAYS.

One unique method for an attractive display of clothing is to use a crescent. It can be erected near the centre of the window, the size varying, of course, with the size of your window. To make the reality harmonize with the idea the crescent should be covered with red cloth with a white star near one point. Suits may be fastened upon it in any way you desire, so they do not obscure the form of the crescent. Boys' and children's suits may be placed near the point.

Another effective display is made with a large semi-circle with the diameter almost equal to the width of your window.

If the margin is two or three feet wide, say, you can show the full length of a coat by fastening it on obliquely. Beneath the arch place a bank of flowers, make your background of some fresh color, and you will have a handsome window.

A SELLER OF KID GLOVES.

The office of THE DRY GOODS REVIEW was invaded one day last month by a genial seller of kid gloves. It was W. B. Foster, of the kid glove department of Thoutet, Fitzgibbon & Co., Montreal. He was on his western trip, and reported a fairly active market for gloves. The market had been seriously upset by some dubious customs' entries, but the customs investigation now going on was expected to put all firms on an equal footing. Mr. Foster said that the lines of gloves shown by them this season would give better satisfaction to wearers than any other lines on the market, and for this reason dealers were finding it necessary to carry complete stocks of their lines.

THE HEALTH BRAND.

The Montreal Silk Mills Company express their satisfaction at the pleasant reception they are meeting with from the retail dry goods trade of Canada, and the kindly interest which the dealers are taking in their endeavor to make a success of their bold step.

All those who handle the goods seem to appreciate the benefits to be derived from the extensive advertising which will be given to this well-known specialty, "The Health Brand" of underwear, during the coming fall, and are willingly taking the trouble necessary to become direct participators in it.