

idea and unsatisfactory representation of the real article, which, if reproduced, would hardly be distinguishable. By manipulating the blocks and punnets which we have had engraved for this purpose, we hope to give on paper a skeleton key, so to speak, of some of the most attractive and best methods of window dressing. All the fruiterer will have to do is to take the illustrations and work by them according to the few simple instructions given with each illustration.

For this purpose the window board should

be the whole length of window, and wide enough to allow of taking show baskets and punnets. Fruit to be placed in these baskets appears in type. The window board should be covered with white paper each time the window is dressed. Some soft packing material should also be placed in the bottom of the baskets, the whole to be covered with a sheet of tissue paper. Choice dessert fruits should also be packed about the base in tissue, thus forming a nest or cup for the fruit to rest in.

*-Journal of Greengrocery.*

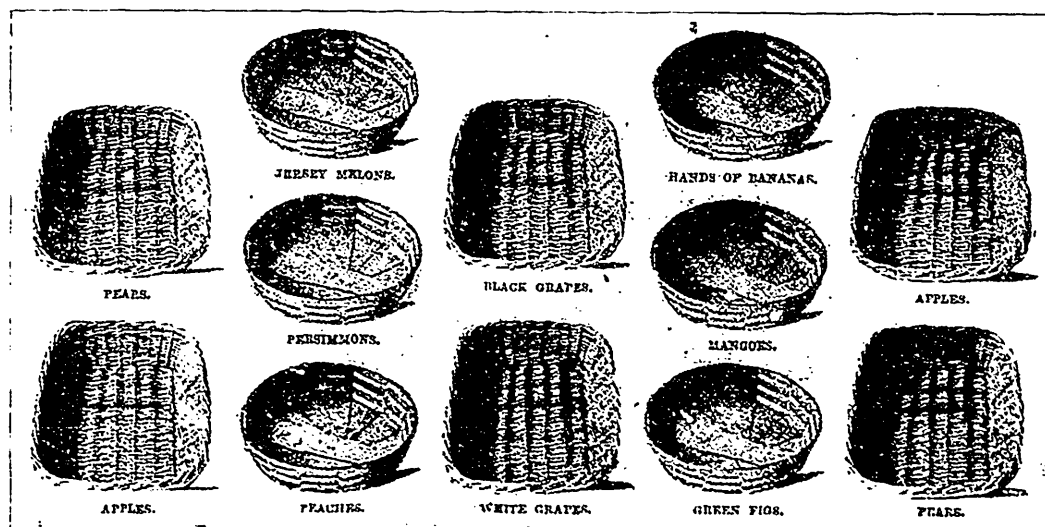


FIG. 1975. A FRUIT WINDOW.

NOTE. The show or baby baskets and punnets, as set out in our illustration, are sufficient to cover a window-board 5ft. 6in. wide. Each basket to be filled with fruit, the names of which appear in type. For larger shops the window-boards may be increased in length, but not in width, as 3ft. 4in. will be found quite wide enough if the fruit is to be got at easily. The baskets will be increased in number accordingly. As regards punnets, those shown are large sized ones so much in use now in window dressing for exhibiting selected fruits. It will be seen we have introduced two of the newest fruits, viz., the Persimmon and Mango. Even if the fruiterer has no sale for these they should have a place in the window, as one of the most important points to be remembered in window dressing is to cause attraction, and this these fruits are doing wherever they are exhibited.