



A LESSON IN FOLDING DRESS GOODS.

A reader asks us to print some instructions and diagrams showing how to make unusual drapery forms for counter display, says the Dry Goods Chronicle.

Perhaps one woman in a hundred knows exactly what she wants when she enters your store. The other ninety-nine are open to impressions.

Your goods count for twice as much if you make an attractive show with them; for the woman who does not know what she wants is very apt to have her desires crystallize when she sees something nice. Therefore it is of importance to arrange

the purpose, seldom being used for anything else. A row of handsome puffs in brilliant silks along the cases above the silk stock has a wonderfully decorative effect, and shows the stock to most excellent advantage.

Here are several of the latest puffs which have been made for our readers by one of the most expert and tasteful window dressers in New York, and many of our readers will find them

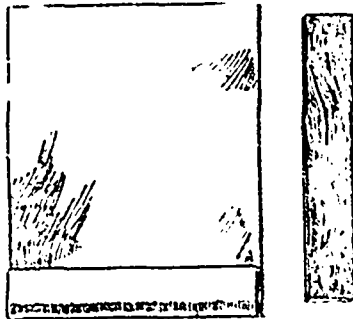


FIG. 1

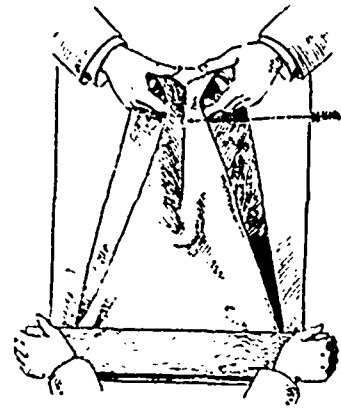


FIG. 3

your stock in each department so that it shall show to the best advantage. Don't hide everything in boxes or shelves. Make a handsome counter display as well as handsome window display. Let your customers see some of the beauties of your stock without waiting for them to ask to inspect them.

Especially is this desirable in dress goods, silks, etc. A good counter displays pays. Don't keep all your stock in rolls and piles. Always have some of your best things prettily draped,

of much service, both for window and counter display. To some an explanation of how to make these puffs is unnecessary, for the many who do not know how we give explanatory diagrams.

A silk with considerable body and stiffness should be selected. This should be laid flat upon the counter in aune (or aulne) folds. (The aune, formerly an English and French cloth measure varying from 40 to 47 inches, is now largely obsolete, but most French silks come thus folded.) All the folds but the three bottom ones should then be turned back and folded in, after the manner shown in fig. 1. A thin board of the width of

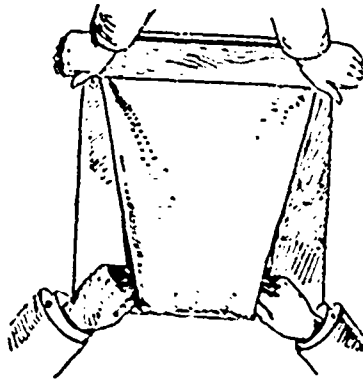


FIG. 2

for they show much better thus than in the piece, and buyers get an idea of how they will look made up.

Silks are especially good for inside display, for which purpose they are much used in the big city stores. Nothing else shows a silk so well as a fancy puff, either on the counter or on the top of the shelving. The latter space is especially good for

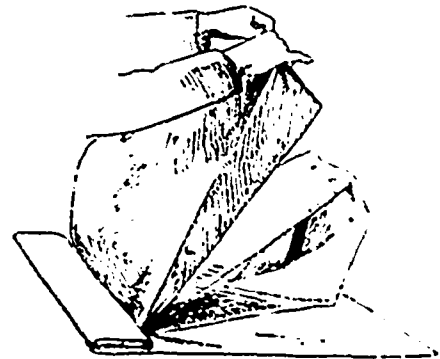


FIG. 4

the silk should be procured; and this is placed upon the roll, and held by an assistant, as shown by fig. 2, to keep the silk firmly in position while the operator is shaping the puff.

In all the examples the preliminary position is the same, and this is shown in Fig. 2. The selvage of the upper fold is turned