

the signs. As the signs can be made of a uniform size, the frames can be made to fit without difficulty. These frames can be made with a glass and adjustable back, and will make the signs look much neater and more attractive than otherwise. We have seen frames, however, that, instead of making the signs look any better, really made them look worse.

BRIEF HINTS FOR BEGINNERS.

By W. R. McCall, OWEN SOUND.

STORE windows are a standing advertisement, and are to the store what the wrinkles are to a man's face -- a very fair index to his character.

TAKE THE RIGHT VIEW OF IT. One cannot move them nor hide them, nor stop people from looking into them; therefore, to not keep them looking their very best all the year round is to miss one's best advertisement.

PUT YOURSELF IN HER PLACE. Window displays create wants, are seen and criticised by thousands who seldom read advertisements, and educate persons who are not familiar with the prevailing fashions; few ladies care to expose their ignorance on dry goods subjects even to salesmen, and many of them get their timely tips on current modes and materials by studiously watching the latest window displays.

SEEING IS BELIEVING. The best advertisement can but describe the article for sale and tell the price; the window display shows how it looks.

TAKE IN THE ONLY WAY. Any clerk who has the ability to sell goods, to attractively display his wares so as to create or excite in his customer a desire for possession, can certainly train himself to drape, arrange, or finger-fix in a window the same materials with as much catchiness.

CARDBOARD SALESMEN. Let tersely-worded window tickets be placed on the goods as little silent salesmen. If pointedly and pertinently put, they have a dumb way of speaking that carries conviction -- when they tell the truth.

START RIGHT. The first and fundamental thing the beginner has to learn is to make the windows thoroughly clean inside and out. Make them shine! Can't be too clean -- the danger line is not on that side.

WORK OF OTHERS WEIGH A TON. Past graduates in the School of Experience find a moist sponge, rubbed on a cake of silver soap and thoroughly applied, to be the easiest and cleanest way to remove dust and specks. Rub off with soft cotton rags and polish with tissue paper.

AIM AT SOMETHING. The window ready, it should be your aim to so dress it as to arrest the attention of those who might go drifting past, some to your neighbors, and others to those beyond your ken. You are after results.

To get best results you must have something to display your wares upon.

HELPS. Any person ordinarily handy with saw, plane, screw-driver, hammer and nails, can make from packing cases, lath, and strips of lumber (and the greatest of these is lath), almost any framework necessary for the most elaborate design.

Make plenty of T stands, varying in height from 2 to 4 feet, by 20 inches wide, for draping silks and dress goods.

Have open-ended boxes, ten inches square, and one, two, three, four, five and six feet high. These can be draped as they are, or with mill-cloth boards tacked across their tops.

Take clean, empty barrels, and nail the hoops tightly to each stave. Now saw the hoops through on the two opposite sides, and divide the barrel into two semi-circular forms.

These can be draped and stood diagonally, or with either the convex or concave sides to the glass.

With the different arrangement of these stands that will suggest itself to the draper, almost any material can be artistically handled.

For side and back walls use $\frac{3}{8}$ round hardwood rods attached to three rows of ladder chain with patent hooks, permitting the rods to be raised or lowered as desired.

If heavy twine is ever used, do make it perfectly taut, as a drooping line is very suggestive of a washing hung up to dry.

ADVICE. Advice, outside a lawyer's den or a doctor's office, is a commodity seldom asked for or taken; therefore, we shall offer little. Goods will fade, and the most artistic designs will fail to draw people who are looking at them every day; therefore, change the windows once a week when at all possible.

USE YOUR WITS. Avoid copying from your rivals as you would the pestilence; be original, think out your own designs -- the man that follows the procession is never a leader.

YOUR PARTNER AND HELPER. Carry a note book always, take notes, or make a rough sketch of anything and everything that you think can in any way aid you in working out a new design. Then think it out in detail and prepare your frame work for future telling displays. Much of the framework can be used over again with little alteration, and should be carefully preserved in part of the cellar or a room kept for that purpose.

WHAT CAN BE DONE. Make a tower and dress with spools (in full boxes). Build a windmill, and trim with buttons, yarns in packets, or gentlemen's furnishings. Erect a pyramid.

Arrange in fan shape one dozen brooms, tie near the heads with large bows of ribbons, and run rays of bright-colored ribbons to the floor.

Make a well, and dress with ribbons, over which suspend