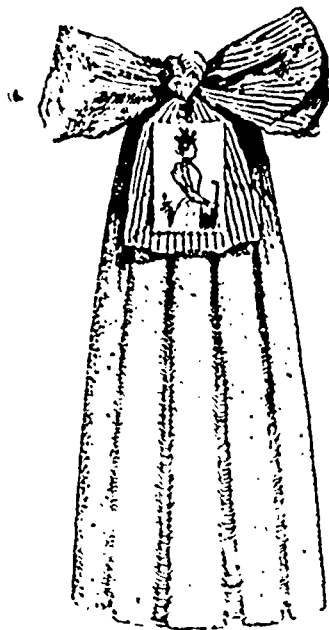


WINDOW DECORATION.

It is a good plan in draping goods for a window display to combine appropriate trimming materials with the main fabrics, and we show herewith some examples of this treatment. These first appeared in the Dry Goods Chronicle. Two of these show a rather unusual arrangement in the form of large bows at

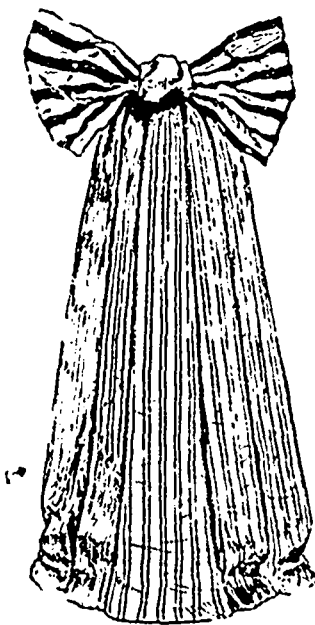


the top of the drapery. In the examples shown, these bows are of silk and velvet, used as trimming for fine dress goods. The effect is not only attractive but practical as giving desirable suggestions as to combination of materials, which purchasers will find of advantage.

Another unusual and tasteful draping of dress goods is constructed upon a plain cylinder, Fig. 3, about which the goods are tightly drawn. This is relieved at the bottom by several rows of the ribbon-trimming now so popular, while the top is finished with a combination of plaiting in the center. This makes a very pretty figure for a window.

Fig. 4 shows another distinctive method of draping dress goods. This is composed of a cone stand made up of separate slats; about each of the slats is wrapped a separate piece of dress goods, each slat being thus covered by a fabric different from those adjoining. The cone thus shows several examples of dress goods, each different from the other.

There is no way of showing dress goods in a window in such an attractive style as to put the fabric on a cylinder and draping it in some neat manner, making a neat folding or fluting on the top. The intelligent clerk will find no difficulty in arranging the folds in that careless, artistic manner which can only be attained by long practice and close attention.



With regard to such unboarded goods as prints, delaines and sateens, they can be arranged very neatly without the use of cylinders. Catching the piece on one side at the middle it immediately drops into a cone-like form, and when the fabric is turned back so as to show the pattern, the whole makes a striking design. This way of arranging these goods must be alternated with plain flat, upright or oblique situations, so that monotony will be avoided.

Many dealers in Toronto use in their windows an iron hoop about 4 feet in diameter, and made of about $\frac{3}{8}$ pig iron. This is suspended from the centre of the window ceiling and the ends of several pieces of dress goods are pinned on to this and

allowed to hang down unfolded until the remainder still board rests on the floor of the window, the folds being exactly perpendicular. Then a piece of ribbon is passed around the centre is about 10 inches in diameter, and the whole thing resembles a double cone, the point of one resting on the point of the other. If the colors of the goods have been well chosen and alternated the effect is very striking. If six or seven patterns of one quality of a line of goods can be used and then a ticket affixed with the words, "Your choice for 15 cents," the financial results will be more adequate than if price is not stated. A variation of this is where a piece of iron is made into a quarter circle and hung in the farthest corner of the window and the same plan followed, so that the same effect is produced with four or five pieces of goods. When hung in a corner in this way the design can be varied by allowing the top folds to hang loosely, and keeping the ribbon well down towards the bottom. Other variations will naturally suggest themselves to the dresser.



Good taste in window dressing will dictate whether there shall be a spare amount of goods put out, or a great abundance. It is well to vary, so that people will pass your windows to see what you will do next. At one time have but a single line of goods, and at another just to the front a little of everything you have in stock. You can be economical and a good advertiser at the same time. Large concerns can afford to hang out their costly fabrics, but a small dealer may throw that display quite in the shade by using ingenuity and tact.

Handkerchiefs seems to be about the easiest thing to show off in dry goods. They can be arranged in such a variety of ways, pretty ones are so inexpensive and they are a staple. There was recently a showy window in Chicago made up of cheap handkerchiefs. The starch in them makes them suitable for folding in a variety of shapes. This window had nine cords stretched from top to bottom. These cords were covered with handkerchiefs, which were pinned on, one above the other. The kerchief was folded to just a quarter of its size, that is, once each way. Then the loose out-hanging corner was turned up, so that it stuck out like a leaf. The nine columns looked like pillars covered with flowering vines.



An attractive window is useless unless it helps to sell goods. This is an oft urged point but one which must be constantly and persistently kept in mind. The goods in the window must be seasonable and saleable; they must also have some feature that is likely to influence buyers to enter the store.