

WINDOW DECORATING—Continued.

were covered with pleated cheesecloth. The light blue ruching was put on afterwards. The upper framework was made of 6 in. strips and hoops of nail kegs.

The framework was covered with light cambric, then puffed with white and light blue cheesecloth. The photo illustrates the back framework. The two side jackets and



Photo by G. P. Freehand, Bowmanville.

DISPLAY OF NORTHWAY JACKETS.

Trimmed by A. W. Humber for S. W. Massey & Son, Bowmanville, Ont.

centre one were supported on revolving stands, which were made to revolve from a motor in the basement of the store. The belt was attached from the motor to one stand and then connected to the other stands. Around the two outside stands were cheeseboxes covered with pleated cheesecloth spread open.

Some clerks say "we are not given time for this work." Make time. Work at it in every spare moment, put in a striking display, and, if your employer is an enterprising man, he will see the advantage of having this kind of displays and you will be given more time for this work. Mr. Humber started as a clerk. His displays proved attractive and he is now giving just double the time he was two years ago to look after this department.

Some say, "it does not pay in small towns." Try it. Your object is not only to draw trade, but you want to make the store attractive and the store will establish a name for itself. Mr. Humber used the same framework in connection with a display of Crompton's corsets which looked equally well.

NEGLECT OF SMALL LINES.

In planning to show the different lines, the smaller lines are apt to be crowded out. Notions, for instance. It is not just the easiest thing in the world to obtain a large enough quantity of notions to make a respectable window display, and, even if it is, the amount of work necessary to produce an

effective display of these small wares is such that the window must be kept dark for a considerable period. It is perhaps more because of this time-consuming effort that notions do not as a rule receive the attention the stock is entitled to. If there is one line that really sells by exhibition it is notions. There are other small lines figured in your stock that will be slighted for the same reason during the rush of the Fall season.

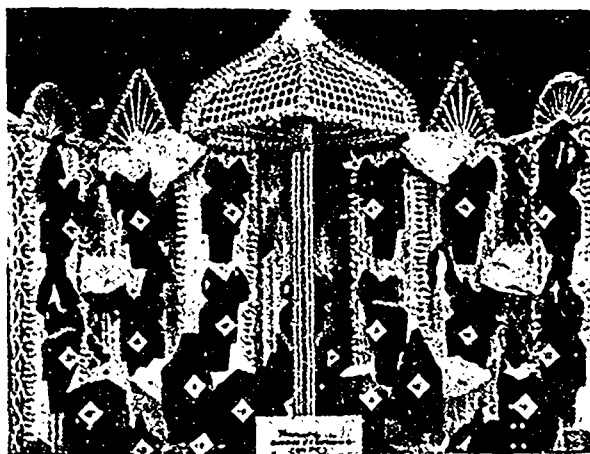
Outside display cases have proven very beneficial to those departments which handle the smaller and more ornamental kinds of goods, and to the notion stock they are proving a veritable boon. Those firms that have invested in substantial outside cases have found that they have reaped their cost several times over within a year. The little lines of knick knacks which are really not numerous enough to make a respectable showing in a large window are much benefited by the outside showcase.

A store having but two windows will find two or more neat outside cases a very profitable addition to the store equipment. Even those stores with an abundance of window space have been quick to realize the value of outside showcases, not only as an introducer but an actual seller of merchandise. If these large stores, with every foot of frontage converted into window space, find these cases profitable, it is hard to see how those stores with limited window space can afford to get along without them. If these cases are properly constructed the displays may be changed frequently without much work, and with a little pains in preparing price and explanatory tickets beforehand it very often takes but a few minutes to effect an entire change.—Chicago Dry Goods Reporter.

CANADIAN WINDOW-DRESSERS.

At a convention in Buffalo of the National Association of Window Trimmers the following were elected vice-presidents for Canada: British Columbia, Edward A. Barker, Vancouver, Quebec, Charles E. Bernard, Montreal; Ontario, Arthur W. Humber, Bowmanville.

Mr. Humber would be pleased to hear from any Ontario trimmer wishing to join the association. On application he will mail to any trimmer a pamphlet explaining the objects and benefits of the association.



A WINDOW OF LADIES' CLOTHING.

In parasols for Spring, 1901, Brophy, Cains & Co. are showing a very complete range in carved and inlaid horn and ivory handles, also in sterling silver mounted pearls and the rarer natural woods; they show these samples put up in a manner that at once arrests the attention of buyers. Special attention is paid to the finish and minor details, and the goods will repay careful consideration.