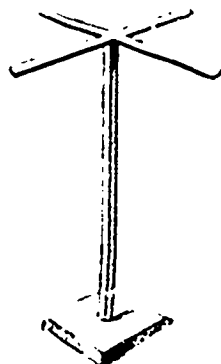


WINDOW DRESSING.

A WELL-ARRANGED window without price tickets is like a well-dressed man who cannot talk. Give him a tongue, and his thoughts speak. Give a mute window the tongue of tickets and you have a salesman who never tires of talking in your interests. All that is necessary is to give him a new theme—that is, change your windows often.

A contemporary describes a handy and easily made device for window displays which will interest merchants not desiring to go to any great expense in dressing the window, but are awake to the value of showing new goods well. From the accompanying illustrations it will be seen that the contrivance is very simple mechanically, and when draped is calculated to show off dress stuffs, silks, laces, wash goods or any soft material.



WINDOW STAND FOR DRAPING.

The cut here given represents a silk drapery. To drape with silk, fold the silk in middle, lengthways of the piece, so that the two selva edge come together, then drape in graceful folds with the double-fold or centre of the silk out or towards you. Go around the form, throwing a fold over each arm of the cross, the first fold hanging low just so as not to touch. Go around after this fashion shortening each succeeding fold, making in all four or five folds. The effect is decidedly handsome, especially with soft silks that it is difficult to display well, ordinarily. No pins are necessary and the stuff is not mussed.

The height of the form should be about twenty-seven inches and the length of arms nine or ten inches.

In trimming with lace a background of some pretty color may be draped or hung from each arm. A lace window with a color scheme of a single tone is very attractive when properly carried out.



DRAPE WITH SILK GOODS.

One of the greatest difficulties attached to photographing a window display is the reflection in the plate glass front of the buildings on the opposite side of the street and of the passing throng. Many trimmers will thank us for indicating a successful way in which their efforts may be taken by the camera without this annoying feature. If the artist will provide himself with a black curtain, mounted at each end on wooden poles, nothing more will be needed, it must be of sufficient size to screen the largest window, and a centre aperture must be cut in order to insert the camera. This curtain, when held in place by assistants, will cut off the undesirable reflection and still admit light sufficient for all purposes from the top and sides. An additional advantage will be that the sensitized plate may be given as long an exposure as desired. When not in use the curtain can be rolled on the standards and thus be easily carried about from place to place.

A great many merchants and window trimmers who are fully alive to the importance and advertising value of show windows lack an appreciation of the necessity of keeping the displays of

goods in the interior of the store attractive and up-to-date. They devote time and expense in arranging goods in their front windows in a manner that will attract trade, but leave the goods inside the store practically unchanged from month to month. Window displays, says *The Dry Goods Reporter*, are excellent things, but they will not make sales if the goods about the store are slovenly arranged. It is a great thing to arouse the interest of a probable buyer, and to get him inside the store. This the show window does. But when once inside everything depends upon what he sees and hears there. Be sure that he sees an interior that is neat, and an arrangement of goods that is consistent with what he saw in the window. It is in the province of the window trimmer to make a tasty display of goods above the shelving or at other places in the interior of the store.

A NOVEL GLOVE DISPLAY.

An exchange gives a suggestion for a glove display which is a sufficient departure from stereotyped ways of handling hand wear to assure an attractive window.

Comparatively few gloves are needed, and these are stretched upon dummy hands and projected through a sheet of paper or of cloth, placed about two feet from the front of the window and extending to the top. The gloved hands present a very natural appearance. These are enough in themselves for a very creditable display, but the trim can take in other goods, the sheet through which the hands project being utilized on which to pin handkerchiefs or laces, and the space in front affords room for anything which will not be out of harmony.

HOW THE REVIEW BRINGS ORDERS.

To the Editor DRY GOODS REVIEW:

DEAR SIR,—We thank you for making room at the last moment in May issue of *THE REVIEW* for our telegram re new crepons that were then being received. You will be interested in knowing how they sold, and pleased, we think, to hear that within 24 hours of receiving the four cases referred to, one-third of them were sold. The bulk were in the higher priced lines—\$1 and upwards. *THE DRY GOODS REVIEW* was the only paper in which they were advertised. A few days later we cabled our Mr. Brophy, who was then in the London market, for more, and we are now receiving ex ss. Laurentian a shipment of handsome black crepons, in designs which we believe will be in no other hands. They run from 50c. to \$1.35 per yard. Samples are being sent to our travelers to-night.

We are glad to hear that your July Special Fall Number will be ready on Dominion Day. May it meet with the success and approval which your efforts deserve.

Yours very truly,

BROPHY, CAINS & CO.

Montreal, May 27th, 1896.

[First form for the Fall 1896 issue closes June 19. Every dry goods dealer in Canada will receive a copy.]

LACE CURTAINS AND CARPETS.

McMaster & Co. have a shipment just to hand, making all lines of lace curtains again complete. These goods, being rapid sellers, were getting very low, and this shipment relieves the pressure. Carpets and house furnishings are moving freely, necessitating constant repeats to keep pace with the demand, which has been very good this season.