

**WINDOW DECORATING—Continued.**

or supports, furnished with good reflectors which cast their rays on the goods exhibited, is one of the best lighting arrangements used. Never allow chandeliers or lamps or any illuminating device to come between the spectator and the goods.

**PILLARS IN WINDOWS.**—It is not to be supposed that any show-window was ever built containing a pillar of any sort, as a matter of choice. In the changing of old windows into styles more in keeping with the modern windows, pillars had to be used and left inside, and their proper treatment becomes a problem of considerable moment. If they are inclosed with mirrors they are apt to cast reflections, which mar the symmetry and appearance of the display. If draped with plush, they still shut from view more or less of the exhibit and add nothing as a recompense. I would advise their being painted white and ornamented with gilt figures. It would be better in contemplated changes of windows to leave them out if it can possibly be arranged any other way. A projecting window is not the desired style, and the pillar is usually found in this kind. Another way of making the pillars look better and serve two purposes, is to have them encircled every two feet apart by brass hoops, from which project arms about a foot and a half long. These can be used to display smallwares, etc., on.

**AWNINGS FOR WINDOWS.**—Extreme care should be taken to keep the awnings in first-class repair. The inevitable reflection which cannot be avoided should never be cast in a display of rich fabrics, so as to make them appear commingled with dirty, frayed and discolored canvas. This is always the case if the awnings are in this condition.

**TO AVOID DUST IN SHOW-WINDOWS.**—If carpets are used, always clean the same outside. Never use a dust brush. A soft woollen rag is better. Mop floors and sides frequently, and hang draperies so as to shut out all air currents from the outside.

**CLEANING THE WINDOWS FROM THE OUTSIDE.**—Don't underestimate the value of keeping window glass and woodwork absolutely clean. The woodwork should have an occasional oiling. The recess between windows should also receive a large share of attention. There is nothing inviting in uncleanness anywhere, and neatness about a show-window is more than a virtue—it is a necessity.

**WINDOW-TRIMMERS' DEPARTMENT.**—If possible, every store where window-trimming is recognized should have an apartment set aside for the exclusive use of their trimmer. This room should be large enough to afford storage for fixtures and all necessary appliances. Every trimmer should possess a tool-box fitted with a number of movable trays, containing wire nails, tacks, hammers, screwdrivers, gimlets, saws, etc., also a long and a short step-ladder.

**COMING SALES OF BLANKETS.**

The illustration is a display of blankets and traveling rugs. Five mirrors are placed at angles which reflect the display five times. This can be worked out on a smaller scale and with less stock. This display would have been much better, and more profitable to the firm, had each blanket been ticketed with a neat price card. As next month will be a good month to put in an advance showing of Winter blankets the illustration may serve as a good example of a catchy display. The lambs, as seen on each pile, were taken from the toy department. Baskets of the raw wool are scattered about on the floor.

**GETTING DISPLAYS PHOTOGRAPHED.**

THE REVIEW requests all trimmers to send in photos of their displays for reproduction. In having a window photographed the best results can be obtained by getting it done early in the morning

or when it is lit up at night. Shadows are less likely to be seen in the picture when taken late at night.

A good time to get a good picture is early in the morning on a clear day, say, 6 o'clock. The light is strong and penetrating and a good picture will usually result. Remember that the interior of your window must be light. If your window is darker than the street the glass acts as a mirror reflecting everything on the opposite side of the street. If the sun shines on your window and the opposite side of street is dark, there will be no reflections in your picture. If there is a street or a broad open space before your window it will be almost impossible to get a good picture during the day. I have found in nearly every case that the best results were obtained at night by electric light. See that the lights, while flooding the window with light, are themselves hidden from the street by reflectors, etc. If you have a good lens, from 20 to 30 seconds is sufficient exposure. A lens less rapid will require more time. The size of diaphragm also counts. The smaller the diaphragm, the more time is required, but the smaller diaphragm also gives additional sharpness to the picture, and then passers-by can walk between the window and camera without injuring the plate, provided they don't stop short. The time required is also influenced by the rapidity and make of plate. Remember the three things to be considered are: Lens, plate and diaphragm. By keeping these important items of information in mind, any country photographer can get a good picture of a window display. If the photographer doesn't know them, it would be well to call his attention to these facts.

**NEW FEATURE IN THE JEWELRY TRADE.**

Among the new advertisers in this issue is The "Goldaloid" Company, wholesale jewelers, 65 and 67 Yonge street, Toronto. Their showroom is a model of neatness and comfort for buyers, and displays their beautiful line of goods most effectively. The samples are arranged in elegant cases; the showroom, being very light, gives an added lustre to them. Nice pictures on the walls and some palms effectively placed make a pleasing and up-to-date effect. In the rear of the showroom are the stock and shipping rooms, well arranged to handle a large business.

Their goods consist of all kinds of ladies' and gentlemen's imitation jewelry, from the cheapest pin to the more expensive imitation diamond goods. The REVIEW's representative was informed that The "Goldaloid" Company make a specialty of supplying the larger dry goods merchants, and, to facilitate this, offer great inducements, as regards price, and by handling the very latest novelties. Most of their goods are controlled by them exclusively, thus preventing them getting too common. They have a unique plan of doing business. Any responsible merchant who would like to see any of their lines is invited to send his request to the firm, and immediately a package of samples is forwarded, charges prepaid. The merchant can make his selections, and return samples at The "Goldaloid" Company's expense. They claim by this method they can save traveler's expenses, amounting to 20 per cent. This 20 per cent. is allowed the merchant off the amount of his invoice.

Another point in their favor is, that the stock is all new, bright, and up-to-date. The firm have certainly displayed great energy in starting a new concern on such generous lines and undoubted taste in procuring such a handsome line of goods.

Baird Bros., of Smith's Falls, report good business prospects. The firm carry a fine stock of dry goods as well as other lines, such as boots and shoes and groceries. Messrs. Lockart & Neelows, of the same town, say the same thing this season, and, as an old firm doing business on well-established lines, their opinion is entitled to credit.