

WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed "Window Dressing Department."

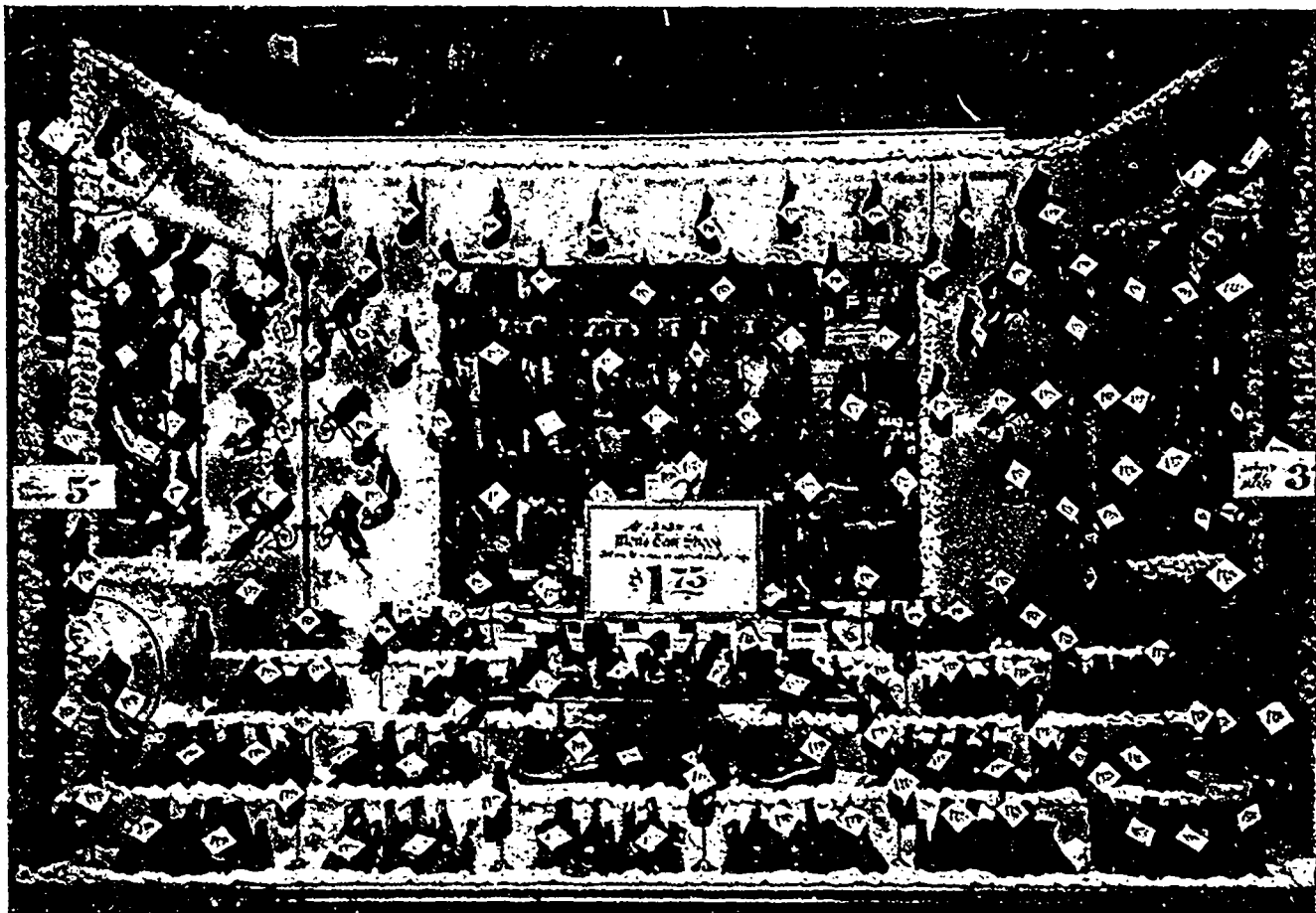
SHOES.

Of all the lines displayed in the windows of a department store none are more interesting in themselves and yet so hard to show satisfactorily as shoes. Interesting in themselves, because of their universal use; difficult to display,

on the outlay. To show each individual shoe properly, lasts or forms are necessary. To show them collectively, use the modern metal fixtures. Mirrors add greatly to the attractiveness of a shoe display, especially if placed at angles, so as to reflect all parts of the display. Plush hangings on rods are also calculated to heighten the good effect of a shoe trim.

The bottom of the window must not be neglected. This should always be covered with plush or felt, etc., in a color to contrast or blend with the color of the shoes. Price tickets, uniform in size and neatly printed, should be freely used.

The shoe display should be changed often, and each trim should differ greatly from its predecessor, so as to make the change noticeable. A few potted plants heighten a display of this kind.



A BOOT AND SHOE DISPLAY.

because of their comparatively small range in shape, color, and general appearance.

To make an interesting window of this line alone requires more care and ingenuity than are bestowed upon any other, and a greater regard for fixtures and accessories.

The main object to be kept constantly in sight is neatness. To obtain this essential good fixtures are necessary, and the money invested therein will be found to pay a liberal interest

A good-sized card with some pertinent remarks re your mode of doing business, or touching the value of your goods, will also help results.

A whole window is not always available for shoes alone. In such cases it will be found judicious to place them in combination with some other lines, viz., dress goods, costumes or hosiery.

In the gentlemen's line they could be placed here and there