

## WINDOW DRESSING.

The following outline of the general principles of correct window dressing is reprinted from the bright little manual issued by the Norwich Nickel and Brass Works, which are the largest manufacturers of window fixtures in this country:

Color is by far the most obvious means for attracting the eye, and a window dressed in colors secures the attention of the passer almost inevitably—far more readily than any merely ingenuous arrangement in which color is absent.

Good color effects are difficult to obtain where goods of a variety of colors are used; and window dressers of the best taste and most experience favor the use of but two or three colors complementary to each other, and as a rule, grouped in large masses. Thus a most attractive and harmonious window is produced by pale blue underwear, with rose-pink suspenders as a relief—a combination frequently seen in the best New York windows. Tan and dark blue, black and scarlet, yellow and brown, are all effective combinations.

Simplicity in arrangement as well as in color is desirable. It is a safe rule not to display a great variety of articles in the same window, as a complicated arrangement usually appears confused.

The most effective windows are made by the use of designs which are not intricate, and which are usually understood at a glance. The easiest way to dress a window tastefully is to arrange a UNIT, composed of as many articles as the taste or ingenuity of the dresser may dictate; and to repeat this unit to fill one or more bars or the entire window.

Where the primary purpose is to display as many goods as possible without much regard for color, effect or harmonious agreement, it is advantageous to dress the window close up to the front, and fill it full enough to entirely cover the space. When color and form are to be considered, fewer articles may be used, they may be more widely spaced, and should be placed further back. The window should then be at least two bars, and still better, three bars deep; and from three to five bars high. It may even be still higher, but great height is undesirable, and it makes the display disproportionate, and is rarely effective; besides requiring a great quantity of goods.

Curved bars are advantageous, as they aid materially in forming a design, may be satisfactorily dressed with a very small quantity of goods, and take the eye.

In dressing a window with the purpose of getting as much show as possible with few goods, the surroundings should be carefully considered, that is, the background, the light, and the distance from the front. Concerning the latter, it may be said, as a rule, that a thinly dressed window should be arranged well back from the glass, and in that

case it should have a strong background to bring it out boldly.

A window dressed entirely to the front has no effectiveness as a whole, but depends for its effect entirely upon separate details, for the reason that it has not the requisite distance to give the eye a proper focus; but when the display is withdrawn one or two feet within the glass, the proper focus is obtained and the eye takes in the whole with pleasure. Moreover, the play of light and shade is more varied and pleasing, the light being softened and diffused.

As to light it may be said in general terms that all the light must come from the front, and that an admission of light from the rear, or directly behind the articles shown, completely ruins the effect by confusing the outlines and colors.

It becomes important, therefore, especially in an openly dressed window, that a background shall be provided for the double purpose of excluding light from the rear and sharply defining the outlines of the articles displayed; and moreover, such a background, if judiciously selected, can be made to supply an important color element in itself.

In many cases mirrors form effective backgrounds, and they concentrate the light, sharpen the outlines of the objects displayed, and greatly increase the apparent size of the window.

Dark drapery, especially of plush, forms a most desirable background, affording the best possible foil for articles relieved against it. A rich and desirable effect may be secured by arranging a brass bar at the proper height, and suspending with rings a curtain of plush, or of plum-colored, or dark wine-colored drapery silk, of the light flowing texture now so much used for the purpose. Either of these would harmonize admirably with almost any bright color placed in front of it, but in case it were desired to display goods of very dark shades, care should be used to place them close to some article of much higher tone, to furnish the required foil.

For the bottom of windows, many window dressers now use loose plush coverings, which can be changed as desired, to harmonize with the goods to be displayed. They are usually made much larger than the window, so that they can be draped over small boxes or standards placed on the bottom of the window, the elevation and wavy lines thus produced adding greatly to the effect of the goods displayed. Thus for a blue window old gold plush is used, and for a rose-colored window old blue.

The last sheet of the new postal map of Ontario, which has been in course of preparation in the chief inspector's office for the last eighteen months, has been sent to the engraver, and the map will be ready to be issued in a few weeks. It shows all the postal routes in the province, money order offices, Government savings banks, telegraph stations, railway distances between offices, etc. It is seven years since the Ontario map was last issued, and the new map will be of great utility to this important branch of the public service.

## DEGREES IN ADVERTISING.

Advertising is like the Irishman's whiskey—"It is all good, but some is better."

An advertisement tacked on a fence post out on the prairie is good; some lonely traveler may accidentally see it. The same advertisement posted at a street corner is better—thousands will see it every day.

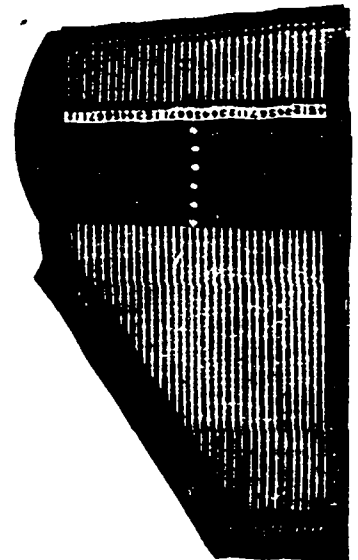
An advertisement inserted in an official or unofficial programme of something or nothing is good; the chances are a few people will see it and perhaps read it. The same advertisement placed in a newspaper is better; thousands will read it.—Wisconsin Times.

STANLEY AND HIS HEROIC RELIEF OF EMIN PASHA, by E. P. Scott, author of Lectures on Africa, Days in Antwerp, illustrated. Wm. Bryce Toronto.

BEATRICE by H. RIDER HAGGARD. Wm Bryce, Toronto. This is the last work by this prolific but highly entertaining author, while it is not destined to be as popular as some of his early works yet it is one which is selling well.

THE FIRM OF GIRDLESTONE, a novel by A. Conan Doyle, author of Micah Clarke, a study in scarlet, etc. Montreal, John Lovell & Son.—Price 30c. This novel is a very entertaining account of social and commercial life in Edinburgh and London. It should prove as popular if not more so than the previous works of the same author.

## THE AUTOHARP.



The above is a cut of a new musical instrument which has become very popular and is having a large sale. It is an excellent self-teacher of harmony upon which a child can produce the sweetest melodies by simply pressing on the bars and running across the strings with the fingers. It will give full chords for singing or accompanying any other instrument, and is easily mastered. It is similar in shape to the zither having padded mutes over the strings, a player can produce a melody and accompaniment at the same time. The instrument may also be used effectively for a solo.

WRITE FOR TERMS.

**FORD & McCAWLEY,**

MANUFACTURERS,

75 Adelaide St. East., Toronto, Canada.