

WINDOW DRESSING.

SEASONABLE HINTS.

Additional attractiveness can be given a dress goods display by using only black and white goods and introducing a few ladies' hats in black and white, parasols and gloves. For instance, let it be black dress goods. The drapings should be all white, the millinery white and black, the parasols white and the gloves white and black. A combination of this kind can be made in a store with a limited stock. It will surely cause much favorable comment.

A display of mourning millinery can be made very easily in a small window, as follows: The sides and back are covered with plaited white cheese cloth, up to a height of about six feet. Let it end in a ruffle, and then from this line drape alternately black and white satin ribbons to the centre and top of the window in the form of a canopy. Folds of black and white cheese cloth can be used instead of the ribbons, but the latter give a far richer effect. Not more than a dozen pieces of millinery are necessary to make a good showing and they are placed about the window on the regulation stands.

If the man who dresses the windows in a store wants to hear criticisms of his efforts that may be of great assistance and value to him, let him stand out in front of the store when shoppers are the thickest and listen to the remarks passed on the displays in the windows by onlookers. Sometimes comments are made that are valuable to the trimmer, and, whether it be favorable or unfavorable, it is certain that it comes from an unbiased mind. The remarks may have some bearing on what ought to be displayed.

Here is a case in point. There was exhibited at a certain store a window display of low-priced percale and wrapper prints in the blue and white combinations that have been popular in challies and silks. A stylishly-dressed lady in passing made the remark, "I was going to get a blue and white dress this Spring, but since they are copying the styles into calicoes, I won't have one." In such a case the store ought to be cautious showing such goods if they are going to "queer" the sale of silks and other goods that may be in stock.—St. Louis Drygoodsman.

CHANGING THE TRIM.

The rapidity with which the window trims are changed in the large retail stores is simply nothing short of remarkable, continues the same authority. For, when all the show-window fronts of some of the large department stores undergo entire decorative alterations, it seems quite incredible that the transformation was wrought within the space of but a few days.

Yet, the scenes are shifted with such regularity and with so little disturbance of the exhibits, that the change from scene to scene, or from one display to another, is beheld in the result. The work of carrying out the detail is seldom witnessed save by passers-by during the evening hours, for it is after the store closes that most of the work is done.

Such a state of things simply goes to show what skill and system can accomplish. There is no idling away of time with the artists who hold positions that demand such decorative ability.

While the writer does not wish to prod unduly the trimmer who thinks he is doing his best when he tells him that to keep the curtains drawn during shopping hours is adverse to good window trimming principles, he does desire to set him right by citing plain facts. The custom is so general throughout the country, especially

in small and medium towns, for the trimmer to make his changes during the day that too much cannot be said favorable to the plan of evening and early morning work.

With all the stock selected for display and a good helper, it should require only a short while to put in a new scene. And such a method is surely more businesslike than to darken the front with drawn curtains during the day when the street is thronged with shoppers ready to investigate the display.

The trimmer who will suggest this plan to his employer would undoubtedly find him appreciative and willing to make due time allowance in consideration of it. Drawings of the windows, showing their dimensions, should always be kept in the workroom so that any special framework may be gotten out before entering the window to begin work. It is not unfrequently the case that lumber, saw and hammer are worked within the window when that part of the work could be better accomplished outside.

A VEILING DISPLAY.

A recent veiling display, in one of the large retail stores of New York, impressed the writer in *The Economist* as worthy of description. The scheme was simple. At the same time, it exhibited the goods to splendid advantage. Above the shelving were placed nickel stands with a number of bracket arms, over which were draped the various novelties in pattern veils. Behind each, bright green tissue paper was placed, which, on account of its brilliancy, forced the attention of every person passing down that aisle. The meshes and dots over the bright background could easily be seen from the aisle, when, without the aid of the device for throwing the veils into sharp relief, the pattern effect would have been lost.

At another counter was a similar trim of veilings in the bolt—the goods thrown over purple paper. The crowd which gathered about the veiling department gave every evidence of their appreciation of the trim, and many were heard to commend the beauty of the goods, as well as the display. The trimmer who will bear in mind the moral that this teaches, working, in every instance, with a view to creating such pleasing effects as will elicit approval, may feel assured of results that will, both directly and indirectly, prove beneficial to his employer, and as a natural corollary, to himself.

PICTURES THAT ATTRACT.

There is one retail establishment in Chicago, says *The Dry Goods Reporter*, which manages to keep interesting pictures in its show windows at all times. The pictures have nothing to do with the goods displayed, but they simply cause people to stop and look, and the display is supposed to do the rest. It would seem difficult to always have something that people would stop to see, but it needs only to be well managed. It is not necessary to go to much expense to obtain these pictures, for lithographs are cheap, if obtained from the right sources. There are certain weekly and monthly papers which give lithographs that are usually of sufficient interest to be attractive in a window.

A sufficient number of pictures of current events can be obtained to keep the assortment fresh and the "between times" may be filled in by pictures of historical events. The centre pages of such papers as *Puck* and *Judge* furnish something fresh, and the large lithographs which are being given with *Truth* are worthy of notice. The battle scenes of the recent Spanish-American and of the English Egyptian wars will attract attention, and the prominent battles of the civil war have still a magic charm. The pictures of war heroes and the battleships have been rather overdone of late.

To get the most benefit out of this sort of a window attraction the goods must be shown with such taste or the prices placed so con-