

WINDOW DRESSING.

HINTS FOR CLOTHIERS.

FOR a clothing window, a taking design is very easy of execution. First, make two large frames, large enough to enclose, in each case, a suit of clothes. The wood for these frames may be common flooring, covered with gilt paper, or with something else, in imitation of a picture frame. A backboard, the size of the frame, should next be made. Upon this, when done, is placed a suit of clothes, on a ground of puffed cambric, either colored or of plain white. At the foot of each picture may be placed a card with the name of the firm as artists in clothing. The space between the pictures is filled by a board covered with black velveteen or cambric. Against this black background are shown shirts, vests, and, if desired, collars and cuffs. On either side of the window, brackets are draped with black, which may be silk, such as is used for linings, or if preferred, silesia; anything black and glossy will do. On this black ground, white vests are again displayed. In the foreground are a row of small frames, showing ties, cuffs and collars. The frames in this case can be omitted and the goods shown in boxes. These are the main features of the window. The detail can be carried out in the ordinary way by a display of seasonable wearing apparel. Those who try this window will find it a very striking one when complete, as the contrasts are very strong and it is altogether seasonable. If desired, a row of frames and suits may be placed in the rear, doing away with the black and white in the centre. The design is, however, of less trouble than so many frames would be. See to it that your frames are massive enough to be striking to the eye, otherwise the display will lose its force.

An original idea, which produces a good effect is this. The principal articles necessary to put it into effect are two dummies. The one should be dressed in the nobbiest suit in the store, with a new style of hat, gloves, and a tasty necktie, and should be placed on a pedestal in the window, with suitable wording on the pedestal. Standing near and looking up at it place another dummy, dressed in a very different style. The object is to show a marked contrast. For this purpose put on the second dummy the shabbiest suit of clothes you can get hold of, an old pair of boots, and a battered hat, dirty the face also, and, taking some curled horsehair, gum it on the face to show a beard of a week's growth, and serve the back of the head in the same manner, making up as perfect a representation of a poor fellow entering the store to get rigged up as possible. Everybody will stop to look at a show of that kind, and it is sure to draw a crowd.

The importance of showing but one class of goods at a time has already been alluded to. Many merchants who realize the necessity of adhering to the rule yet desire to display more than one kind of goods at a time adopt the following method. Two light V shaped frames are made out of rough inch boards. They are set in the window with the open part to the front, forming two separate compartments thus V V, which taper to a point in the rear of the window. This gives opportunity to display two varieties of goods in one window in the best possible manner, and at the same time have each class entirely separate and distinct. The frames are made the right width to fill the window, and are high enough to reach the top also. When the frames are covered with a tasty display of goods the effect is very pretty, as the window has the appearance of two small rooms whose walls are composed of the latest style goods. Clothiers can use one compartment for pants and the other for coats and vests, filling in and brightening the darker shades of the clothing with gents' furnishing goods. Dry goods men can use one part for dress goods and the other for prints or white goods. Other lines of trade can easily utilize this plan, as it is equally good for all.

A WINDOW TRIMMERS' EXPOSITION.

It is proposed to hold, in Chicago, from August 15 to September 1 next, a window trimmers' exposition. The plan is being worked out by Harry Harman, who has devoted much time and skill to window decoration, and who invites the co-operation of Canadian trimmers who feel that they would like to lend a hand. It is proposed to give medals for the best displays. The editor of THE DRY GOODS REVIEW will be glad to forward any communications to Mr. Harman from Canadian decorators.

THE AWNING QUESTION.

The awning question is one that demands attention every spring, for, either from carelessness or neglect, this necessary fixture often proves to be a greater nuisance and obstruction than anything the window decorator has to contend with. The ideal awning is one which can be easily raised or lowered, and is made of plain canvas or drilling, and so well constructed and put up that the cloth is always taut, with the framework solid and substantial.

In many instances the awning is not to blame for all the odium that is heaped on it, the blame should rather rest on the one whose duty it is to see that it is properly put up, in the first instance, and then correctly raised and lowered afterwards. We have seen awnings of gaudy colors, through which the sun strikes and casts a hideous shade on the goods shown in the windows. Others have advertisements painted on them, as if there were not room enough on the store front for the necessary signs, and still others which are more often raised when they should be lowered, and vice versa.

It is not expected that the window dresser should stand in the front of the store watching the awnings continually, but it is not a difficult task to gain the assistance of one of the stock boys in one of the departments nearest the entrance and coach him on the proper handling of the awnings. Perhaps the worst fault with most canvas awnings is that they are not hung properly when first put up. The edge of the awning, including the border, should never be allowed to hang less than seven feet from the sidewalk. We have seen scores of them that were barely six.

There are many more men who approach six feet in height than one would imagine, and it isn't the pleasantest sensation in the world for a well-dressed man or woman to have a dirty, soggy awning flapping about their headgear, which will be soiled if the wearer is to walk upright, or else a continual stooping is necessary in order to pass under the awning safely.

The old wooden awning, extending entirely over the sidewalk or extended by iron brackets, still remains in a good many places, helping to make good window displays impossible and casting a thick gloom over the entire store. We can't say much about them other than the quicker they are converted into kindling wood the better it will be for the store. It isn't a difficult matter to make a time card showing at what hours the sun shines strongest in the windows and have the young man who raises and lowers the awning guide himself accordingly. A little attention to these matters now will save a great deal of annoyance later on.—N.Y. Economist.

PERSONAL APPEARANCE.

No woman cares to be waited on by a clerk in his shirt sleeves or by one whose hands are so distinctly unclean—as not infrequently happens—that she does not care to have them come in contact with her own. Personal appearance counts for a good deal in business. Dudes are not wanted anywhere, but a store attendant need not spend a cent in making himself presentable, and the proprietor may lose a good many dollars when his employe fails to observe a rule that should be one of the cardinal principles in store management.