

WINDOW DECORATING—Continued.

will bring out their good points and make pretty windows than any other single class of goods.

Don't think that these goods have to be mussed and crumpled into all sorts of impossible shapes in order to bring out their patterns or attract the attention of passers. It is more particularly the patterns and colorings of them which appeal to the people who look into the windows, and they are not any better shown by persisting in mussing up every piece of goods that goes into the window.

You can make a good display of your fine wash goods without crumpling the materials in the least or hardly making a crease in them, especially fine gingham and other soft finish goods.

Fold the edge over for several yards, either half way or sufficiently to conceal the selvage. Then take T stands of different heights, turn them so that the horizontal bars are at right angles to the glass and lay the folded goods back and forth over the bars with the doubled edge towards the window. Drop the first end close to the stand so that the frame will be concealed, bringing the goods far out over the front of the horizontal bar. Then place each successive layer farther back from the front and bring the point of contact with the floor continually farther away from the base of the stand, making the finished effect like an inverted V (Λ). The folds will drop together where they near the bottom, if care is taken not to crease them when folding. That can be best avoided by folding as you go.

Allow your goods to lay loosely on the base about the bottoms of all the stands, having the base first covered with white or a light color, and unless you have a nicely furnished wood background cover that also with same goods as the base.

PREPARING FOR EASTER.

Time is short, no time to lose now. With Easter time drawing near, the desire for new gowns and articles of dress comes to every woman and man, too. Are you going to present a showing that will command attention and reap the benefit of this universal desire, or will you let matters take their course? There is no time in the year when it is so essential to bend every effort toward making an impression on the public mind. The entire season's business depends to a great extent on this effort.

Besides the immediate business to be derived, the general good which always comes from increased prestige is an item worthy of consideration and extra effort. Not only should your windows present a clean, fresh, Spring-like appearance, but the entire store should have a general cleaning up, and rearranging. The interior decorations should lend zest to the opening of the Spring and Summer seasons.

With new Spring stocks all in, there is ample material for generous showings throughout the store. Ledge displays lend an air of cleanliness to the store and utilize room which is too often given to accumulators of dust, reserve and carried-over stocks which make anything but attractive displays.

Arrange a nice Easter display over the dress goods section showing the new dress materials with trimmings to match. Divide the rest of the space over the piece goods shelving into sections of four or five feet. Fasten standards from the top shelf to the ceiling. Then pleat bunting from the standards to the wall. Bend light strips from one standard to the next to form arches. Puff bunting on the standards and arch strips,

and with ribbon or wide white tape arrange lattice work from the arch strip to the ceiling. In each section or booth, display a different line of goods. Fancy hosiery, gloves, neckwear, belts and so on, showing all the new things which go to make up your Spring stocks.

While arranging these goods to attract the lady buyers don't forget to treat the men's furnishing goods department with a new Spring dress. Somebody is going to sell a lot of nobby new ties and fancy shirts, and an attractive showing will help you materially.

A HOSIERY WINDOW.

Every indication points to a big season in fancy hosiery, says the same paper. The large city retailers are now giving a great deal of window space to the showing of these goods. A well-arranged display of fancy hosiery makes a very attractive window. Here is a suggestion that is easily carried out:

Take three light wood strips, arrange one by bending it arch shape and fastening it to the top of the background at either corner, so that it bends out at right angles to the glass. Fasten the other two from the window frame at either side of the glass to the top and centre of background. Arrange fancy hosiery on these three arched strips. Then arrange some half-circles on the background, like brackets. Puff the entire background and half-circle brackets with bunting of a color best suited to the hosiery you are showing. Drive knitting needles in the edge of the half-circle brackets. Arrange fancy hosiery on the knitting needles and on a nickel display stand placed on each bracket. Puff the entire base with bunting and arrange fancy hosiery on the boxes and on display stands. Make a large show card reading: "New Spring Showing in Fancy Hosiery."

A GOOD WINDOW.

The Frank Dowler Co., which had the contract for making suits for the Guelph cadet corps, made a fine exhibit in their window the other day. The window was tastefully decorated with flags and bunting, and contained a number of soldiers' equipments. The whole effect was enhanced by a picture of Her Majesty Queen Victoria, and one of Captain Clark, to whose energy is due the drilling and equipping of the corps.

TWO PATRIOTIC DISPLAYS.

Two really fine windows, produced for Messrs. I. L. Matthews & Co., of Port Arthur, by Mr. H. B. Dawson, deserve special mention. The first had for a background red, white and blue bunting, hung in heavy, soft folds, and as the centrepiece two flags crossed, one a pure white, on which was a ticket reading: "Majuba Hill, February 27, 1881," and the other was our dear old Union Jack, the ticket on it reading: "Majuba Day, February 27, 1900." The decorations used in this window were war handkerchiefs, one, the brave little drummer boy, Dunne, and the other a map of South Africa. The bottom of the window was covered with these handkerchiefs, and scattered along the middle front of the window were the names of the generals and chief officers now serving in South Africa.

The second display was a window deeply draped in black, with a large Union Jack as the centrepiece, the flag being draped with folds of crape. In the centre and at the bottom of the display was a card reading: "Canada Mourns for Her Sons." On the left side a card: "Canadians who fell at the Battle of Modder River," and in front of this a