

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."

ABOUT BACKGROUNDS.

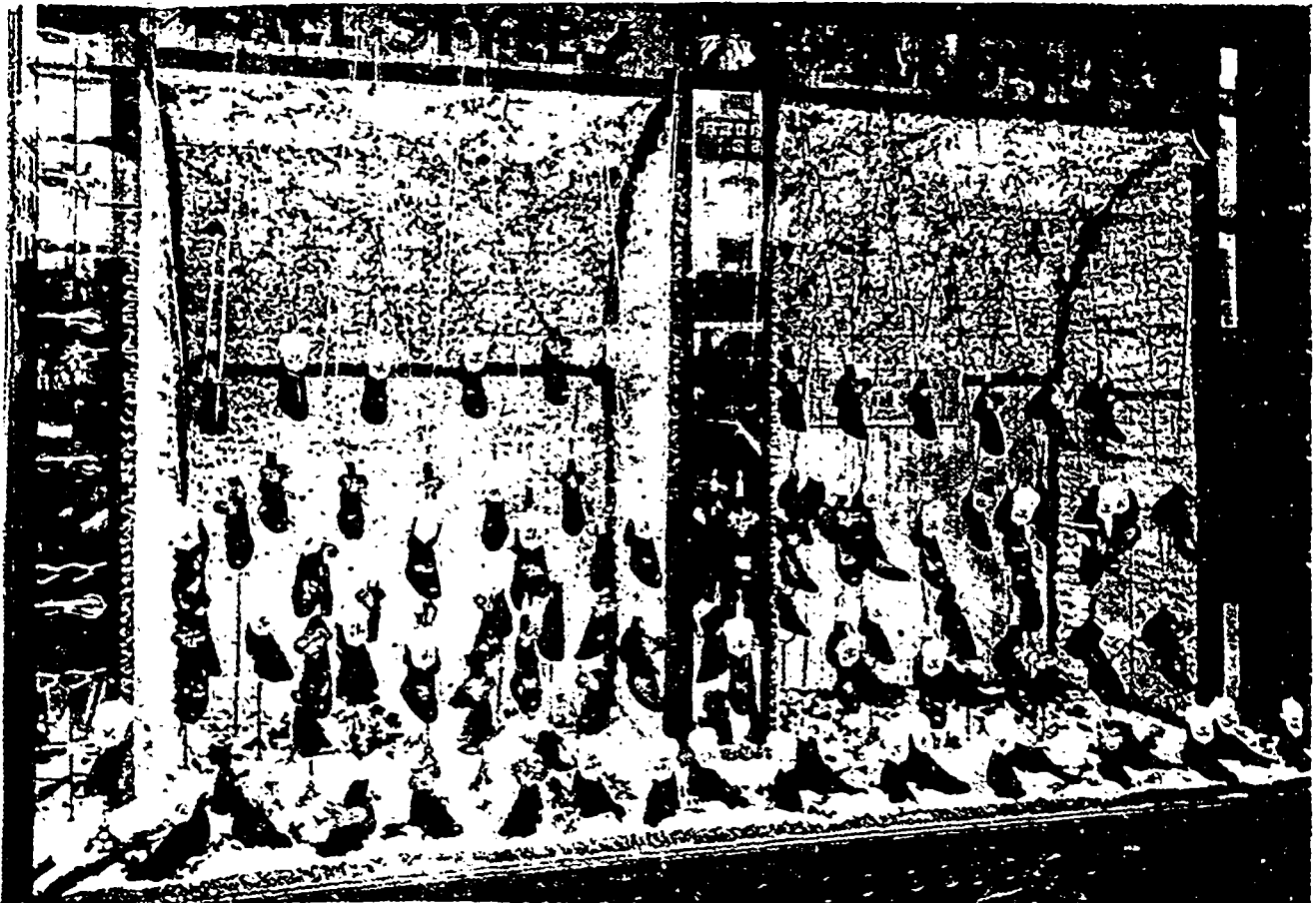
NO matter how artistic a window display may be, it loses half its effect if not suitably backed.

The background affords relief to the trim, and is as necessary

excellent and necessary thing, no doubt, but the up to date store window is too valuable to be reserved entirely for such purpose. If the only means of obtaining light is from the show-windows the merchant will find it much cheaper to illuminate the store by artificial means than by giving up his best advertising medium for so trivial a purpose.

With some lines of goods a compromise may be effected by boxing the window half way up and using the remainder for lighting purposes.

Jewelry, crockery, notions, drugs, glassware, millinery and shoes may be well arranged in such a window, but the most successful merchants use the entire window for selling purposes and resort to other means for lighting the store.



A BOOT AND SHOE DISPLAY.

as the scenery to a stage-setting or the sky-line to a landscape. It completes your picture and frequently attracts the eye sooner than the goods themselves. Therefore, too much attention cannot be given to backgrounds.

The subject naturally leads one to a consideration of proper methods of boxing a window, for, without a substantial framework, it is impossible to produce good backgrounds.

Many merchants object to any boxing whatever, claiming that it shuts out the light from the interior and arguing that the principal object of the window is to give light to the store. Light is an

Many merchants in large cities have their windows backed with hardwood finished off elaborately with panelings, mirrors, etc., and as handsomely finished as a piece of fine cabinet work. Thousands of dollars they spend in this manner, but these merchants are very short-sighted and the result has been eminently disappointing.

One merchant said (a few months ago), "We've graduated from cheesecloth backgrounds, they're a back number now. Look at our handsome panels and mirrors, they're so much richer than your old cloth backings." A few days ago I noticed the windows