

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

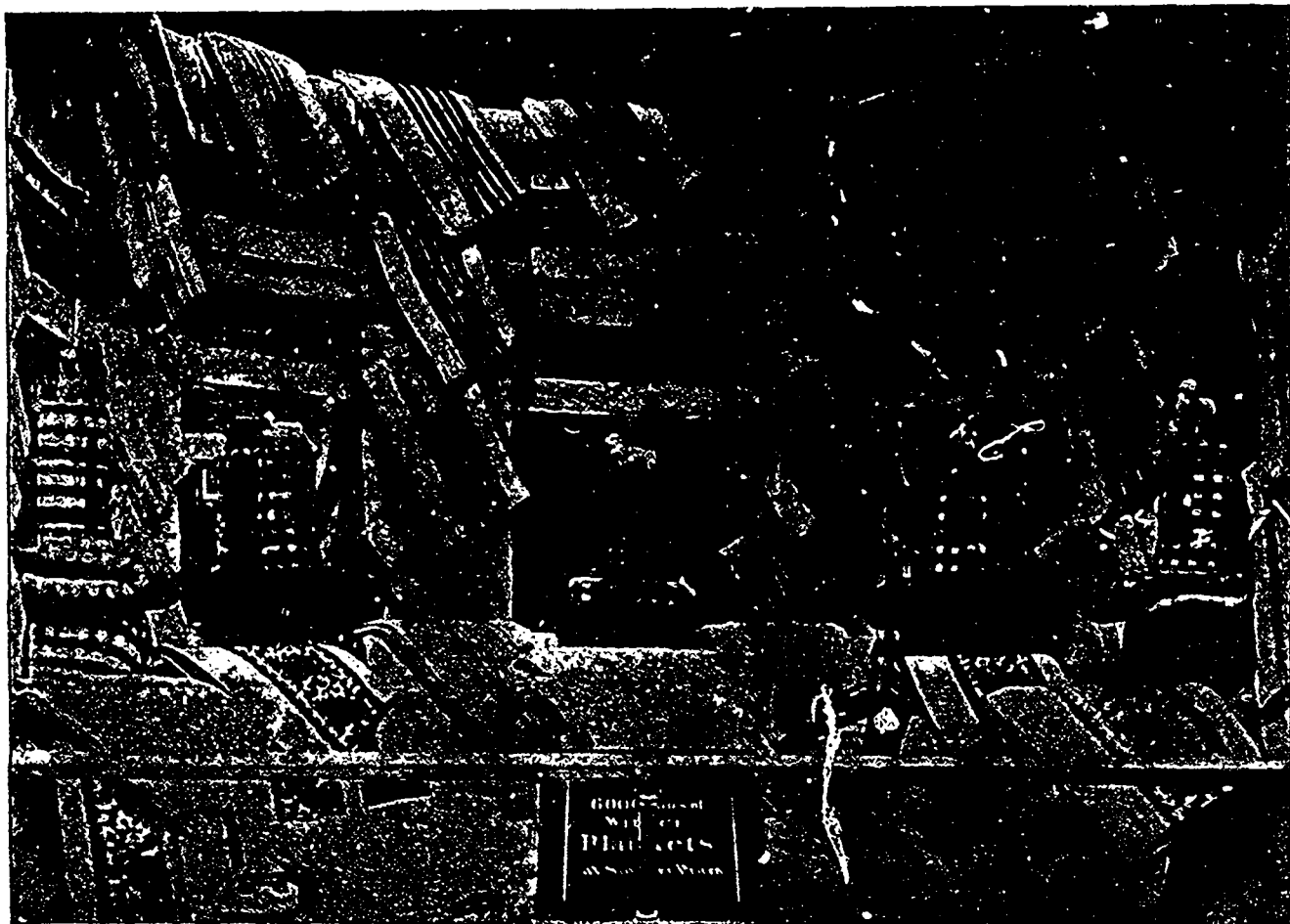
TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed "Window Dressing Department."

WINDOW ECONOMY.

THE character of a store is usually revealed by the appearance of its show windows. It is, therefore, extremely necessary that this portion of the establishment should receive more than ordinary

glass. There is no way of getting entirely rid of this annoyance, but it can be greatly modified by attention to backgrounds and ceilings. The lighter the background is made the less will be the reflection, and if a white ceiling is made the effect is still better. It is well to bear in mind that the nearer the bottom of the window the display is, the less interference it receives from reflection.

VENTILATION OF SHOW-WINDOWS.—In building a show-window care should be taken to allow for ventilation. Creditable displays cannot be hurriedly arranged. Neither is the time spent in the cramped confines of the ordinary window conducive to the health of the dresser. Have a trap door in the top of the window, which can be easily opened or closed, and as nearly invisible from the outside as possible. If the windows are of the old fashioned,



A DISPLAY OF BLANKETS.

attention, as regards care, cleanliness, and those minor details of arrangement which fit it for the reception of its contents and add to the beauty of its displays. The following suggestions concerning the best methods for overcoming certain difficulties which obstruct the path of the window-dresser, will be found worthy of perusal. Other hints concerning window matters here given are the results of practical experience, and have been used with profit and satisfaction:

REFLECTIONS.—Many good displays have been rendered valueless by the strong reflections cast by outside objects upon the plate

closed-box variety, it would be well to saw an opening at side or rear, and leave it open when engaged in draping. The bottom of window should have a trap-door or two for the convenience of introducing power for mechanical effects etc. The door of a boxed-window should be made in the centre of back, and should be made double so as to allow for the admittance of objects of any size without undue trouble.

LIGHTING WINDOWS.—A group of electric lights at top of window, beneath good reflectors, will afford very good illumination. Rows of incandescent burners, running up the front, behind pillars