

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."

SPECIAL DISPLAYS.

THE ability to accomplish, in a satisfactory way, a certain amount of routine work is the characteristic of mediocrity—the mission of the plodder. To break the bonds of conventionality, to get out of the ruts, to rise to the occasion and be able to take the fullest advantage of opportunity is the attribute of genius.

To be a successful window-dresser, something besides a talent for reproduction is necessary. The creative genius must be in evidence. The best field for the exercise of this quality about a store is the show window, and the reputation of its artist must largely rest upon the manner in which the arrangement of his materials keeps pace with the march of current events, and, as a consequence, enlists and arrests public attention.

In this respect the window trimmer is, or should be, like the advertiser. Every event of great public interest should be

forgotten that whatever is worth doing is worth doing well, and unless the display is given thought and time enough to make it creditable it should never be attempted.

The length of time a special display should be allowed to remain in the window depends entirely upon the attention which it arouses.

If it "draws well" it should remain in until attention begins to wane—not until it dies out.

If it fails to enthuse, remove at once and try something else.

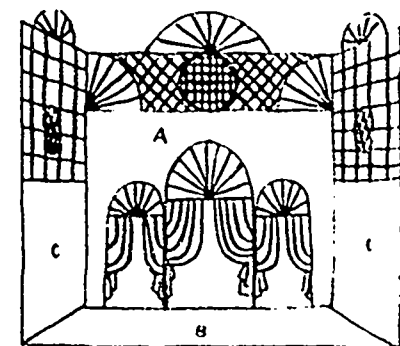
Special displays should be brought out during the following periods: Christmas, New Year's, Easter, Queen's Birthday, Dominion Day, Labor Day, Civic Holiday, Thanksgiving, Day, and during the Spring and Fall seasons, when new goods are arriving and opening trims are on the list.

BACKGROUNDS.

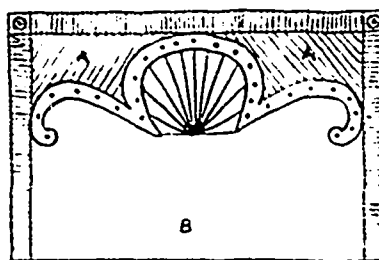
Every window-trimmer fully appreciates the importance of artistic backgrounds, which help so much in showing off the goods to the best advantage.

Many a good window is spoiled by a poor backing. So many trimmers construct their backgrounds in the windows, which takes considerable time, and, when completed, they hurry in the goods to be shown, not taking the time to show them properly, feeling they have spent too much time on the background.

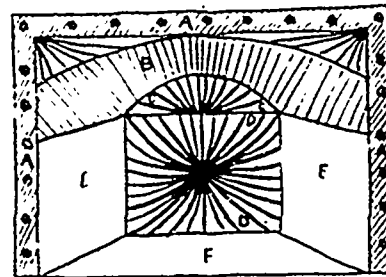
Consequently, the window is not what it should be. To



NO. 1
A-Pleating. B-Goods. C-Mirrors
or Pleating.



NO. 2
A-Pleating or Puffing. B-Goods.



NO. 3. Front 2 ft. from glass.
A-Lights. B-Pleating. C-Tape. D-Pleat-
ing. E-Puffing. F-Goods.

PLANS AND APPLIANCES FOR DRESSING WINDOWS.

(See article on page 15.)

utilized to attract the attention of the public to the wares which are to be sold and to give a freshness and interest to the exhibition which will be appreciated by the public.

Not only should the anniversaries of the great national holidays be fittingly celebrated by appropriate displays, but local events should not be neglected. A cute turn given to a window display to illustrate a matter of passing interest will often times give the store a reputation which could not be acquired otherwise.

The window should be regarded as a stage for the exercise of the highest qualities of intelligence, imagination and ingenuity possessed by its trimmers, for the purpose of interesting the populace, to the end that the business of the establishment should be bettered thereby.

Originality should be the keynote in displays of this kind, and close attention should be given, as on the stage, to every detail necessary to "preserve the unities." It should never be

obviate this, the best plan is to make up portable backgrounds. Make them up during leisure moments so as to save much time.

Frames can be made of light lumber and decorated on both sides so that they can be changed hurriedly. Measure your windows and have these frames made same size when put together.

Every establishment where window-trimming is recognized as a big paying part of the business should always keep on hand for the trimmer's use a number of wooden frames like those in the accompanying illustrations. These should be made of boards 1 x 4 or 6 in. Cheap lumber will do, as they are to be covered over. These will save the trimmer many an hour's reflection, and through them countless numbers of pretty window trims can be conceived and carried out by twisting and turning them around.

These do not cost much. They can be turned out of the