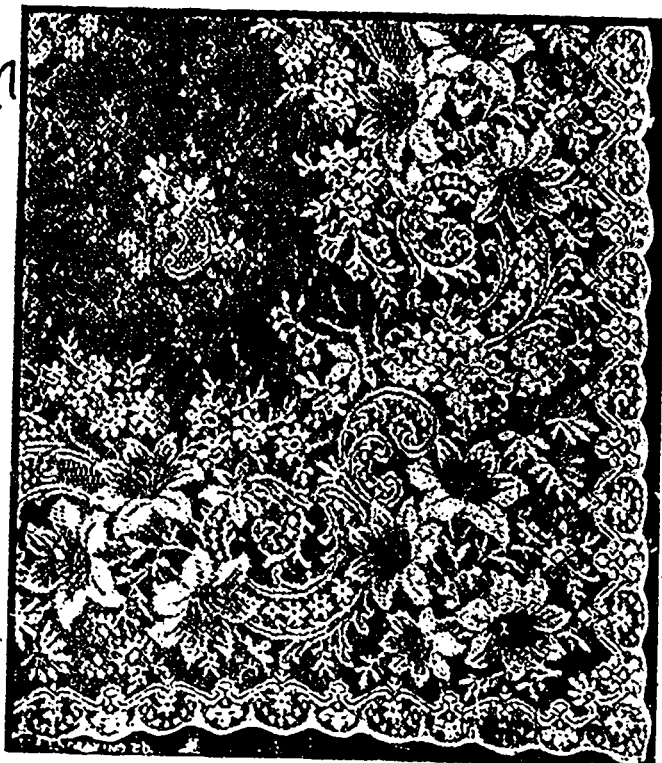


was a window devoted to linen and lace. A plain background was arranged in dark blue. On this were hung samples of lace and embroidered linen. On each was a small, neatly-printed card with some appropriate motto, such as, "For a friend." The window was very attractive. There was no pretentious design, but everything was so neat that it could not fail to impress.

UPHOLSTERED BACKGROUNDS.

Upholstered backgrounds are rather a recent device of the window trimmers, but they have come into very common use. They have a finished appearance, and are about the most satisfactory thing that can be put behind a display of millinery, fancy goods, crockery, glassware, or fine shoes. It is some little work to construct an upholstered background, but when once made it is



W. R. Brock & Co.—Lace Curtains. See Page 70.
No. 10, White } Width 54 inches
No. 20, Cream } Length 3 1/4 yards

always ready for use until the outer covering of satin or silk is soiled, and then that can be removed and the padding re-covered.

An experienced window trimmer, who has used these backgrounds since they were first thought of, gives the following instructions for making them? Lay cotton batting over the boards, which can be made into any design or size desired, and cover it with cotton flannel drawn plain and tight, and fastened at the edges. The outer covering of silk, or whatever fabric it may be, is then placed over this and fastened down every four or six inches with brass-headed tacks. Moulding is used to fasten the outer covering at the edges. If it is so desired, braid can be run between the tacks and a more ornamental piece of work be obtained.

This is used as a solid background, or can be made as a covering to arches and pillars.—Chicago D. G. Reporter.

HINTS FOR STORE DECORATIONS.

Build one or two arches nine to twelve feet high in the centre of the store or near the entrance. If possible, make a box arch, that is, having about the same width and thickness. Puff or plait it with red, white and blue cloth, and set it with incandescent lights of the same colors, the light matching the cloth. On top of the arch

place a shield draped with flags, and for the keystone inlay a portrait framed with red, white and blue ribbon of suitable width. This arch can be made useful by displaying hats or many other lines of goods on it. Throughout the store, on the shelving and chandeliers, bunting can be draped and festooned. Japanese parasols and lanterns are good things to work into these decorations.

A pretty ribbon window can be made in the following manner: The ribbons are used with the winding paper which serve to set off the goods effectively. Projecting from each side of the front of the window are three rods 20 or 30 inches in length, and from them are suspended the ribbons in loops, a short loop of 12 or 18 inches at the end and the lengths increasing towards the wall. About half way back to the rear on each side and at the top is another rod a little longer than those in front. The ribbons suspended from these reach to the floor. The centre piece is an arrangement of draped ribbons from a semi-circular rod at the top. These strands are also looped and are short in front, gradually increasing in length until at the back they reach the floor. This makes a canopy under which can be placed a bunch of ribbons in assorted colors, resembling a huge flower. To make the loops hang straight they are weighted with bolts of ribbon, which do not detract from the appearance, and add to the symmetry of the whole. A window of the flowered ribbons, which are now so stylish, is extremely attractive made up in this manner. With but little variation lace embroideries can be handled in the same way.—Chicago Reporter.

PLAYING TRICKS WITH THE PUBLIC.

Some controversy is taking place in Britain over a practice adopted by some houses of deceiving the public in their window displays—of marking prices that are not to be seen when the customer enters the shop. A Glasgow "Lady Assistant" thus writes to a London contemporary that had been discussing the subject: "I was glad to read your remarks on the disreputable window tricks as practised by some firms. I can from experience endorse all you say on the subject. The marking of three prices on the goods is disgraceful. The assistant is swindled as well as the customer, as no commission is allowed on the first price, which is, in many cases, more than the goods are worth. Firms here carry on several shops under different names, each claiming to have no connection with the other. Goods are marked under cost in the windows, and woe to the assistant who allows a customer to have a garment from the window. I refer to the exclusive mantle trade only. If I were an independent person instead of an assistant, I would thoroughly expose all. I know from personal experience." Now we have just this to say, that everything in window displays, as in every other branch of our business, should be perfectly straight and square. Deception and trickery never pay; remember that. It is invariably the best policy to be honest. Of course, if you have a bargain in the window ticketed and the customer can legitimately be got to buy something of the same class at a better figure; why, that is good salesmanship. The dressed window and the ticketed price are to attract the buyer in. Once in, the salesman's duty begins and efficiency in the art of selling may induce a larger purchase than was intended. But if the buyer insists on the bargain in the window you must honestly stick to the price named, or ultimately the transaction will come back some day to the injury of the store.

AS TO LIGHTING UP AT NIGHT.

Many town merchants consider that the expense of lighting the windows during evenings when the store is closed is not repaid by any returns, direct or indirect. There are cases where this may be true. But it is well to keep in view the fact that dull stores at night increase the notion of the people for city buying. Lighted, brightly dressed windows are a great attraction. Once get the townspeople