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300 Ways

to Dress

Show Windows

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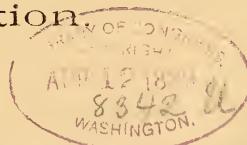
# Three Hundred Ways

TO DRESS

# Show Windows

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Also Suggestions and Ideas for  
Store Decoration



AND NOVEL IDEAS FOR SPECIAL ADVERTISING.

*J. H. Wilson Marrotte aut.*

BALTIMORE:

SHOW WINDOW PUBLISHING COMPANY,  
Exchange Place and Commerce St.

1889.  
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PUBLISHER'S NOTICE.

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The Art of Window Display is at present recognized as a most important factor for the increase of trade and for the building up of a good, lively business.

The old style of window dressing no longer attracts, but it is the novel and striking ideas that take the public eye, and never fail in their effect.

Many merchants doubtless would give more attention to the dressing of their show windows, but have been unable to do so from lack of information and ideas, and which could not be obtained without the employment of professional window dressers, the expense of which was greater than they would be justified in incurring.

The only information otherwise obtainable on this subject has been brief notices and suggestions printed from time to time in the various trade papers of the country. These have of necessity been limited in number and scattered over a great extent of territory, so that unless a merchant subscribed to a large number of papers he could at the best only secure a scant amount of information, and that somewhat meagre in detail.

The idea of gathering together and compiling in book form these scattered suggestions originated with the undersigned, and therefore in the publication of this book no special claim is made to originality other than the manner in which it is put before the public.

A careful investigation of the subject reveals the fact that there is no work of a similar character in existence, and it is therefore confidently believed that this publication will, to use an old and somewhat time-worn expression, "fill a long felt want."

Many storekeepers imagine that to dress their show windows attractively is a difficult and costly thing to do, but a glance through this work will convince any merchant that such is not the case, for the information here given will enable him to produce good results with a modest outlay of thought, time and money.

To show the value that is now placed upon the importance of having show windows attractively dressed, we have republished a number of extracts taken from many of the leading papers of the country, and to which attention is respectfully invited.

The price of the book has been placed at such a low figure that no merchant can possibly object to its purchase on the score of excessive cost. The same matter, if obtainable at all in any other way, would entail an expense at least twenty times as great.

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## THE USE OF STORE WINDOWS.

Window dressing has become a leading feature in the business of retail merchants in all lines of trade. It is looked upon by most storekeepers as a useful art, yet all things which are useful are not cultivated, and there are many—far too many—stores throughout the country where no attention is paid to the decoration of windows; the smoky, dusty sheets of glass remain the same from season to season, and, as an almost universal rule, the trade total remains unincreased. So far as a somewhat extensive experience in mercantile matters has gone, no case has been observed in which window dressing did not pay in a degree corresponding to the attention devoted to it. This has been the universal testimony of all business men who have ever expressed themselves on the subject, and the number of merchants who are paying more attention to this important subject is constantly increasing.

One reason why this art is not more freely cultivated may be because most storekeepers are men with a lack of an acute perception of the harmony of design and color which has caused them to avoid the decoration of their windows lest some offense to good taste might be perpetrated. Others are negligent because they find no time to devote to that part of business.

To clerks seeking advancement in mercantile life, no surer passport to success is to be found than to be an expert window dresser. There is a dearth of clerks, even among women, who are able to lay out an intelligent plot for a window, and then follow it out completely. It has seemed to be the desire of most writers on the subject in the trade press to impress their readers with the idea that window dressing is a most complex and laborious operation, difficult to acquire, and necessitating the possession of great artistic ability and a creative brain. It may be that this course has discouraged clerks from making a beginning. If so, let the idea be dispelled. Any clerk who has wit enough to sell goods can certainly train himself to be a good window dresser, particularly if helped along by rudimentary suggestions.

### AIMS SOUGHT.

A few words on the aims to be sought after in window decorations will give a better understanding of the benefits to be expected and the methods to be employed.

A decorated window must have three principle objects:

1. To serve as an index to the class of goods kept in the store.
2. To attract attention of people to the store.
3. To show goods which will excite in the people the desire of possession.

### SHOWING GOODS KEPT IN STOCK.

The first object for which windows should be decorated to serve as indices of goods kept in stock is simply an advertisement, and must be so considered. It should be made to supplement advertising in the local papers, over which it has the advantage of presenting the object advertised directly to the purchaser, while in a newspaper the object may only be

described. Advertising by window dressing is very effective and costs nothing. A clerk's time is the only requisite, unless the merchant prefers to expend some money—wisely, too—for fixtures specially designed for the purpose. In a newspaper advertisement the merchant announces the articles he desires to sell. The purchaser reads the advertisement and starts on a shopping expedition with an intention of calling in to see the article advertised. If this is displayed in the window the customer is more apt to follow out the original intention of purchasing, and the sale is made more certain. That a customer may see before purchasing just the effect produced by combinations as artistically arranged in windows is often a great aid to selection. The window advertisement goes constantly before hundreds of people who do not read papers, and is a standing invitation to people to purchase your goods.

#### TO ATTRACT ATTENTION TO THE STORE.

The second object for which windows are dressed—to attract attention to the store—may seem to be inseparable from an advertisement, but it is that and something more. An advertisement simply announces that you have goods of a certain kind to sell. The window display does the same thing, but it also stimulates curiosity and excites examination and scrutiny of the objects displayed. Persons who have in mind the future purchase of certain articles will invariably examine goods of the character desired, when displayed in windows which they may be passing. An article appeals more certainly to the taste of a buyer if it is harmoniously displayed. There is no doubt that taste in dress and decoration has been freely cultivated by good window dressing. A writer has said: "To see just how a purchase is going to look in the home or on the person; to know how to place a vase, easel, picture, or a statuette, so the best effect will be secured; to know just what shade of table cover will best display the prettiness of knick knacks placed upon it, or how to drape a fabric to the best advantage, are matters which window dressing helps to decide. That purchase follows close upon decision is a logical certainty. But more than this, an artistic display in a window creates wants which sooner or later end in purchases which otherwise might never have been made." Windows permit persons who are unfamiliar with prevailing fashions to learn what articles are being used without exposing their ignorance of styles to salesmen. These persons then become easier buyers.

#### TO EXCITE PURCHASE.

The third object which windows should serve is to excite the desire of possession and induce purchases. The attractively dressed window is a silent salesman appealing for trade. Goods should be so displayed as to force people to feel that they would really like to possess them, and this feeling ends sooner or later in purchases. The result will be an instant sale to people able to gratify their desires; by those who have to plan and contrive before investing, the store will be remembered and the goods called for long after they have been taken out of the window; by others the location will be communicated to friends who intend making purchases. In some of these three

ways the window will create business. As it is a constantly changing advertisement, the wants of many different people will be catered to and all lines of trade be covered.

#### DRESSING TO FIT BUSINESS.

Having outlined the objects which should be sought in window dressing, the merchant will have to use discretion in making his display fit well with his business. The character of the trade he is catering to should be understood, for it would be manifestly unprofitable for a merchant to show only high-priced goods to a trade of which ninety-nine per cent. are unable to buy. It should be borne in mind that the millions use goods of medium quality, while only the hundreds use the finest grades. Hence, it will be wise to display medium-priced goods with exactly the same attention to detail as is used with the better goods. Remember that it is from the millions that most trade comes, and their interests should be served.

Following this line of reasoning, the windows in a frontier town will differ very much in their composition from those in a well-settled community. The wants, habits and customs of frontier people are much more pronounced than those in interior towns, and they will stand and appreciate a style of window dressing which would not be enjoyed in other places.

#### DISPLAY ONLY GOODS KEPT IN STOCK.

Another principle to be religiously followed is never to display goods for sale which you do not keep in stock, unless a statement is made to that effect. When the attention of a customer is attracted by a feature in the window, he wants to see the same thing in stock. Substitution is a sin of the first magnitude. If you display a bargain in the window be prepared to duplicate it on the counter. Use every legitimate means to get people into the store, but when they are inside do not deceive them.

#### WINDOWS CREATE INTEREST.

The interest of passers-by must be drawn to your window. This may be done in one of three ways. By displaying an immense stock of the same article. Such an arrangement impresses people by its mass and ponderousness, and people will look at it for the same reason they look at a big horse, a large man or a massive block of coal. Americans admire largeness in almost anything.

The second manner of attracting attention is by the peculiar and unlooked-for arrangement of the goods displayed. In this style of window dressing is the skill of the dresser most to be displayed. In this may be called into use all the artistic feeling and ingenious faculties. To attract attention by mass requires but slight power; to attract it by delicate adjustment of light and shade, by skillful imitations of objects and by happy combination of fabrics, brings into play the dresser's best skill and force. In this division of dressing would be formulated all set pieces, all designs simulating windmills, lighthouses, cradles, ladders, stars, crescents, etc. Their invention can be multiplied indefinitely by the clever dresser.

A third method to attract notice to a window is by the use of means extraneous to the goods kept in stock. In this class might be arranged all

mechanical toys, all exhibitions of curious animals, etc. These are very effective, and are now used quite extensively.

#### PRICES OF GOODS SHOULD BE GIVEN.

After attracting attention to the window the looker-in should have his curiosity gratified by being able to discover the price at which the goods are sold. For this purpose neat price cards are very useful.

In this branch of advertising set for your clerks the problem of having the best dressed windows in your town, and then attain your goal if you can.—*American Storekeeper.*

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### GENERAL PRINCIPLES OF CORRECT WINDOW DRESSING.

The following outline of the general principles of correct window dressing is reprinted from a little manual issued by one of the large window fixture manufacturers of this country:

“Color is by far the most obvious means for attracting the eye, and a window dressed in colors secures the attention of the passer almost inevitably—far more readily than any merely ingenious arrangement in which color is absent.

Good color effects are difficult to obtain where goods of a variety of colors are used; and window dressers of the best taste and most experience strongly favor the use of but two or three colors, complementary to each other, and as a rule grouped in large masses. Thus a most attractive and harmonious window is produced by pale-blue underwear, with rose-pink suspenders as a relief—a combination frequently seen in the best New York windows. Tan and dark-blue, black and scarlet, yellow and brown, are all effective combinations.

Simplicity in arrangement as well as in color is desirable. It is a safe rule not to display a great variety of articles in the same window, as a complicated arrangement usually appears confused.

The most effective windows are made by the use of designs which are not intricate, and which are easily understood at a glance. The easiest way to dress a window tastefully, is to arrange a *unit*, composed of as many articles as the taste or ingenuity of the dresser may dictate; and to repeat this unit to fill one or more bars or the entire window.

Where the primary purpose is to display as many goods as possible without much regard to color, effect or harmonious arrangement, it is advantageous to dress the window close up to the front, and fill it full enough to entirely cover the space. Where color and form are to be considered, fewer articles may be used, they may be more widely spaced, and should be placed further back. The window should then be at least two bars, and still better three bars deep; and from three to five bars high. It may even be still higher, but great height is undesirable, as it makes the display disproportionate and is rarely effective; besides requiring a great quantity of goods.

Curved bars are advantageous, as they aid materially in forming any design, may be satisfactorily dressed with a very small quantity of goods, and take the eye.

In dressing a window with the purpose of getting as much of a show as possible with a few goods, the surroundings should be carefully considered; that is, the background, the light, and the distance from the front. Concerning the latter, it may be said, as a rule, that a thinly-dressed window should be arranged well back from the glass, and in that case it should have a strong background to bring it out boldly.

A window dressed entirely to the front has no effectiveness as a whole, but depends for its effect entirely upon separate details, for the reason that it has not the requisite distance to give the eye the proper focus; but when the display is withdrawn two or three feet within the glass, the proper focus is obtained and the eye takes in the whole with pleasure. Moreover, the play of light and shade is much more varied and pleasing, the light being softened and diffused.

As to light, it may be said in general terms that *all* the light must come from in front, and that any admission of light from the rear, or directly behind the articles shown, completely ruins the effect by confusing the outlines and colors.

It becomes important, therefore, especially in an openly dressed window, that a background shall be provided for the double purpose of excluding light from the rear and sharply defining the outlines of articles displayed; and moreover, such a background, if judiciously selected, can be made to supply an important color element in itself.

In many cases mirrors form effective backgrounds, as they concentrate the light, sharpen the outlines of objects displayed, and greatly increase the apparent size of the window.

Dark drapery, especially of plush, forms a most desirable background, affording the best possible foil for articles relieved against it. A rich and desirable effect may be secured by arranging a brass bar at the proper height, and suspending with rings a curtain of plush, or of plum colored, or dark wine colored drapery silk, of the light flowing texture now so much used for the purpose. Either of these would harmonize admirably with almost any bright color placed in front of it, but in case it were desired to display goods of very dark shades, care should be used to place them close to some article of much lighter tone, to furnish the required foil.

For the bottom of windows, many window dressers now use loose plush coverings, which can be changed as desired, to harmonize with the goods to be displayed. They are usually made much larger than the window, so that they can be draped over small boxes or standards placed on the bottom of the window, the elevations and wavy lines thus produced adding greatly to the effect of the goods displayed. Thus for a blue window old gold plush is used, and for a rose-colored window, old blue."

## ART IN SHOW WINDOWS.

How Pretty Pictures are Painted for the Sidewalk Crowd.

"Let me dress my show window and I don't care who writes my advertisements."

Thus observed a shrewd Sixth avenue merchant recently. That he was correct in his view of the importance of window dressing a glance at the steady stream of humanity that stopped for a minute or more to gaze into his well-filled window and only moved on in obedience to the policeman's orders, seemed to give the color of truth to his observation. The show window has become an important factor in the retail trade, and the merchant who fails to grasp this point with both hands, as it were, is sure to realize his blunder sooner or later.

In New York window dressing has become an art, and a high art, too, and like all arts it takes its particular features from its surroundings. For instance, the window of Eighth avenue differs as much from the display made on upper Broadway as the gaudy canvas of an auction shop differs from the chaste production of a European master. The same diversity is noted between the windows in Kleine Deutschland, at the other end of the shopper's continent, along the eastern borders of Tompkins square, and the artistic exhibitions made by the wealthy dealers of Fifth avenue.

Between these longitudinal limits this art has as many phases as the people for whose tastes it is pursued. The skillful window dresser, true artist that he is, seldom errs in suiting his wares to his customers.

Let us cross the city and study these phases of art and observe the causes that produce them. There is hardly room enough on the wide pavements of Avenue A to hold the crowds that cover them. Even the gutters are filled with sight seers, and in front of the most popular windows there is a jostling multitude that extends half way to the car tracks. And such a multitude! Old men just home from their work, old men who do no work, boisterous young men out for an evening's frolic, sedate young men who have no time for folly, women with market baskets, women laden down with bundles like pack-horses, women whose slender purses permit no bundles, old and young, well-to-do and poor, dig each other in the ribs and trample on each other's toes as they keep their eyes on the gorgeous show windows and vainly try to avoid the swarms of children at one and the same time.

By far the greater part of the pushing crowd consists of children ranging in size from those who can easily look into the show windows without standing on their tip-toes, to little toddlers not half so tall, but certainly twice as noisy, restless and enthusiastic. And who says children are not good advertisers? Their little tongues rehearse the wonders they have seen when once back in their homes, and mother, father, sister and brother have no peace nor rest until they, too, see the windows that have caused so much stir, and the probabilities are that the enterprising storekeeper secures an additional customer.

The sign in one window reads: "IMMENSE SLAUGHTER IN DOLLS."

This is the children's favorite. Judging from the heap of miniature men, women and infants piled on top of each other without the slightest regard for pose or comfort, it has been a slaughter unequalled in the annals of carnage. Above the pyramid of innocents, whose remains are going like hot cakes at 39 cents each, sets a pudgy doll, with outstretched arms and legs, unnaturally stiff at the elbows and knees. Its head is framed with a halo of kinky flax and its waist is wrapped with a fold of bright blue cloth. It is the only apparent survivor of the tragedy, and on this account more than its intrinsic beauty its price has been fixed at 49 cents. Surrounding the pyramid are toys, dear to the children's heart and exceptionally cheap to their parent's pockets. Boxes of tools, warranted to wreak havoc in the most substantial of play-rooms; whistles of tin and wood, painted and plain; drums of all sizes, and a collection of swords, muskets and pistols that would make the heart of a Quaker turn sick with horror.

The display in the bakery near by is enough to make one's mouth water. Gaudily decorated gingerbread hearts, the picture of generosity in size, frilled and scalloped around the edges with stucco work in white, sugary paste, and containing a wholesome motto in German text pasted on their centers, lie in the middle of the window and lean against the sides of the inclosure. There are plump, fruity cakes, also ornamented with sugar mountings as bewildering in their lines as the paths of a labyrinth. Besides these, there are cakes meant to be looked at and not eaten; candied figures, and, above all, seductive little cupids float, suspended face downward from the ceilings by slender threads. Around this window cluster old men and middle-aged women, to whom the sight recalls the fatherland, and the chinks between them are filled with greedy little boys and girls, philosophers in their way, who would rather eat a cake any day than have a bushel of toys that they must be careful of.

Crossing over to the centre of the city, a greater contrast could hardly be imagined than that which exists between the holiday medley of Avenue A and the brilliant displays of Broadway and Sixth avenue. It is true the pavements are equally thronged, but there is a vast difference in the crowds. Carriages line the sidewalks, and attendants in tailor-made livery obsequiously open and close the store doors. Here is a portly banker, pausing before the blazing window of a diamond dealer, debating in his mind which of two necklaces he will buy for his daughter. Ladies from Murray Hill alight from their carriages, purses in hand, and emerge from the store soon afterward with dainty parcels worth small fortunes.

In a Broadway window, clinging to the waxen shoulders of a lovely female figure, hangs a cloak of rich, warm sealskin marked \$1,200. Under its folds is a Paris gown worth half that amount. Other figures artistically grouped around this princess wear robes that will rustle in many fashionable ball rooms before the season is over.

As Sixth avenue is reached the scene again changes, and with it changes the crowd. The windows grow more gorgeous, and the throng walks more slowly. Here is a palace, the walls, columns and vaulted ceiling made entirely of handkerchiefs. Next to it is a forest of canes, umbrellas and

Alpine stocks with silver knobs at one end and parasols at the other. Then comes a congress of beauties, stiff, stilted and motionless, each outvying the other in the richness of her attire and the cheapness of its price. Here are toys such as children in olden times never dreamed of. On a small steel track there runs a real steam engine, round and round in a circle. Another steam engine moves the machinery of a grist mill, and in the further corner are two prancing horses, hitched to a fire engine warranted to extinguish any flame less ardent than the enthusiasm of its youthful owner. Then there are opera singers whose dresses could hardly be told from Worth's, who open their eyes and close them, and make pretty little bows when their songs are ended. Besides these there are dolls that do everything except cry in the middle of the night, and doll houses that almost dwarf into insignificance many more pretentious houses on the avenue in the richness of their furnishings.

Eighth avenue presents still another sight, and still another crowd of sight seers. Here everything is found that can be found anywhere else, and more, too. The windows are so crowded that the pavements are called into use, and the pedestrian must needs exercise both eyes and considerable caution to avoid disaster.—*New York Mail and Express*.

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## THE WINDOW DRESSER.

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### A Student of Artistic and Mechanical Effects—An Imposing Individual.

There is no man of greater importance to the retail trade in these days of push and progress than the professional window dresser. Few people have any idea of his bigness and fullness of spirit, his autocratic sway in the dry goods store in which he is engaged, and the manifold qualifications that make up his value. An idea may be gained of his lofty position by the salary he draws. This ranges from \$2,000 to \$5,000 a year. Six or seven years ago he got \$10 a week. That was before he elevated his calling to the pinnacle of art.

The window dresser must primarily be an artist and a designer; he must have an eye for color and a knowledge of what shades will not fade in a window. He must be a scene painter, a gasfitter, a plumber, a tinner, a carpenter, a sign writer, a dress draper, a wax figure maker. As he must handle electric lights, he must be something of an electrician, for if he does not have his wire connections properly made, a crossing of an incandescent wire by an arc light wire will play havoc and burn up thousands of dollars' worth of costly silks and laces.

Every large store with a professional window dresser has a property room, where the functionary keeps his kit of tools, pots of paint, lathe and other utensils. In one corner is a water motor ready to turn mechanical toys in the windows. Nearby a dozen wax ladies' heads sits upon a shelf next their bodies and skirt forms. Unlike most women, they can be taken apart and kept on the shelf when not showing off finery.

The window dresser, when laying out a job, can take anything out of the stock of the store that he likes. Extraordinary jobs of plumbing and carpentry and the like he orders outside, and directs the bill to be sent to the proprietor. He sends out for goods, fancy lamp shades, or anything else. His only rule is to buy from the houses indicated by the boss, who bows in submission and foots the bill. His esthetic tendencies will not permit him to use pink lamp shades when they should be yellow, or vice versa.

In Baltimore the value of goods in one window show has reached \$13,020. On account of this the window dresser permits in his yearly contract a clause by which a guarantee fund is held over by the proprietor until the expiration of the contract. This guarantees the firm against loss by careless or unscientific handling of goods. The goods must, when taken out of the window, be worth 100 cents on the dollar. No pin marks, creases or loss of tint must appear, and goods costing \$250 a yard have been placed in windows and sold afterwards for that amount.

Not only the boss of the house, but all the salesmen of the departments are anxious for favors at the window dresser's hands, for he prides himself on giving each department a window show in turn, by which their sales increase. A big window takes seven or eight hours to dress, but the artist's mind is at work all the rest of the week planning waterfalls and woodland scenes, water-mills, skating rinks, and thousands of things to attract attention to the window upon which he is to lavish his art.

There are thirteen professional dressers in the United States who do not admit that any others are real artists. Their combined salaries are \$50,000 a year. J. P. Murphy, with Jordan & Marsh, Boston, is the greatest. He gets \$5,000.—*Baltimore Sun.*

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### EXTRACTS FROM LEADING PAPERS.

IN considering the subject of window dressing the merchant, or the clerk who has this particular branch of the business in charge, should bear in mind what he hopes to accomplish by it. He aims to set forth a fair sample of the goods to be found within. They must be so displayed as to prove an attraction to the people upon the street, most of whom are intent upon going somewhere else than to your store. Their attention must be diverted from their original intention sufficient to excite in them the desire of possession. To do this the goods displayed must be of such a character as will appeal with force to the purchaser at the time he is looking at them. In a word, the window must be dressed with seasonable goods.

Seasonableness is not the only requisite in window dressing. It is, manifestly, quite unnecessary to go to much trouble to decorate a window with common goods which are so well-known that they will attract no attention from the passer-by. His attention must be secured first by some feature with which he is unfamiliar. Second, his attention having been attracted, his curiosity must be gratified, and he must not be allowed to go away disappointed.

THAT it pays to award particular attention to window dressing seems to be the opinion of every merchant who has systematically tried it. When one goes by a store in which the windows are filled with shop-worn goods which have been there since Adam was a child, to speak figuratively, and in which the glass is dirty and lined with cob-webs, a feeling of disgust is hard to repress. It is difficult to see how people of refined tastes can continue to trade in such a place. We believe if such a Rip Van Winkle storekeeper should awake, wash off his windows, and make a good display, his trade would be increased at once.

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THOSE who have tried the efficacy of window dressing as a teaser for trade are enthusiastic in its praise. On a Sunday not long since, a lady discovered in a grocer's window some fancy macaroni in alphabetical forms, for use in soups. She had never seen any before and it caught her fancy, so that in her next order she bought some. This is a slight straw, but it shows the direction in which the trade-winds blow.

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ONE gentleman, a grocer, recently stated that from the first time he began to pay attention to window displays, his trade commenced to increase in a small degree, and that it grew gradually as did his care for his windows.

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WE consider the storekeeper's window his cheapest advertisement. In a newspaper he can but describe his goods and give his reasons why they are bargains. In his window he can display the goods themselves with or without prices, as he deems best.

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Is not the dealer's window his sign of cleanliness, thrift, taste and business enterprise? Is he not rated in the public estimation according to his indicator? And what is his indicator? To the public gaze what can it be but his windows? The window stands there gazing out upon that corner or upon that particular spot wherever located. It stands there, no matter where its owner may be, continually enticing the public to the spot.

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A flat-looking window is a flat, truthful tale of a flat store. A dirty window is a dirty, painful truth about an ill-kept store and a badly run business. These truths are trite. Many dealers are telling them all the time. There is no profit in mere talk of this kind; it is all loss. Then turn right about face and keep your window as bright as a new gold dollar and as pretty and attractive as a flower garden. Then your fortune will improve and your face will change, for it will brighten as your business increases in prosperity.

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IN general, people are impressed or otherwise with the appearance of a store window. It should then be a sort of pattern card of the goods to be obtained within; and it should be to the general stock what the samples of the drummer are to the goods carried by his house. For the end in view, in both cases, is to attract customers to lay out their money in the particular

emporium which they represent. The public, however inartistic in its propclivities, is always open to a certain perception of order and beauty, and a well-arranged window will attract rich and poor alike; it will compel the foot passenger to halt and examine the things exhibited, though there be no intention of purchasing in the act.

This accomplished, a strong point is gained in the direction of advertising alone; the location of the store is remarked, and when a purchase is to be made, ten to one the store so noted obtains the order. The window is to the store what the garments and address are to the man—an outward expression of the thought within.

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As the publisher of a book carefully chooses and arranges words to form the most attractive and appropriate headlines to give an idea as to what will be found in succeeding chapters, just so ought the storekeeper to carefully choose and arrange in the window a few of the articles kept for sale to form the most attractive and appropriate exhibit that will give an idea as to what will be found in the interior of the store.

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THE time is now at hand when the retailer must seek the customer, not *vice versa*, as of yore, and competition is so strong that a merchant must strive in more ways than one to gain trade. Hence it is necessary to make such attractive windows as to catch the attention of the people, and as a continual reminder that you are up with the times and always in the lead.

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IT is not always the gay and costly display that makes the most lasting impression, but very often it is the simple, attractive and *novel* window that accomplishes the object best.

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A slovenly, ill-dressed window not only shows lack of enterprise, but becomes a stereotyped eyesore.

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IT is, therefore, necessary to make your store windows attractive, enticing, and sources of information and interest, in order to keep your store and name in the minds of the public, from whom you expect to derive your benefit.

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WINDOW display has become very much of an art, and rightly understood affords one of the best modes of advertising.

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SHOW windows should be changed weekly, the aim being to always have something new. "Variety is the spice of life," and it was never more fully exemplified than in store window displays.

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WE say, without fear of successful contradiction, that the store window is of the first importance to the every day success of retail establishments. Neglect your window for one day and you have neglected the means of arresting the progress of one or more purchasers passing your door for the purpose of buying what you have to sell.

A beautifully dressed and attractive window has to pay no more rent, taxes or other expenses, except light, than a slovenly, repulsive show of a tasteless mass of goods. Neither does it destroy more goods to keep it and them clean and bright than to permit the gathering of sufficient dust to hide their value, color and style from the vision of the eyes of possible customers.

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THERE are a hundred and one ways of making a window attractive, but there is one way which must be always that way and no other way, and that is cleanliness.

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THE most successful merchants who have made a specialty of window dressing are unanimous in one sentiment regarding the manner in which it should be utilized as an advertising agent, and this is that a window trimmed with one line of goods is far more effective than one containing a motley assortment. Thus, in the dry goods business it is well to display a line of table linen exclusively for a few days or a week, an exhibition of velvets next, silks the next, etc. The same idea can be carried out in other lines of business equally as well. Such a course gives an idea of extensive and diversified stocks and attracts patronage.

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THE main requisites for successful window dressing are a trained eye, a quick comprehension of effects in color, distribution and shape, and a natural neatness and nattiness, in apportioning to a variety of articles a proportionate arrangement of display.

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THE merchant's window is the vestibule to custom, and if his welcome is hearty at the portal, and warm with promises at the counter, and cheerfully suggestive from the shelves, the first-named medium of forming acquaintances becomes the most important of all avenues of invitation to influence popular choice.

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THE dressing of the store window is an important factor in the storekeeper's success. However simple his display, it should always be fresh and have the merits of taste and neatness.

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THE idea in dressing a window is to so arrange it that a passer-by cannot help but stop and look at it.

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EVERY storekeeper wants to make his store well known, and there is nothing which will help to do it more than an attractive show window.

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THE decoration of the store windows of retailers has become one of the most important subjects of the day, and there is certainly no point in the business of the storekeeper which presents more opportunities for the exercise of the faculty of originality.

A neatly and attractively dressed store window is pleasantly suggestive of a well-ordered place of business; it makes a favorable impression on the customer and predisposes to confidence in the methods of the proprietor.

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DRESS your store windows and continually cultivate improvement in the art, and you will then fortify yourself with one of the most valuable adjuncts of business success.

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No matter what your business, you should endeavor to attract attention to your windows by any means within your power. Then back this up by a fine stock of goods and moderate prices inside and you have the sure result, BUSINESS AND MONEY.

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### BOXES IN WINDOWS.

One thing that should be strongly impressed upon all window dressers, especially those who are in the sprouting stage of growth, is the wisdom of keeping clear as long as possible from putting boxed goods in windows. Preferentially this rule should be made absolute, applicable everywhere, and not to be disputed; but if boxed articles are put anywhere, they should be confined to the lobby windows, to which they are most proper. Even there the necessity of taking something out for the customer who will not be satisfied with any assurance that "these are exactly the same as those in the window, madam," leaves an ugly blank until the box is put back again, unless, as so often happens, it is not put back into the window at all, but cleared away with the rest into the fixtures, and the gap forgotten. But to put boxes of gloves or other light articles into the bottom of a window should be the last alternative of a true window dresser.

Exception can be taken to doing this on so many grounds that we prefer to ask that every instance should be considered tantamount to a confession that the person responsible was not quite up to the mark on the morning when it happened. And if, in spite of this, occasions still arise when ideas and suggestions are slow to come and hard to find, and our window dresser must turn to his old way out of a difficulty, he should at least take care that what is put beneath or behind the box is arranged neatly enough to bear the light. Nothing looks worse than the place where a box has stood, especially if there remain a couple of pieces of dress stuff with a space between, as if there was not overmuch stock in the shop and the box had been brought into use to cover or hide unkind deficiencies.—*Warehousemen and Draper's Journal.*

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### LIGHT IN STORE WINDOWS.

Light, bright and brilliant, must be taken into account as a factor in the success of a store window. A bright light burning in your window all night will prove a paying investment. It seems almost impossible, even for those familiar with every phase of city mercantile life, to pass the glistening,

fairy-like scene of an average city store at night without lingering a moment to pay a tributary glance of admiration to so much taste and skill. There is a peculiar attraction for men as well as moths in a bright light, and they are drawn to it on evenings as naturally as a cat is drawn to a warm sun spot on the carpet. Don't economize on light! If trade is dull keep a bright window. It *looks* like business, which for those outside is almost as good an evidence of prosperity as a crowded store.

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### WHO SHALL DRESS THE WINDOWS?

In selecting a clerk to dress your show windows, we would advise, on general principles, that you select the one who gives evidence of possessing the most taste and judgment, and to him or her let the business of window dressing be assigned, with instructions to change one window on Monday and one Thursday. Thus you have a change of windows twice a week, and yet each window remains a week. If the clerk you select as a window dresser be a saleswoman, detail to her assistance a young man who can do what carpentry work is necessary for her foundations, frames, etc.—*American Storekeeper.*

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### HARMONIES FOR WINDOW DRESSERS.

Red and violet do not accord well.

Orange and yellow accord incomparably better than red and orange.

Orange and green do not accord well.

Orange and violet accord passably, yet not so well as orange and green.

Yellow and green form an agreeable combination.

Greenish yellow and violet blend nicely.

The arrangement of yellow and blue is more agreeable than that of yellow and green, but it is less lively.

Green and blue produce an indifferent effect, but better when the colors are deep.

Green and violet, especially when light, form a combination preferable to green and blue.

Orange-yellow, when placed by the side of indigo, increase its intensity, and *vice versa*.

Red and green intensify each other.

Yellow and indigo combine perfectly.

Red and orange do not accord well.

Red and yellow accord pretty well, especially if the red is purple-red rather than scarlet, and the yellow rather greenish than orange.

Red and blue accord passably, especially if the red incline rather to scarlet than crimson.

Blue and violet accord badly.

When two colors accord badly together it is always advantageous to separate them by white.

Black never produces a bad effect when it is associated with two luminous colors.

Black and white sensibly modify bright colors.

While gray never exactly produces a bad effect in its association with two luminous colors, yet in most cases its assortments are dull.

Blue when placed by the side of orange increase the latter's intensity, and *vice versa*.—*Exchange*.

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## TWO THINGS WORTH KNOWING.

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### How To Keep Windows From Frosting in Cold Weather.

Merchants are greatly troubled in cold weather with their windows frosting, and frequently remaining so for several days, and thus entirely preventing any one from seeing their contents. This difficulty can easily be overcome by rubbing your windows two or three times each week with a cloth dipped in glycerine.

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### Washing Store Windows.

Strange as it may seem, there is a right and wrong way to wash windows; and as this operation is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor. Choose a dull day, or at least a time when the sun is not shining on the window; for when the sun shines on the window it causes it to be dry streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass. The latter must be washed simply in warm water diluted with ammonia. Do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cotton cloth. Do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find this can be done in half the time taken where soap is used, and the result will be brighter windows.—*Commercial Reporter*.

## CLASSIFICATION.

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For the sake of convenience and ready reference, we have classified the suggestions according to each line of trade. Under "Miscellaneous," however, will be found a large number of suggestions that can be utilized for almost any business, while a number of the ideas embraced under any one particular heading can, with slight modifications, be utilized with equal success for almost any other line of business. Again, by combinations of different suggestions, many new and excellent results can be obtained.

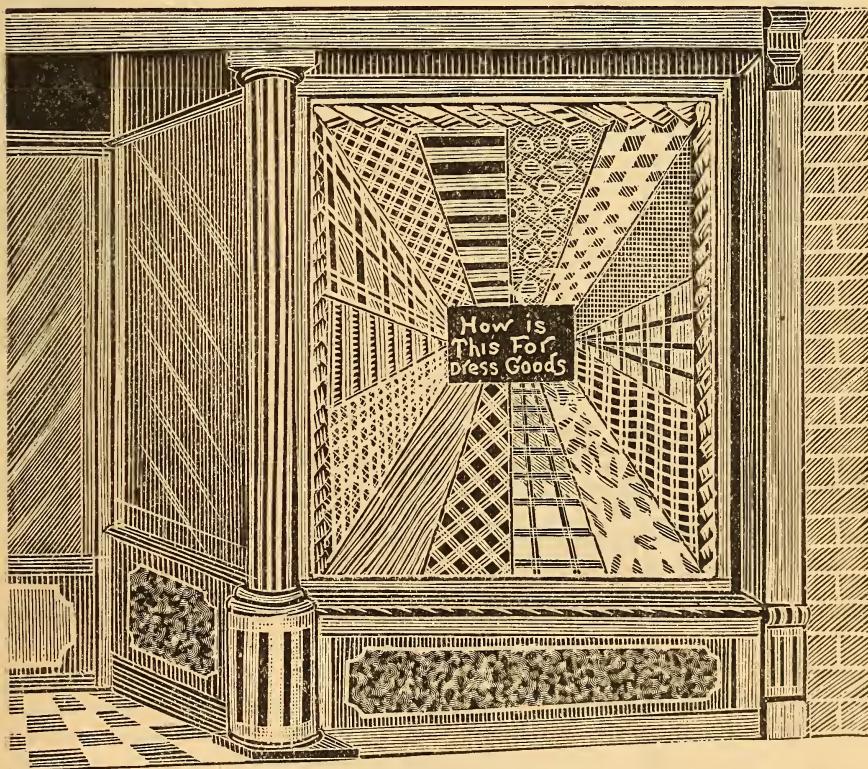
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A number of the illustrated articles are reprinted from the AMERICAN ADVERTISER, a paper issued by the Merchants Publishing Co. of Chicago. This paper is devoted entirely to advertising and advertising methods, and furnishes ready written "ads" suitable for all classes of trade. The subscription price is \$2.00 per year, and it will be found useful to every merchant who advertises either in his local paper or by other methods.

## DRY GOODS.

### An Attractive Window.

A very attractive display can be made by dressing the rear and sides of the window with a complete covering of strips of goods drawn tightly to a



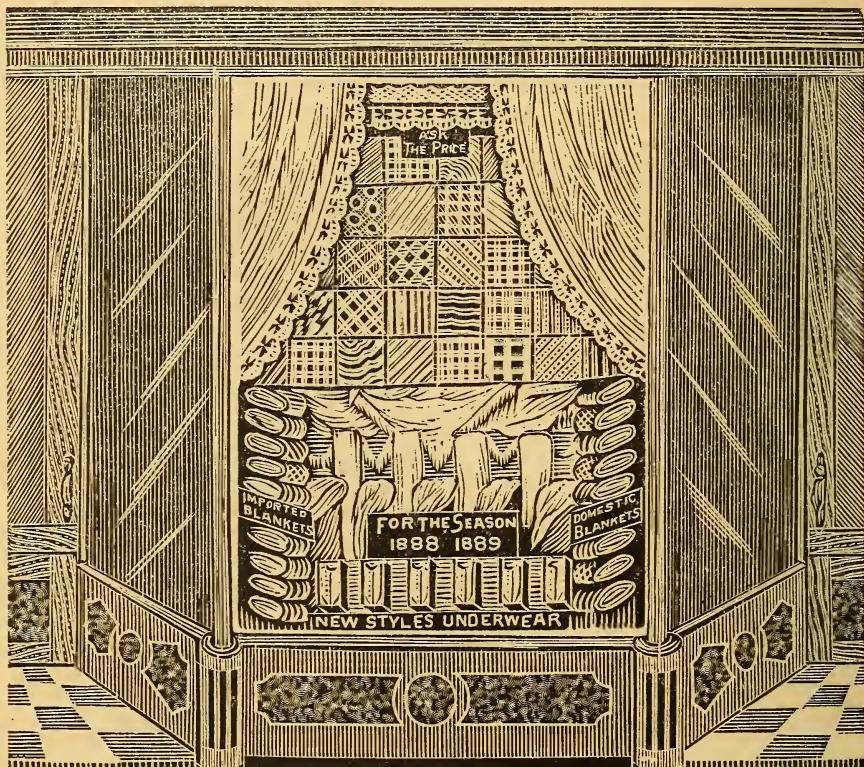
centre at the rear and filled by a card suitably lettered. The illustration above carries out the idea with a dress goods display.

The frame at the front of the window is bordered with handkerchiefs, then strips of dress goods are attached and drawn smoothly back to a show card at the rear. The effect produced is that of a very deep window. Merchant tailors can use this device equally as well in displaying suitings and piece goods of all kinds.—*Copyright, Mer. Pub. Co.*

### Opening of the Season.

For the opening of the winter season, the following design presents an interesting study for merchants who are willing to spend a little time in dressing their windows in an attractive manner.

The most difficult part of this display is the weaving of dress materials, as shown in the background; still it can be done by any person of ordinary ingenuity. The frame-work should be made of slats of wood about four inches wide, and three-quarters of an inch thick. The material can be woven in the manner shown in the sketch without being cut from the bolt



or damaged in the least; the bolts should be hidden from sight back of the frame-work. To make the effect more pleasing hang lace curtains on either side, and suspend one across the top. In the bottom of the window follow out the design shown in the sketch, which explains itself as well as any words could do it. On the sides of the windows place blankets, putting domestic goods on one side and imported on the other. The shawls which are suspended at the bottom of the woven work and trimmings hung across the bolt of dress goods will add to the appearance, and many other seasonable articles can be brought into use, which will all help to make a show pleasing to the eye, and such as will draw large numbers of ladies to inspect it.—*Copyright, Mer. Pub. Co.*

### A Fountain of Lace.

One of our subscribers, Harry Harman, of Atlanta, Ga., sends us a description of a fountain of laces, suitable for decorating a dry-goods window: The sides of the window are lined with blue cambric, and wide laces are festooned over it from top to bottom; festoons of lace are draped from the top of window across the entire length and brought to the center. For the back of the window take laces and drape the entire length, hanging loosely, and bring them together in the center to form the shape of an hour glass.

To make the fountain: Take center of window and fasten to the floor an upright stout beam of scantling. About eight inches from the base of the window tie to the beam a large barrel hoop; then, with cheap cloth, tack to the floor, beginning from the center of the beam, and draw tightly to the outside of the hoop and cover with colored cambric. This will form the basin of the fountain. Take Hamburgh edgings and form around basin in various shapes to simulate rocks, and scatter loosely over them draperies of green or colored laces. Light blue cambric may be thrown loosely around the interior of the basin to give the effect of water, and miniature swans can be placed in the basin. Four feet from the floor tie a much smaller hoop to the beam and pin blue cambric to it. Pin wide lace around the entire hoop and allow folds of lace to drop loosely into basin. To give it more effect a statue can be procured and placed inside center of basin, first hoop resting on the statue's head. At a distance of two or three feet tie two other hoops to beam still smaller than the first. Pin cambric around the hoops, bring together and tack to the beam; then, with lace form the same effect as before. Pin lace in straight folds around the hoop. Allow it to drape to the first hoop. To secure a good effect, take stout wire, bend out of the basin and run the lace over the wire, draping to basin. Any number of basins can be made, according to the height of the window. As the basins gradually ascend the laces should gradually diminish in width; as, for example, the hoop near the base should be draped with wide lace; at the extreme top of the beam put very narrow lace and allow it to hang loosely. In the basin at the bottom of the window throw lace loosely over the cambric.—*Am. Storekeeper.*

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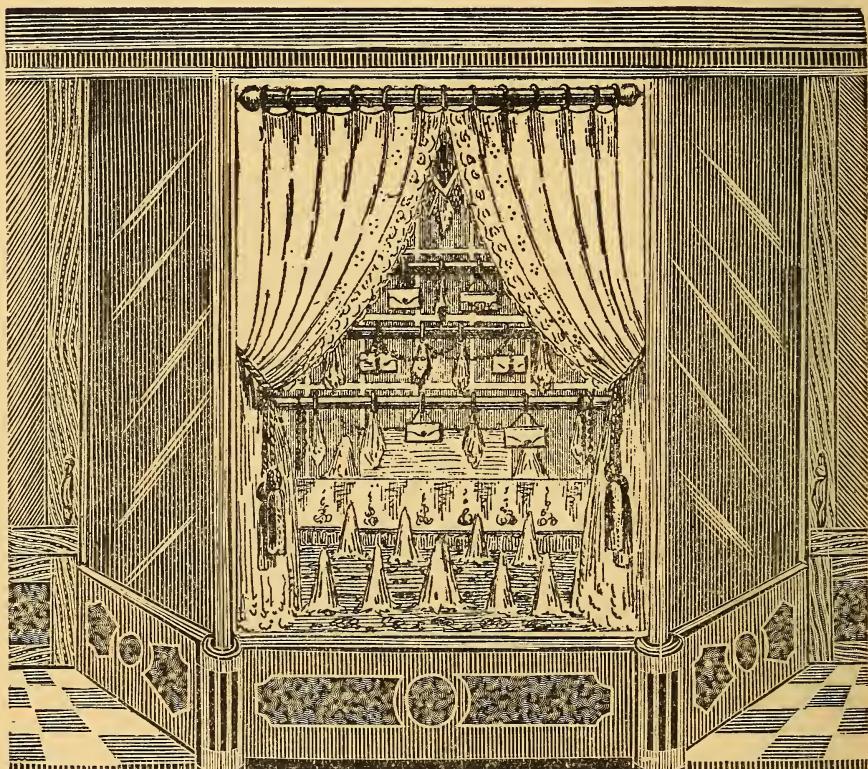
### A Pleasing Effect.

By taking a stiff pasteboard roll, about four feet long and twelve inches in diameter, and pinning tightly around it velvet, plush or fancy goods of any material; then by standing a series of these in contrasting colors at the rear of the window, with the tops inclining towards the back (for which purpose a flat, inclining platform should be built); then by framing these, as it were, in a puffing of contrasting goods, each roll being surrounded by the puffed goods, a very pleasing effect is obtained. A card of bright buttons, or a strip of silver or gilt braid, so much used now, if laid on the roll, will add to the effect. The front of the window is then open for general display.

### A Successful Window.

An enterprising clerk in a Decatur, Mich., store, describes a very nice arrangement he made in his show window, and which is reproduced here.

The view taken is from the front of the window. In the background some dress goods are hung, and across them some No. 9 pretty colored ribbon are woven in squares of about a foot each. In front of this three ebony curtain poles are hung, each being about a foot higher than the other, the lowest being placed about the same distance from the back of the window

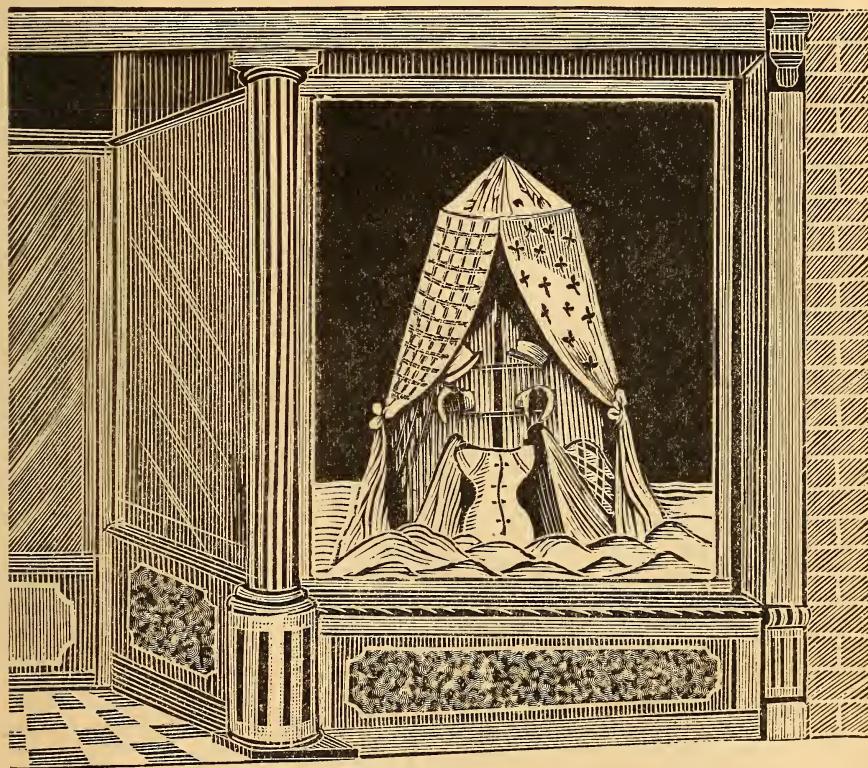


and the other at distances of about fifteen inches from each other, one of the poles being about a foot from the window pane. Another curtain pole is hung across the top of the window about six inches from the glass, and from it a pair of lace curtains are hung and draped in the manner shown in the cut. Attached to the rings of the poles are little articles, such as handkerchiefs, pocketbooks, chains, etc. On the floor of the window a small pyramid of boxes is made, and on the edges a variety of articles can be displayed. The boxes should be covered with Smyrna rugs, and on the floor of the window spread some pretty patterned carpet. By taking care to harmonize the colors properly a very charming effect will be produced.

### A Charming Effect.

The following unique and pretty design can with a little care and study be successfully carried out.

The "properties" required for this scene are a pole, a buggy wheel, a few short pieces of wood, and a well assorted lot of dry goods, etc. The pole should be covered with strips of colored muslin or other material wound round it in the manner of a May-pole; it should be small enough at the thin end to admit of its being passed through the hub of the wheel until about 18 inches of it projects on the top side. On the lower part of the



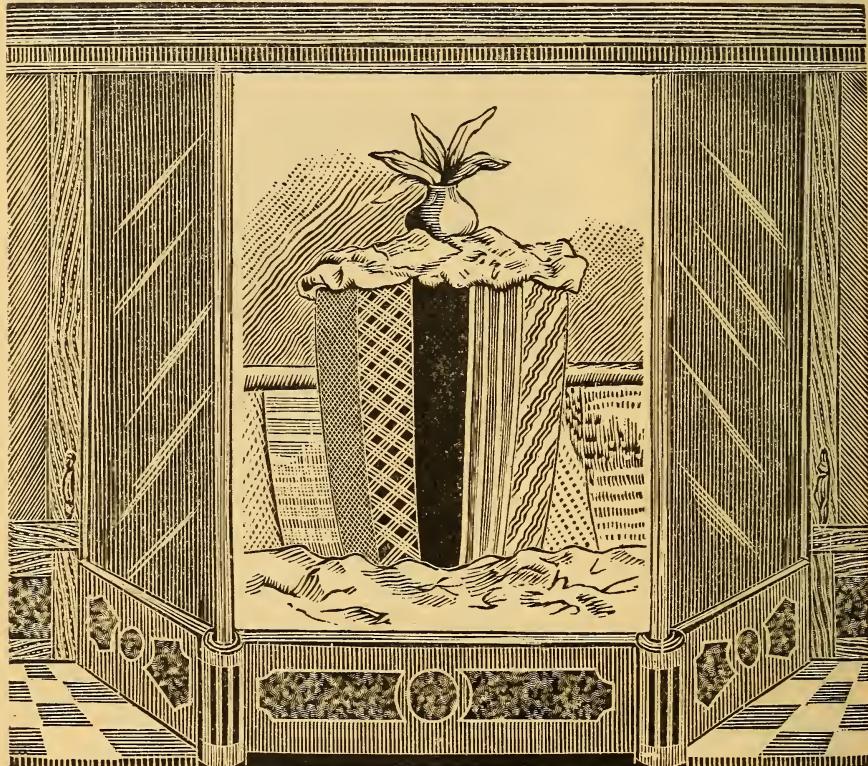
pole nail some short pieces of wood also covered with colored material, upon which to hang the latest thing in hats, bonnets, lace, etc. Before placing the framework of the tent in position cover the bottom of the window loosely with some green cloth, placing balls of paper or something else of an equal inexpensive character underneath it in order to give the undulated effect of growing grass. After fixing the pole and wheel cover them with some delicate shade of plain goods for the interior lining of the tent, and place pieces of summer dress goods of bright and striking colors on the outside, then drape the opening at the front, tieing it back with ribbons and arrange the show of goods on the cross-pieces inside and on the floor as shown in the design. To increase the effect open out one or two parasols and place on the

ground outside the tent, also a few fans, gloves, etc. But do not crowd up the show too much or the effect will be lost. Any merchant who undertakes to carry out this idea carefully will be well pleased, and what is still more important he will please his customers.—*Copyright, Mer. Pub. Co.*

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### A Handsome Display.

The suggestion given below makes a very handsome display if proper taste is exercised in the contrasting of the patterns and the arrangement of the drapery:



The central object is a cylinder made of light wood or heavy straw board. The cylinder is draped lengthwise with dress goods in alternating widths of contrasted colors or materials. The material is puffed at the top of the cylinder as shown in the cut, and the whole is surmounted by a vase containing an artificial plant. If the artificial plant is not available some millinery or other trifle may be substituted. Perhaps the arrangement of ladies' bright colored parasols in the form of a tripod would be the best substitute. The material at the bottom of the window is picked up to form an uneven and undulating surface in order to avoid flatness. Behind the cylinder should be placed a background of dress materials hung over a railing which may be of any height desired.—*Copyright, Mer. Pub. Co.*

### The Brooklyn Bridge.

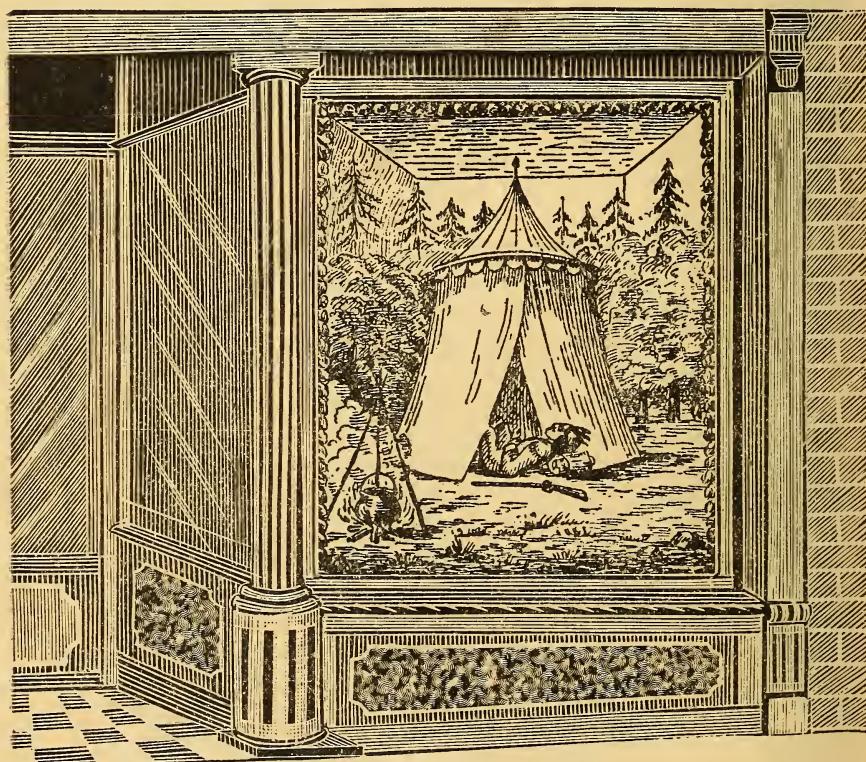
Mr. Harry Harmon, of Atlanta, Ga., a professional window dresser, writes the *Am. Storekeeper*, describing a design of the Brooklyn bridge that he very successfully carried out. Although as described, it is suitable for dry goods, yet the idea can be made applicable to other lines of goods. Mr. Harmon recommends the dresser to get a good picture of the bridge to be used as a model. Then take the top of the window, and form light blue cambric or calico into a puffy, cloudy background, which may extend to the bottom, if desired. Or, if the dresser is somewhat of an artist, a bird's eye view of New York and Brooklyn may be sketched with charcoal on a background of cheap, bleached cotton. The construction of the bridge is as follows: Take two boxes of the same height and two feet square. They should not be too high to prevent people from seeing the floor of the bridge from the outside. Cover the boxes with a foundation cloth to which the goods which are to form the piers are to be attached. Handkerchiefs can be pinned to the boxes, one of which forms the main foundation at each end. At each corner of the boxes nail an upright piece four feet long. These will extend two feet higher than the boxes, and will furnish the supports from which to run the upper cables. The floor is made by laying a board covered with gray cambric from one box to the other. The cables, one on each side, can be made of spool cotton strung on strong twine, the ends being tacked to the ends of the inside uprights and the centre allowed to sag. On each side of the bridge floor should be stretched from one side to the other a lace of appropriate width to serve as railings. From the ends of the cables to the floor of the bridge an open work lace should be stretched, to serve as braces, the picture of the bridge being your guide to this. Underneath, for the water of the river, silks may be rumpled. If you have in stock, or can borrow from your neighbors, toy steamboats, horses and wagons, men and women, they may be so placed as to add to the realism of the representation. This is not a difficult design to execute and will attract great attention. [Merchants who may desire to carry this design into execution and have no good picture of the Brooklyn bridge, can be supplied with a large copy of same for 25 cents upon application to the publishers of this book.]

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### A Wigwam Window.

The design on following page was successfully carried out by a dealer in a Western town: The idea is to represent an Indian camp in the woods, and it is executed in the following manner: The scenery required for the background was borrowed from a local theatre and arranged as shown in the cut. The tent was constructed by means of a pole inserted in the hub of a buggy wheel covered with blue and red canton flannel. The dummy of the Indian was made by taking a lady's linen duster and stuffing it with old paper, with a stick inserted in the neck, on the outer end of which cotton batting was

wrapped. Over the batting an Indian mask was tied. Then a red blanket was thrown over the body, leaving only the head exposed. This dummy should be laid at the entrance to the tent with the lower part of the body hidden from view by the folds of the tent, with the head pillow'd by a log of wood. In one corner construct a gypsy camp fire. Make the tripod with three rough sticks and suspend the kettle in conventional fashion. Underneath the kettle place a gas jet attached with vulcanized rubber gas tubing to another jet on the side of the window. Underneath the kettle spread some sand and arrange firewood in a semi-careless manner. Then when the gas is lighted it will make a very good substitute for a fire. The floor of the



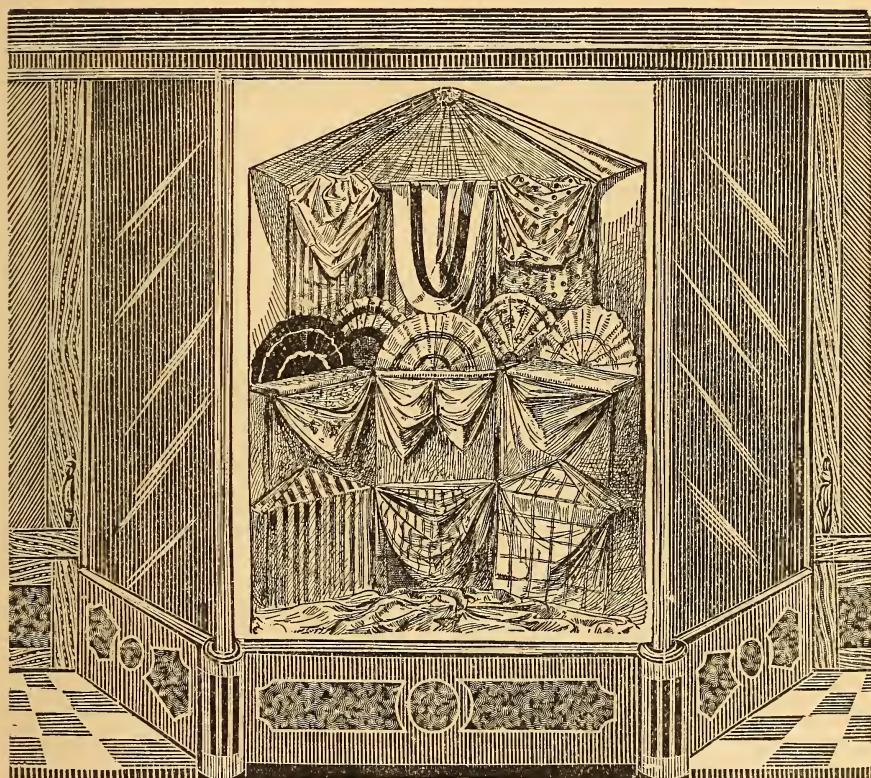
window should be covered with green-figured calico puffed up underneath so as to resemble grass. If any Indian curiosities can be procured to lay around and an old gun it will improve the picture. Another addition is to make a wooden frame to fit the window and cover it with shirred green calico and place flush with the window.

In cases where there is no gas a candle can be used to represent the fire. If scenery can not be obtained to make the display green-figured calico will answer the purpose. Some window dressers having lots of material at their command can make a great attraction of this and elaborate it to a greater extent, but those who have to rely upon what articles their store contains can also make a display which will be sure to draw a crowd.—*Mer. Pub. Co.*

### A Beautiful Window.

The beautiful window here illustrated needs but little description, as its general construction is fully carried out in the large illustration.

Gather several strips of plain, rich goods together at the top front, draw smoothly over a wooden frame and bring down the back and sides. The side pieces are brought out to cover bottom of window as shown. Arrange the rest like illustration. Let the drapery at top of each bolt of goods be some rich silk, harmonizing in color with the goods in the bolt. The fan-



shaped designs are made by pleating striped silks in shape shown, or handsome fans can be used in place of the silks, if desired. This design is equally good for a merchant tailor's display of piece goods and linings.—  
*Copyright, Mer. Pub. Co.*

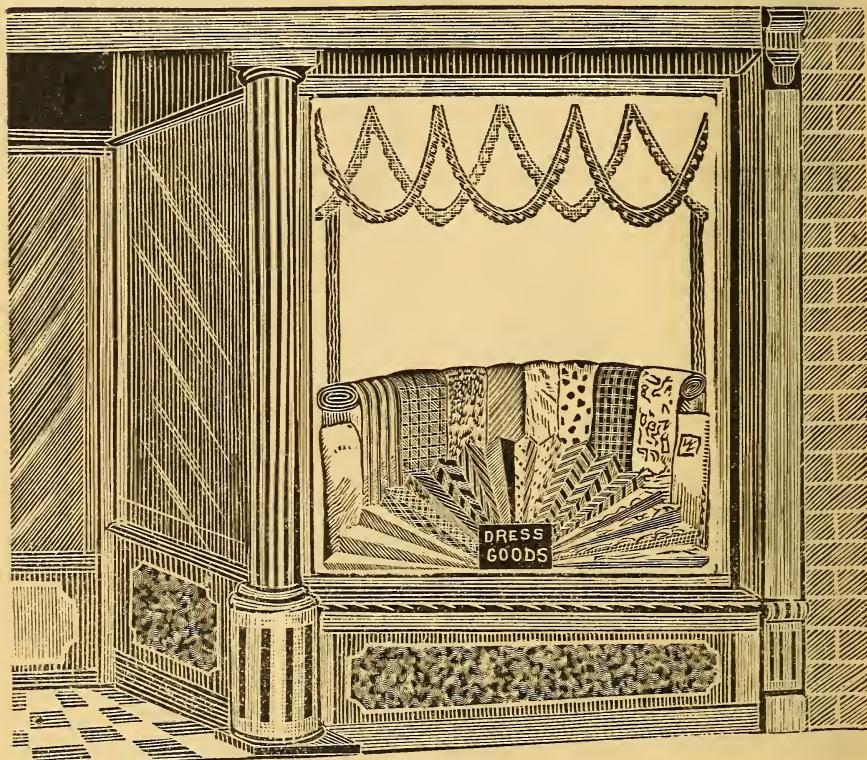
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A novel display for dry goods is to fill your windows one day with several rough packing cases, curtaining the rear and sides of the window with dull, colored goods, and showing just the ends of the goods the boxes are supposed to contain. The cases should be lettered with a marking brush, stating that these new styles will be open for inspection the following day.

In arranging displays in dry goods windows, it is well to remember that a very good effect is obtained by trimming the four corners and edges with handkerchiefs so as to show the figured borders.

### A Unique Display.

The following arrangement for the display of fall or spring goods can be carried out without difficulty and with good effect.

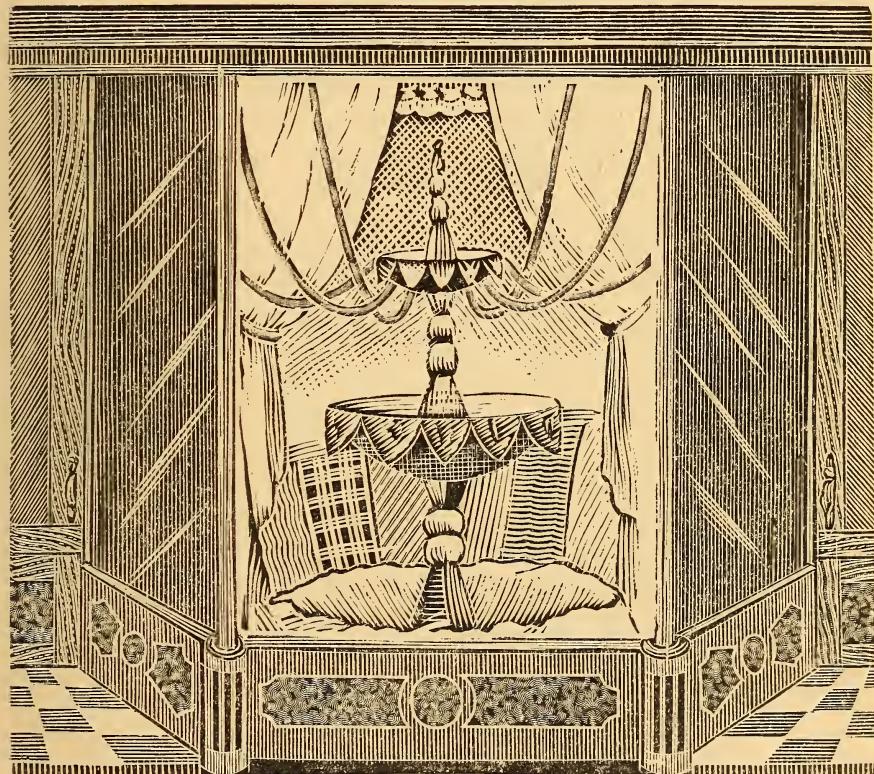


The front of the window next to the glass is occupied by a fan-shaped figure made by pleating goods as shown in the illustration. The remainder of the rolls of goods are out of sight back of the fan design as they are all drawn to the center, and any irregularity of arrangement at the center is hidden by a show card suitably lettered. A rough wooden frame must be made to support the fan from the back, and to this the outer edges of the goods are pinned or tacked. The window is completed by a semi-circular wall of all kinds of goods laid on boxes and unrolled so that the ends drop out of sight behind the fan. Above all drape festoons of dress trimmings, embroideries and fringes. A large design of this kind is strikingly beautiful if arranged with good taste for harmony and effect.—Copyright, Mer. Pub. Co.

### A Handsome Design.

The design given below makes a very handsome display, and is an excellent feature for a summer window.

The height of the fountain must be limited, of necessity, by the window space available. Five to six feet will not be too much, if the window is large enough to carry off the height. But there must be no overcrowding or the effect is marred. The hollow at the base of the fountain is not difficult to produce. A circular frame could be made of two or three barrel hoops, one above the other, tacked in four places to light pieces of wood to

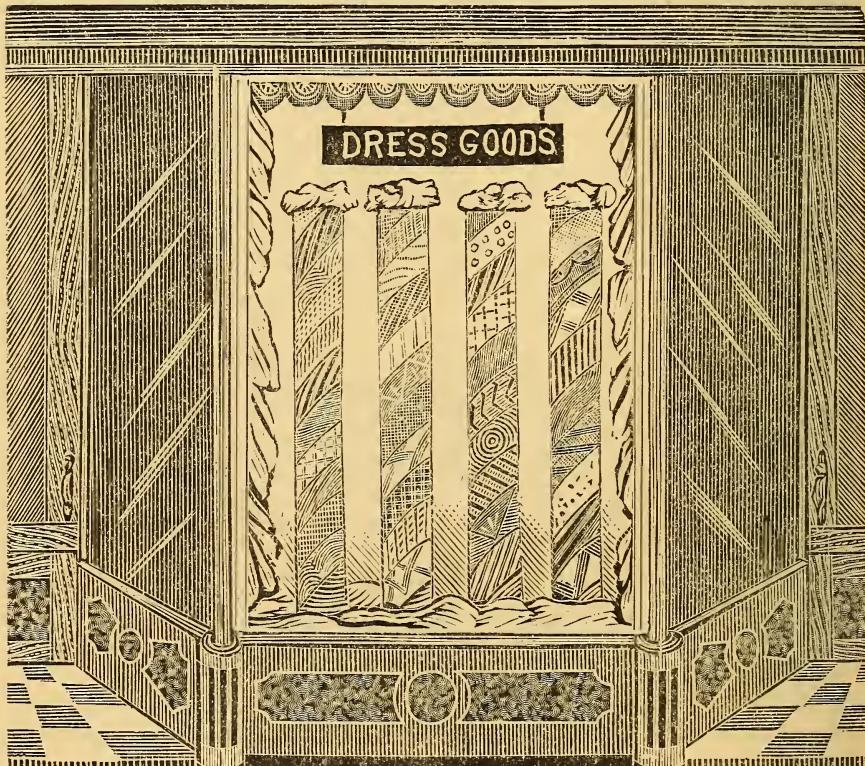


serve as feet. The column of the fountain could be made of a plain upright pole, the turned effect being simulated by heavy paper, pinched and tied at the necessary places. The two fountain bowls need be nothing more than two wooden hoops such as children use. There is no need in any part of the frame for anything solid, because it is entirely covered by the drapery. Begin at the top and cover the nozzle and upper part of the column with some light material, such as tarleton. Puff the material, as in the cut, around the central column, then drape and draw it over the hoop, leaving the material itself to make the hollow of the bowl. Proceed in the same way with the column and second bowl to the base. The two bowls may be bordered with laces or fringe as in the cut. The remainder of the window speaks for itself. A panel with pretty dress goods arranged in contrast

comes nearly to the height of the large bowl. Above and behind is a background of woolen dress goods, which should be arranged in pleats. A lace curtain shows at the top and curtains are draped on either side with loops of lace pendant from above and attached to the upper bowl of the fountain. It really is not a difficult window to produce.—*Copyright, Mer. Pub. Co.*

### A Taking Idea.

The idea given herewith is one which can be carried out with no greater expense than that of a little painstaking labor:

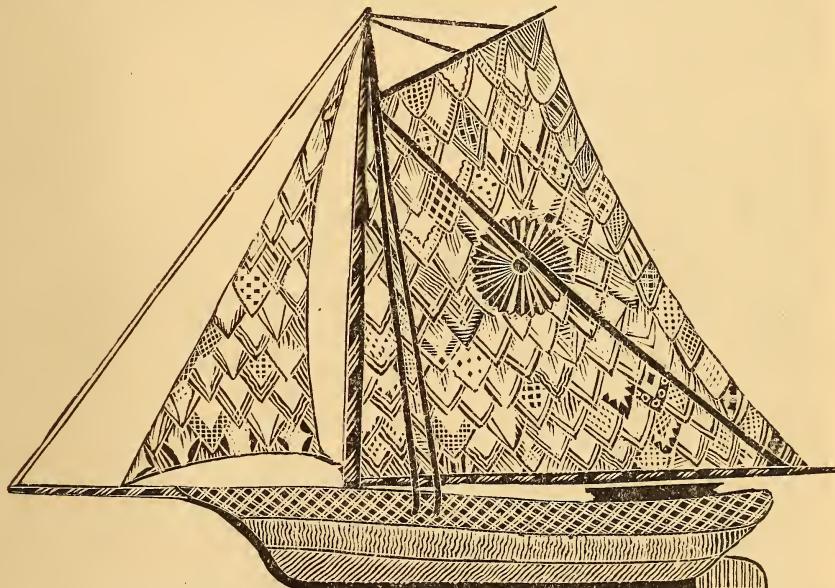


The columns or pillars can be made out of stout strawboard (found at the bookbinder's), bent into cylindrical form and fastened with paper fasteners, or they may be sewed or tied. When made, the pillars should be tightly stuffed with hay to give them solidity, and are then ready for use. Wind the pillars spirally with dress goods, (just as the stripes wind on a barber's pole,) leaving some material loose at top, which can be arranged as in the cut. Cover the floor of the window with similar goods, picked up (as in the cut) to avoid flatness. The top of the window may be curtained with lace and the sides dressed with pocket handkerchiefs. Good taste in the choice of materials, and the use of colors in combination or contrast, will make a window, dressed in this style, a great attraction.—*Copyright, Mer. Pub. Co.*

### A Ship Window.

The illustration given below will produce an effect that will be surprising to the most experienced window dresser.

The hull should be made of boards sufficiently wide and long to suit the window. No elaborate model of a ship's hull is needed, as only one side is shown, and therefore only one section need be constructed. As this is entirely covered, the drapery can be made to hide any little defects, or so arranged as to remedy any flatness. A very simple way to make the hull is to take flat boards the required length, tack some cotton loosely upon them, and then stuff the cotton with paper or anything easily manipulated, to produce the swelled appearance of the ship's side. After the frame is made the hull is to be covered with overlapping material (silk, cotton or cambric,

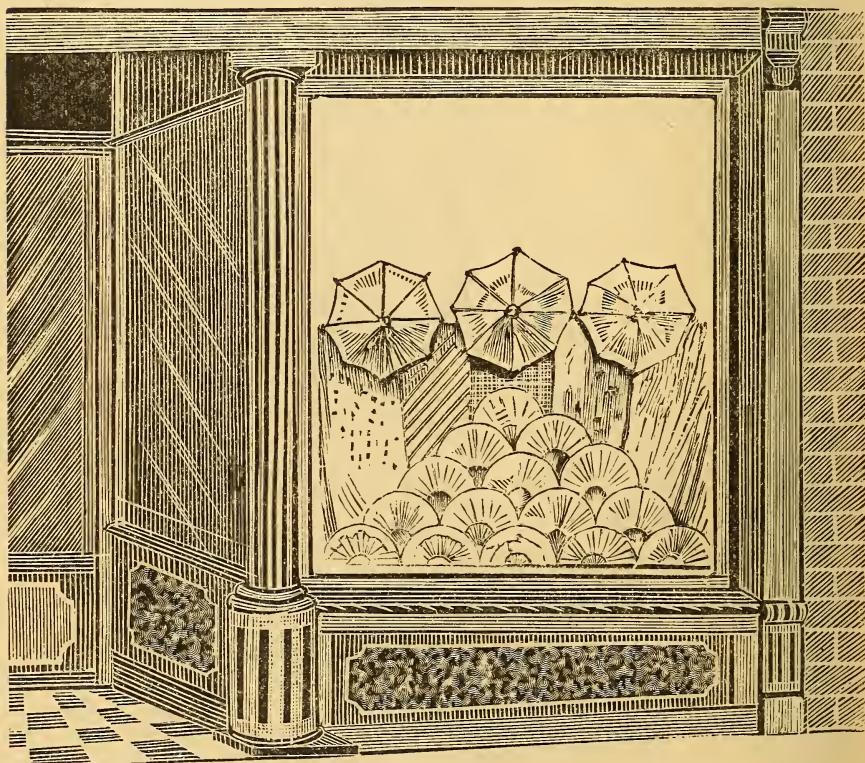


as the dresser chooses) so as to show three stripes, red, white and blue. For the sails a frame is first made of cotton hung between the gaff—the short piece of wood at the top of the mainsail—and the boom—the longer piece of wood at the bottom of the same sail. Upon this surface are pinned handkerchiefs somewhat as shown in the cut, though the order may be varied according to the taste. It will be found that bordered or colored handkerchiefs can be used effectively to produce designs, but white or bordered produce the best effect. The foresail is treated in a similar manner. Of course another sail can be added if desired. The gaff, boom, bowsprit and mast are wound about with colored ribbons. The cordage is composed of narrow ribbons. Additional cordage and streamers can be added to suit the taste. The circle in the centre of the mainsail is made with fans, two or four being used with contrasting colors. The water can be arranged by using light blue cambric, touched here and there with white paint, with balls of paper underneath to give the appearance of waves.—*Copyright, Mer. Pub. Co.*

### A Spring and Summer Display.

The design given below will be found to be an excellent arrangement for goods that are in demand during the spring and summer, while with some modifications it can be used for other seasons.

At the front of the window make a pyramid of fans of fancy colors sloping back from the glass. Back of them arrange spring or summer dress goods and white goods in the shape of a half circle, forming a solid background by unrolling the bolts of goods and letting the ends hang down

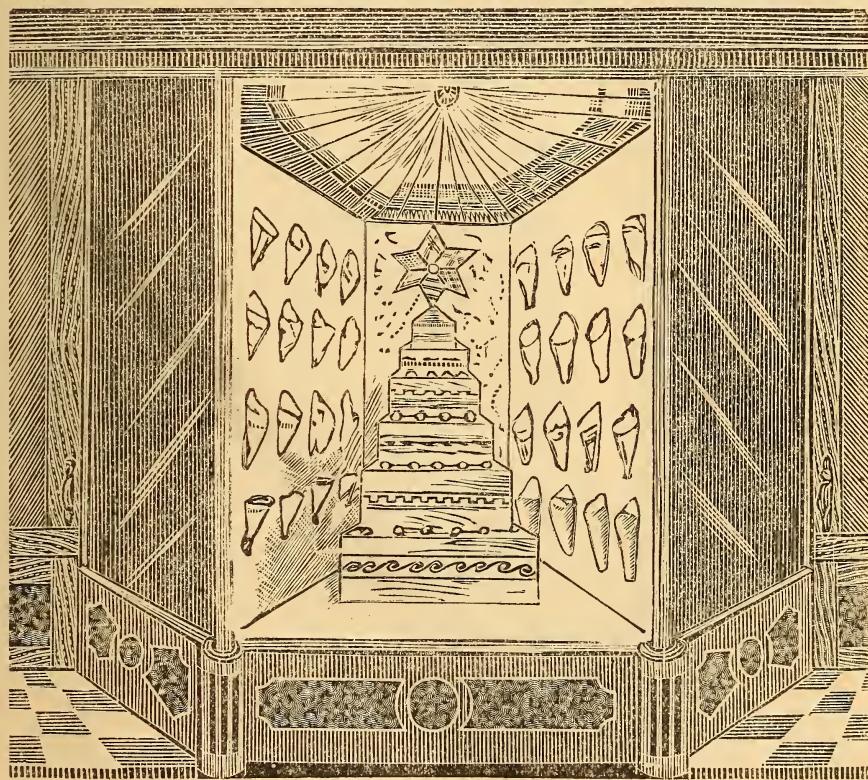


behind the fans and out of sight. Above the dress goods arrange open parasols as shown in the picture. This sketch is merely given to show the idea, and it is expected that other goods will be added to suit the taste of the window dresser, and according to the size of the window. No city window is now considered correctly dressed unless the goods have neat little cards attached to them, giving some name to each style. The publishers of this book have prepared a full line of handy price cards for such purposes, prices and descriptions of which will be found in the back of the book. These cards not only add greatly to the appearance of the window, but it impresses the public very favorably to see each style named and labeled as though it was exclusive and very choice.—*Copyright, Mer. Pub. Co.*

### A Novel Display.

The idea given herewith was successfully carried out by a prominent merchant in a Wisconsin town.

Construct five boxes of different sizes to form a pyramid and cover each with a colored table cloth. Around the edges of each box lay knitting cotton, perfumery or any fancy article which would assist in making the display more attractive. The star which surmounts the pyramid is a light wooden frame covered with napkins. Make two light frames for the sides and across them stretch large table cloths, then take a quantity of napkins,

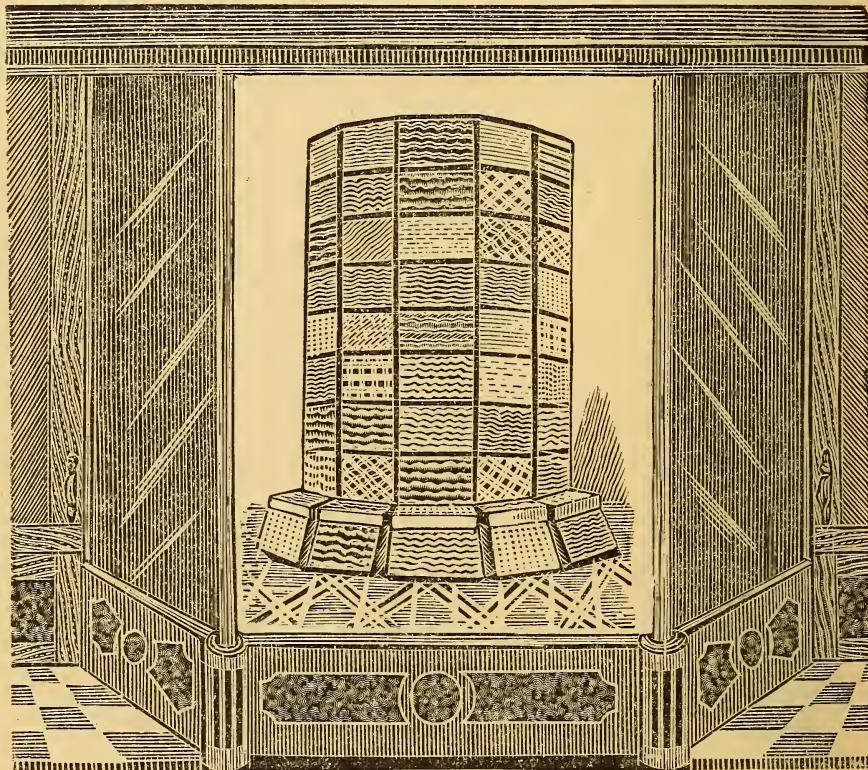


fold them in cornucopia shape and pin them to the table cloth in the position shown on the cut. The background is formed by hanging a curtain pole across the two rear ends of the side frames and suspending a lace curtain to it. To form the canopy gather a lot of towels together at one end and stretch the other ends over the side frames and back ground. In dressing the window the dresser will doubtless think of many little things which may be on sale in the store to place around the base of the pyramid and on the edges of the boxes, and may be able to add features which will make the show more perfect. After doing all that can be done to increase the attractiveness with the material at command, there is one other suggestion of great importance to be considered which will heighten the effect at night; that is to run a piece of gas-pipe with burner attached through the center of the

star and connect the pipe with a gas jet by means of a vulcanized rubber gas tubing, then light the gas at night and a brilliant effect will be produced. A further suggestion is to hang some fancy articles on the corners of the star. Many other ideas will no doubt present themselves to any one who undertakes to carry out this effect in the main.—*Wm. Danblinger.*

### A Ruching and Frilling Window.

The design here given is intended for summer display of ruchings,



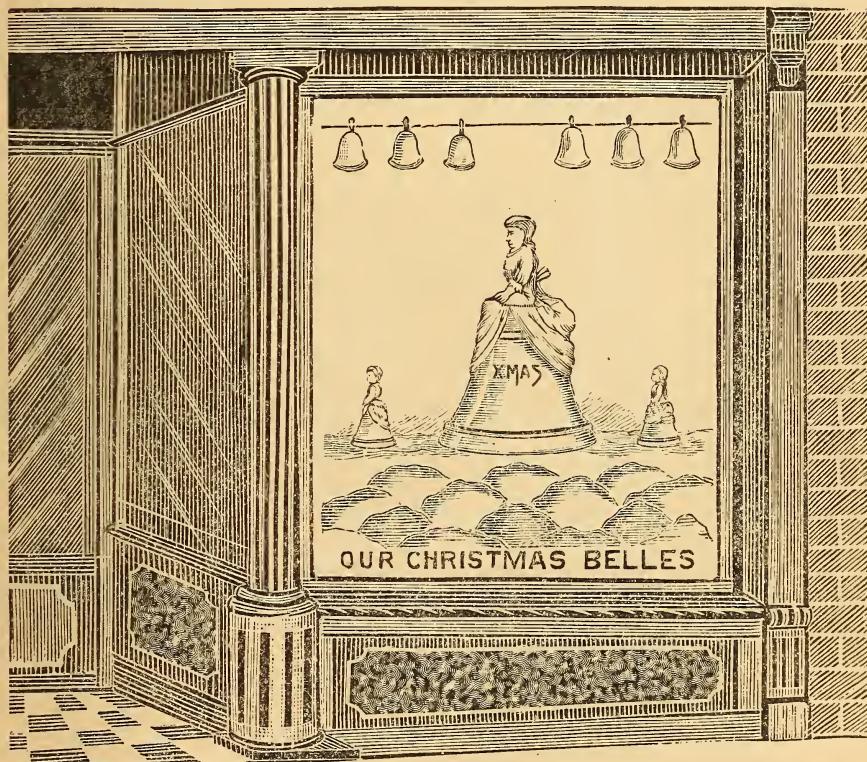
frilling, etc., and is such a simple arrangement that no extended description is necessary.

Boxes of frilling, ruching, etc., are arranged in the manner shown, the base of the structure being ornamented with similar light trifles. The only thing needed is a central support for the structure, which can be arranged by any storekeeper or window dresser. The design has a light and cool effect and makes a seasonable display.—*Copyright, Mer. Pub. Co.*

### A Christmas Belle.

The design given on following page offers the possibilities for a very attractive display, but depends for the greater or less effectiveness on the diligence and effort of the window dresser.

The large bell is made by taking a circle of heavy wood, (inch stuff, say,) the size of the bottom of the bell. In the center of this circle set a post the height the entire figure is intended to be. Make another and smaller circle and slip it on the post, (boring a suitable hole for that purpose,) and fasten it at about the distance from the bottom that you would judge the shoulder of the bell to come to. Then prepare a card-board figure of a section of a bell and bend this to the frame. This will cover the front half and no more is necessary, although the adding of the other section and so making a complete bell would, perhaps, give better results. Fasten the



head into the upper part of the post that passes through the circle of wood, and you are ready for the drapery. This, of course, must be left entirely to the choice of the window dresser. The lower part of the bell, however, should be left exposed so as to show the meaning of the design, and to increase the effect suitable wording should be placed on same, for instance, "Christmas, 1889." As the upper part or bust of the bell will be draped, no particular smoothness of work is required in the construction. The rest of the window should be dressed in conformity with the central idea. The base of the window should be covered with white goods of some kind and arranged in an uneven manner towards the front, as shown in illustration. Make flat, bell shaped figures of card-board and cover them with various articles of stock; ribbons, laces, pins, etc., may be used.—*Copyright, Mer. Pub. Co.*

### A Fan Window.

A favorite arrangement for dress goods is to arrange the material in the shape of a huge fan, each section being composed of a different material. There is no more advantageous way of showing these goods.

### A Neat Arrangement.

In the illustration here given will be found a very simple, but attractive arrangement of spring goods.

No especial skill is required to dress a window in the manner shown,



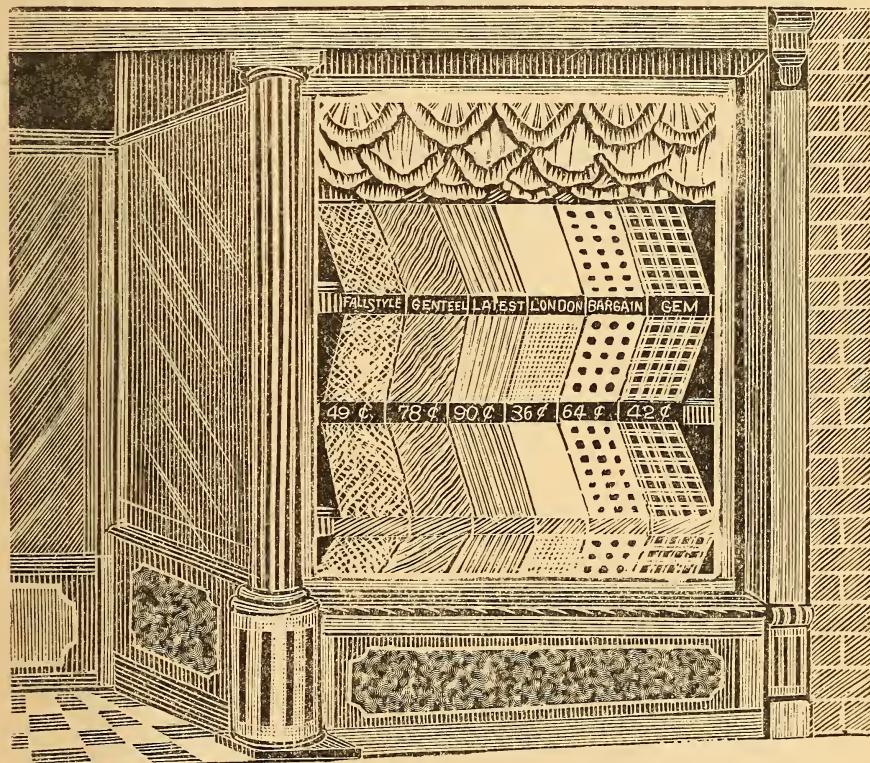
and no detailed description is necessary, as the cut shows fully how it is done. By using Willson's gummed letters and one of the glass signs in the front of a window a very pretty effect can be obtained. [See back of book for description and prices of these letters and signs.]

### A Pipe Organ.

A prominent dry goods house in Chicago a short time since adopted the following novel method to dress one of their show windows. A small cabinet organ was placed in the window, with an open key-board. Above and behind this was a double row of pipes, each pipe being made of a roll of bright-colored satin in contrasting shades. On each side were panels with their proper pipes, making a design which was novel and attractive.

### An Excellent Effect.

The design here shown if properly carried out will produce an excellent effect: Across the top of the show window stretch some thin wires or string, supposing that you commence at the front of it and place the wires about six inches apart. On these hang pretty colored ladies' handkerchiefs, putting those of one colored border on one row and changing the color on the next to it. As each row is lower than the one in front of it this will give a very charming effect and have the appearance of a prettily fringed ceiling.



The next thing to do is to fill in the back of the window; for this purpose place at distances of from one to three feet apart four pieces of wood about four inches in width, allowing them to reach across the full width of the window. The second piece from the top and the bottom piece should be about a foot and a half nearer the front of the window than the other pieces. Then stretch the various colored materials across the wood as shown in the cut and the same effect will be produced. This gives you the four inches over the flat pieces of wood to put show cards on. These cards may be made to suit the storekeeper's wishes. We merely give the names as suggestions. Having completed the top and the back, next turn your attention to the bottom of the window, and for that we would suggest a neat display of dry goods in bolts, supplemented by whatever specialties you may have on

hand. Those who wish may place an elaborate show card in the center reading "Fall Styles;" or if clearing out, make it "Clearing Out At Cost;" or if you wish to keep up with the times make it "Fabrics a la Mode." Then close in the sides of the window by draping it nicely with some bright colored goods and lace curtains and your window is complete.—*Copyright, Mer. Pub. Co.*

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### A Pretty Window.

A Wabash avenue retail dry-goods store recently showed a very effective window. From the back, near the top, a half hoop was hung so that the outer edge of the semi circle reached nearly to the glass, the ends of the hoop being attached to a piece of wood running from one side of the window to the other at its back. From this was draped in graceful folds dress goods of rather light shade, caught back at the bottom so as to leave the entire base of the window free and unobstructed. The goods are brought together at the front of the hoop. The back of the draped space may be hung with any kind of goods which you desire to show, or may be left open at its upper portion. From the hoop was again drooped, in neat, looping folds, goods of a darker color, which contrasted well with the principal draping, giving the effect of a lambrequin over curtains. Around on the base of the window and under the arch of the drapery were carelessly laid various small bits of goods of attractive appearance, such as gloves, buttons, etc.

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### A Tasteful Window.

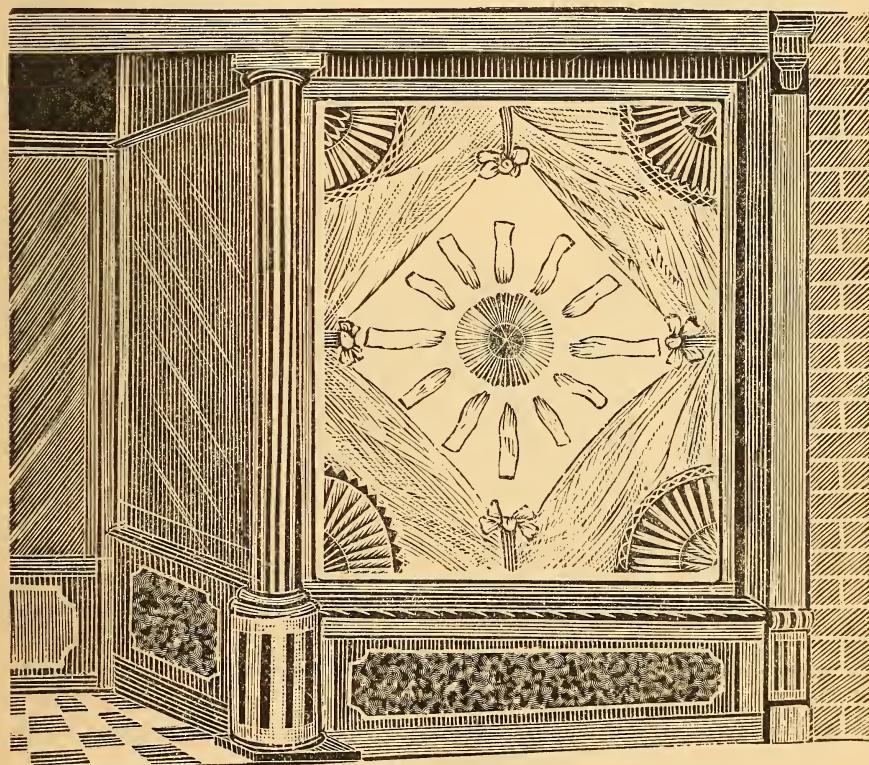
A very tasteful window was recently observed in one of our large retail dry-goods stores. It is very easily arranged and quite effective. It was trimmed with spring dress goods entirely. The base was formed by taking several pieces of goods with light designs and crumpling them tastefully and loosely so as to form a billowy bottom. In the center an upright six feet high had nailed on its top a round board three feet in diameter. To the top of this board were attached the loose ends of pieces of dress goods, being full considerably. The designs were arranged so as to harmonize well, but were of the more pronounced styles. Three feet from the bottom the hanging folds of goods were caught up to the upright so as to form a bell-shaped cavity, the folds being then drawn down tightly, the fullness being forced into plaits and attached to the base. This design, as one can see who has followed its description carefully, is of a gigantic goblet or vase, and, while it takes little labor to prepare it, is very effective. Artificial flowers adorn its top. The back and ends of the window space were hung with darker stuffs up to a height equal to that of the vase, forming a good background for the design. From the front corner of the window, extending diagonally toward the center, were braces as long as the width of the dress goods, from which were hung plain folds of one pattern, looped back at the bottom.—*Am. Storekeeper.*

### A Triumphal Arch.

A very pretty effect was seen recently in one of the leading retail stores. Just inside the doorway a miniature triumphal arch was erected, made of light wooden framework covered with handkerchiefs, with some bright-colored ribbons stretched across the handkerchiefs diagonally, and here and there a bunch of artificial flowers. The same idea could easily be carried out in the store window with good effect.

### A Fan and Glove Window.

The arrangement below will be found a beautiful method of showing fans and gloves:

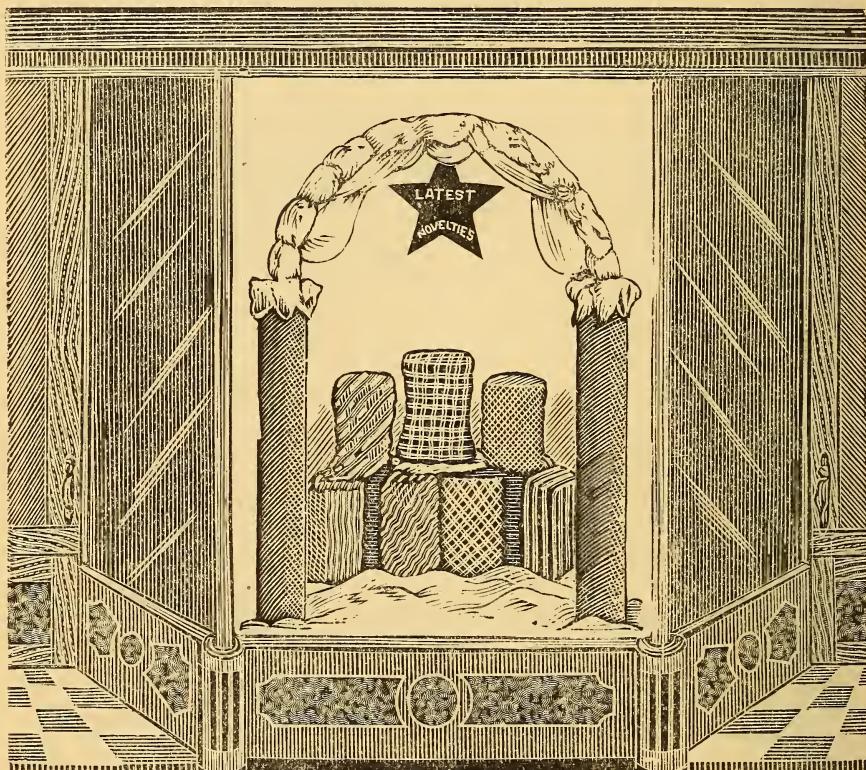


The entire window is hung with some handsome goods of any color or material that may be preferred, and is caught back with broad bows of ribbon in the manner shown. The corners are decorated with half-open fans.

Through the diamond-shape opening a plain white background appears, upon which is arranged three fans in the shape of a circle, and around which gloves are arranged as shown in the illustration.—*Copyright, Mer. Pub. Co.*

### A Window in Fly Time.

One of the greatest difficulties the window dresser has to contend with in summer time is the "plague of flies." With these annoying insects it is almost impossible to arrange his store windows in a manner best calculated to display his goods. But as the fly has come and is here to stay, only one thing remains to be done, and that is to adjust your plans for window dressing in the best possible manner under the circumstances and make the best of things. Considering this, in the arrangement of window displays pure white materials should not be laid flat, for the ubiquitous fly will find them a most



excellent lodging place. Again ruchings, handkerchiefs and boxes of light materials offer a most inviting place for this pest to alight. The arrangement of your window then should be such as will enable you to get at every part readily. With these ideas in view, attention is called to the design offered herewith for dressing a summer window.

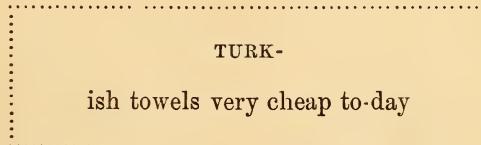
The pillars of the arch should be made of board, twisted about with some light draping dress goods, or they can be made of rolls of woolens placed one upon the other. The arch is intended to be festooned with some lighter material, such as print or calico. The background shows the way in which rolls of cloth may be arranged, the quantity of the display being large or small according to the plans of the window dresser. The floor of

the window is covered with dress goods picked up for lightness into little waves. This can be done by placing balls of paper underneath.—*Copyright, Mer. Pub. Co.*

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### An Oriental Suggestion.

Harry Harman, a subscriber in Louisville, Ky., and a professional decorator, sends us a design for a display of Turkish towels. By means of some slight supports and bent hoops a bower may be constructed, which will, in some degree, represent a harem of an affluent Turk, so far as architecture will go. This may be covered with Turkish towels, as the cooking recipes say, "to taste." If the storekeeper has a *papier mache* head or figure which may be draped and made to recline on a downy bed of Turkish toweling, its head covered with a fez or a red turban, the effect will be increased. The sign may read:



—*Am. Storekeeper.*

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### A Unique Window.

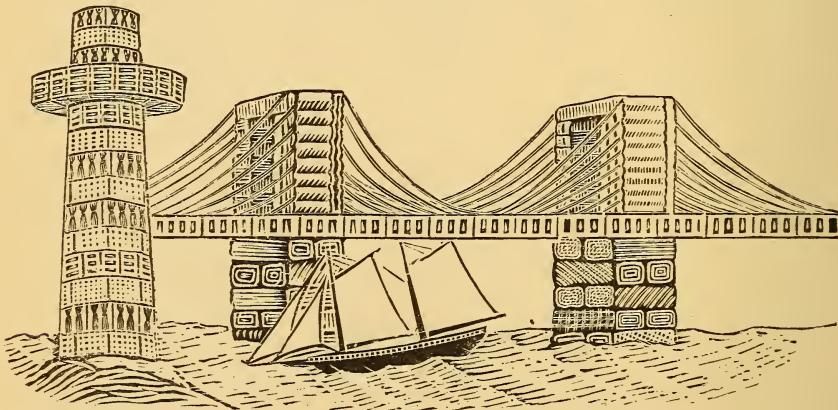
The window in question had a single pane of glass, and its dimensions were about 10 feet in height, 6½ feet in length, and 7 feet deep. The background and sides were formed of rich, large woolen plaids, in various colors, suspended in full lengths from the ceiling to the floor. A canopy was formed from the same material, and suspended about eight feet from the floor. There were four tiers or steps in the window on which were placed skirt forms about 2½ feet in height. These forms were dressed in the latest designs of Paris combination dress goods. The first tier had three forms draped so as to show the skirt in plaited folds; the second tier contained two, the third three, and the top tier four such forms. Between the first, second and third rows of forms were bunched goods in fancy, figured, flowered, plaid and other effects. The forms were dressed in striped and figured designs in cream, pearl, green, blue, etc., the whole forming an attractive exhibit and one which displayed the goods to advantage.

The tiers can best be made by using common pine boards, with boxes placed under the ends, raising them to the desired height, and the whole covered with common red or green flannel. Forms can be made out of cardboard bent to any shape desired, which is about the cheapest as well as the best material that can be used.—*Dry Goods Chronicle.*

### The Brooklyn Bridge.

The design given below is intended to represent the famous Brooklyn bridge, and with the exercise of a little care and patience on the part of the window dresser can be produced in an effective manner.

The foundations or piers of the bridge are made of rolls of cloth, but could also be made of boxes covered with cotton dashed with paint to imitate stone work. Across these two supports planks are laid, and faced, as shown in the cut, with cards containing ties, buttons, or anything which comes conveniently mounted. The arches are more complicated, but a description of one front will serve for the whole arch. Take the front of an arch as it faces us. The first thing is to erect a frame, which is nothing but two light pieces of wood, of two or two and a half inches in width, connected at the top by a piece of similar material the width the arch is to be made. Now take undershirts or any similar article and place them horizontally one above the other up each of the side strips of the frame. The space between



the two strips may be filled by piling, one on the other, undershirts doubled up with the front outward, or else slats may be tacked across the frame and shirts hung across these from top to bottom. It will be observed that the width of your arch must be the width of the shirts or whatever you intend to display between. Practically then each side of the arch is made on this wise: a row of shirts turned about an upright pole, to the right of which is a row of white or other shirts suspended upon lath or rails so as to show the entire front. The other upright of the frame to be treated similarly with the row of shirts on the left of the upright pole. This gives you two uprights of the frame covered and a row of shirts on each side of the inside space between the arch. The space remaining between these two rows is to be filled up by goods folded to show their greatest bulk, or goods hung to overlap from slats tacked on for the purpose. Each side of the arch is similarly treated. Of course the rear of the bridge not being visible needs no decoration. The ropes of the bridge are common ropes arranged about as shown in the cut. The water beneath is nothing but blue cambric dashed with white paint and picked up in imitation of waves. The tower on the

left is of course only a half section needing no more than to present a brave front. The construction of the frame is suggested by the outline. The frame is first covered with stout paper and then cards of buttons, ties, etc., are tacked on as shown in the cut. All this means work, but of course those who go to the trouble of preparing the frames will find further use for them in future windows. The boat is a toy boat and needs no other description. The tower may be omitted, if desired, without spoiling the window, but of course the effect is much better if it is used in the design. It will also add to the display to secure a few figures and place them on different parts of the bridge, and also on the boat.—*Copyright, Mer. Pub. Co.*

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### Use of Suit Forms in Window Dressing.

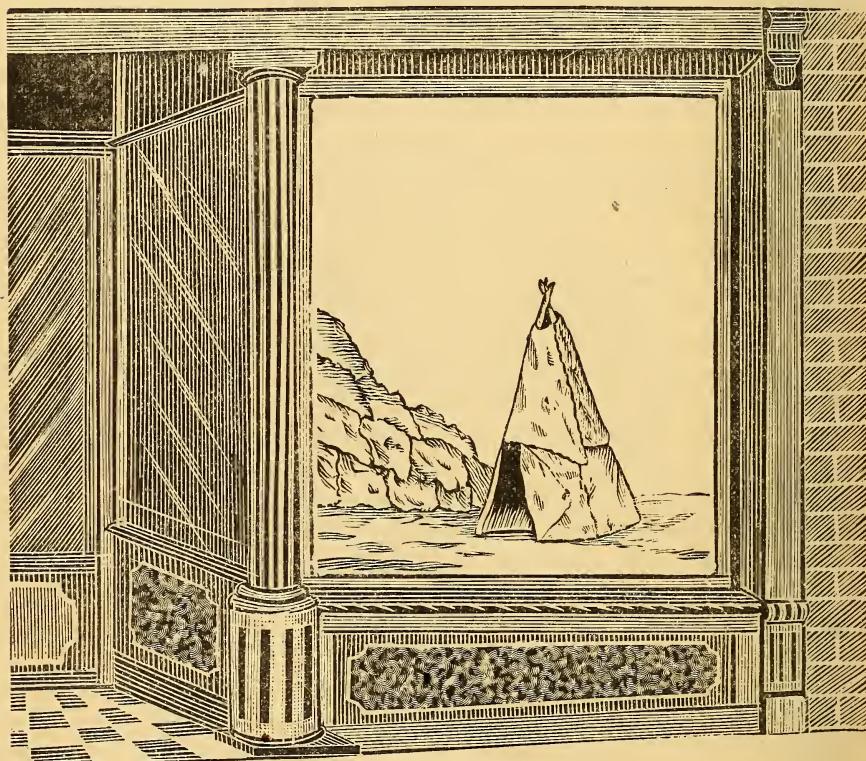
A suit form is generally made of thin slats nailed against three half-circles, about six inches deep by twelve inches long. The three circles are divided into a space generally of about thirty-four inches, one circle at top, one at bottom and one in the middle. If not convenient to procure these forms, a pasteboard box of same height, width and depth will answer the purpose as well. Open your sateens, challies or baptistes and lay them in close folds over the form or box, barely touching the floor; pin only the top, letting the bottom fall gracefully. After your form is closely folded on the front part bring the goods to the back and around to the front or side of the form, leaving the full width of the goods hanging loosely. About nine inches from the end gather them neatly and tightly together, and pin these gathered knots to the top of the form, about nine inches from front corner, and you will have completed the so-called overskirt or drapery. The balance of the goods leave for the bustle and back drapery, which are generally the most impressive and effective for display. Gather and fold the entire balance of the material and pin against the form every nine inches, allowing the goods to be fifteen inches apart.

The entire back of form being completed, put all the folded goods so arranged slightly apart, and they will form a very nice back drapery and bustle combined. If you desire a folded back drapery, simply let the goods sag loosely every twelve inches, and pin in succession, without gathering. In the first row place sateens, the next challies and the last baptistes. A very pleasing effect will also be produced by reversing every tier—that is, having the forms all facing to the right on the first row, the left on the second and again to the right on the third. Tiers are built of common wooden boxes, with shelving boards cut to fit the distance or space allotted. As these forms taper in shape as well as in dressing, it is necessary to cover all the steps with similar goods to avoid vacant spaces and to cover the woodwork. A braided panel or set, or girdle here and there, attached in the proper place, will add considerably to the general effect. Always add price tickets, but not too large on such forms, as they almost invariably prove a valuable agent in selling the goods.—*Dry Goods Chronicle.*

### Another Wigwam Window.

We give below another suggestion for a wigwam window that differs somewhat from that given on page 28. It is intended more particularly for such dry goods stores as handle furs, etc.

Four or five bamboo fish poles cut the required length and fastened at the top will make the frame of the wigwam. This can be covered with buffalo robes or any sort of lap robe desirable. A very good background can be made in imitation of rocks by piling boxes (soap boxes are a good size) and covering them with robes of different colors. To give the appearance



of boulders the robes must cover each box or package of boxes separately. Begin for example at the bottom; draw a robe over a box, lay another robe down wrong side out over the first robe. Place your next box on the other so that it rests on the edges of the two robes and holds them, then turn your robe which hangs down, up over the box and it will be right side out and make the second rock, etc.

A cave scene can be made by taking a large dry goods box with the cover removed and setting it in the window so that the mouth faces the glass. Lay a robe inside the box at the bottom and let it hang down over the edge, or over the other boxes below if necessary. Another robe is necessary to line the top of the inside of the box. This must be fastened on the back

end of the box by strings attached to the robe and drawn through a couple of holes previously bored for that purpose. Of course the sides of the box need lining, but it is best to let the top lining hang down irregularly and help conceal the sides, rather than have the inside show a square and flat surface. When your cave is made you can build "rocks" about it in the manner already described. If you have a stuffed fox or other animal to put in the cave so much the better. Muffs can be used to advantage in this work, and we need only suggest that a fur boa looks a good deal like a snake.—*Copyright, Mer. Pub. Co.*

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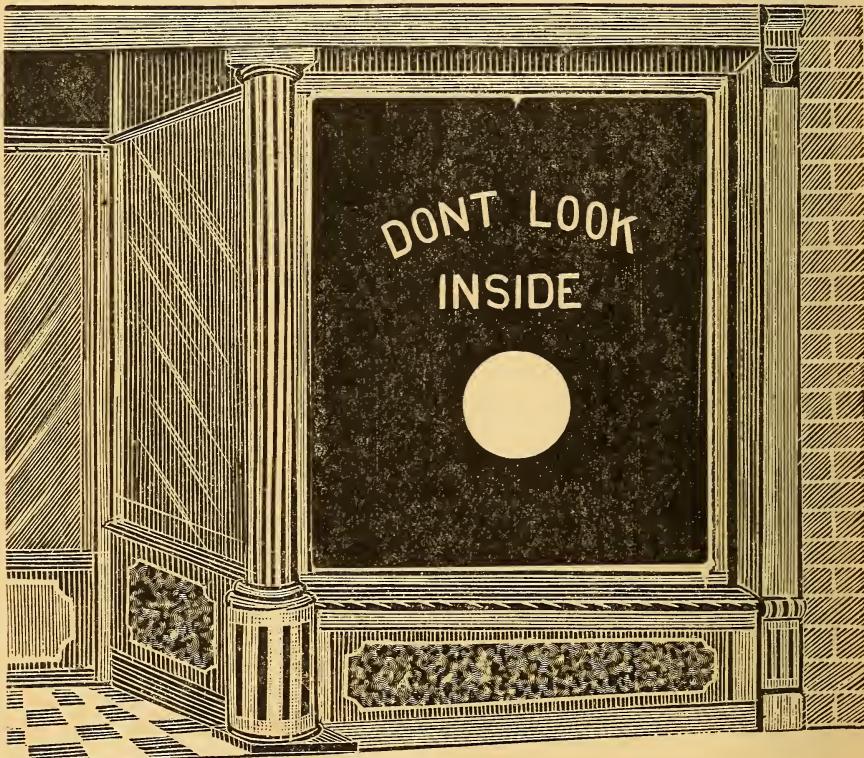
### A Windmill.

A noticeable window decoration may be built in the shape of a windmill. The tower may be made of two inch sticks, with a platform at the top one inch thick and two feet square. The mill is easily made by a tyro carpenter, four or six arms and a tail being enough to show what the design is intended to be. The tower may be covered with bleached muslin, tacked on the corner posts, upon which handkerchiefs, ties, fans, hosiery, under-wear, or almost any kind of goods may be pinned. The sails to the mill may be made from colored handkerchiefs, or any similar goods. To accompany such a design any one of these mottoes might be used: "Our prices tell which way the wind blows;" "It is an ill wind which blows no man good;" "We are running before the wind and throwing everything over-board;" "They hear a voice in every wind which whispers lower prices."—*Am. Storekeeper.*

## CLOTHING.

### A Curious Window.

In order to perfectly explain the following suggestion two illustrations are necessary, the first being an



EXTERIOR VIEW

of the window. This arrangement is very simple indeed, and consists in obscuring the view of the show window by means of some black material, such as black calico stretched across the window, leaving a hole in the center not more than twelve inches in diameter, and over it place the words "Do Not Look Inside." This wording can be made best and cheapest by using Willson's white gummed letters. This being done the view for outside effect is complete. Then place something over the hole so that passers by cannot see inside during the operation, and proceed to perfect the scene as shown in sketch for the interior view.

People are sure to crowd at the window to get a peep, so take time and make a good show. On the bottom of the window lay a piece of nice carpet. Then borrow from the furniture man nearby the necessary articles of furniture, placing them in the position shown in sketch. The intention is to represent a bedroom scene, in which a man is putting on a suit of clothes purchased from your store. On the chair place a strawboard box, such as a suit of clothes is usually packed in, and place the lid in such a position as to show up your name distinctly on the top of it. Near the washstand put a hat placed on the top of a box, also bearing your name. Make the name in large, black gummed letters. The dummy should be placed in the center,



INTERIOR VIEW.

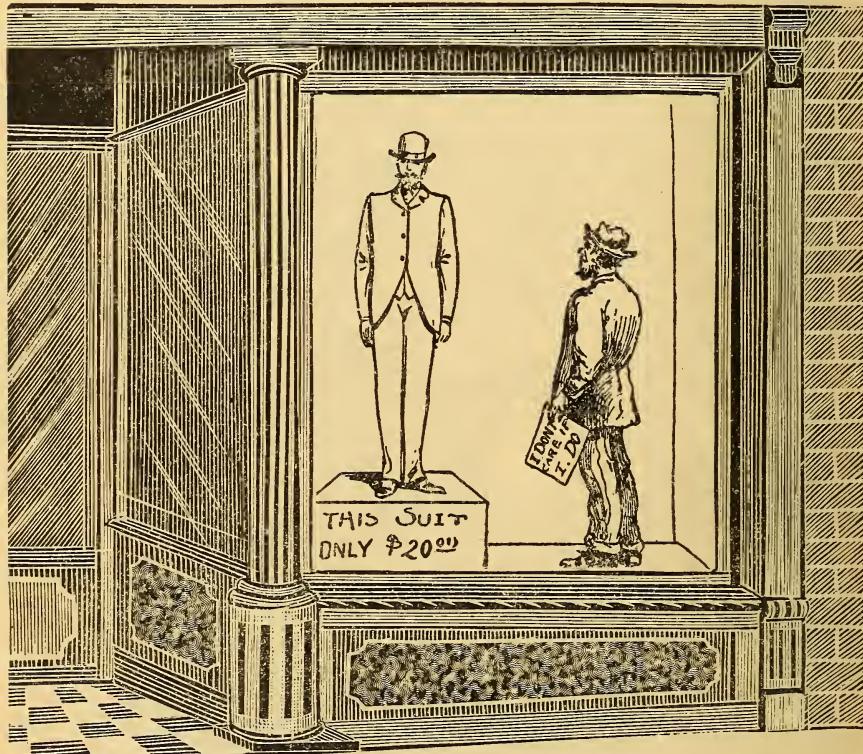
facing the mirror, in the act of adjusting his clothing. After placing a show-card on the wall, many little things will doubtless suggest themselves to the window dresser which will heighten the effect. This will make a great attraction during the evening when the gas is lighted.—*Copyright, Mer. Pub. Co.*

To display a pair of pants roll up some pasteboard and place it inside from the knee down—it will be stiff enough to spread and fill out the leg—then hang over a box or rod. In this manner pants can be very attractively displayed, and much more so than if placed flat.

### A Window That Will Attract.

The following suggestion can easily be carried out and cannot fail to produce a good effect.

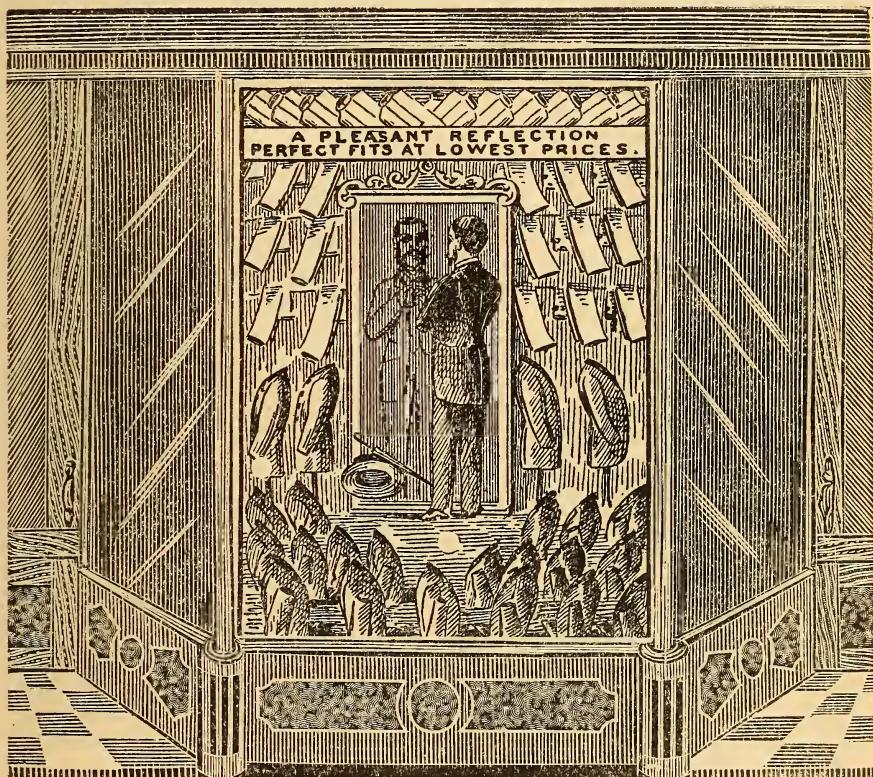
The principal articles necessary are two dummies, and one should be dressed in the nobbiest suit in the store with a new style of hat, gloves and a tasty necktie, and should be placed on a pedestal in the window, with suitable wording on the pedestal. Standing near and looking up at it place another dummy dressed in a very different style. The object is to show a marked contrast. For this purpose put on the second dummy the shabbiest suit of clothes you can get hold of, an old pair of boots and a battered hat,



dirty the face also, and taking some curled horsehair, gum it on the face to show a beard of a week's growth, and serve the back of the head in the same manner, making up as perfect a representation of a poor fellow entering the store to get rigged up as possible. Everybody will stop to look at a show of that kind and it is sure to draw a crowd. In other parts of the window the window dresser can make an ordinary display of bargains. Altogether a very attractive window might be gotten up. The card in the shabby man's hand might read as shown in the sketch, but if it is thought necessary to put one also in the hand of the man wearing the twenty dollar suit, make it read "How's this for twenty?" Do not omit to suspend a handsome show-card drawing attention to the fact that your new stock has arrived.—*Copyright, Mer. Pub. Co.*

### A Unique Idea.

The following unique idea can easily be carried out and will make a great attraction. As will be seen in the sketch, the principal idea is the introduction of a mirror into the show window. Nearly every clothier keeps a large handsome mirror in his store which can be brought into use for this purpose. Place the mirror as near the centre of the window as possible, and in front of it place an elegantly dressed dummy in the act of adjusting a necktie.



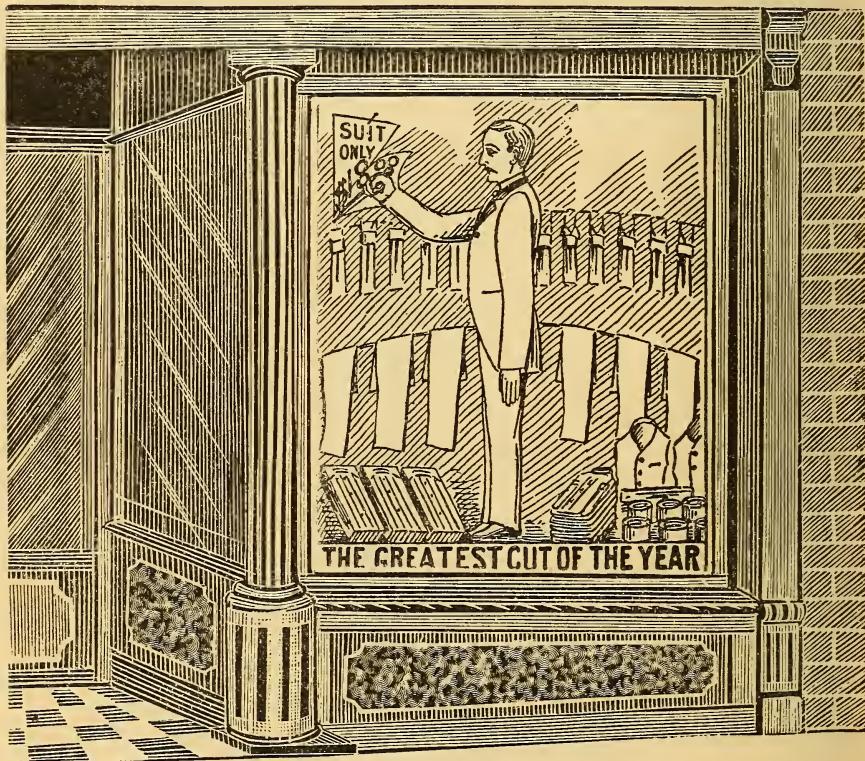
Against the mirror lay an umbrella and a man's hat. This is the main feature of the display. In other parts of the window, goods may be arranged to suit the fancy of the window dresser, but we give in the sketch the general idea. On either side of the mirror hang rows of pants, coats and vests, and across the top place a show card reading "A Pleasant Reflection." "Perfect Fits At Lowest Prices." Above this put a row of any specialty in the store such as dollar shirts.

There are many things which can be done to heighten the effect of this display, but it is left to the judgment of the window dresser to use just such goods and in such a manner as he thinks best.—*Copyright, Mer. Pub. Co.*

### A Good Idea.

We present in the cut below the main features for a very attractive window display. Very little explanation is necessary, as there is but little detail in carrying out the idea.

In the center of the show window place a dummy, and by means of a stick inserted up the sleeve elevate the arm, and in the hand fasten a knife being drawn through a price-card previously hung on the back framework. If the card is marked in plain figures \$18 it can be cut so that it will make two tens, this being the price the suit is cut down to. The idea is to use



this suggestion only when there has been a mark-down in the price of your goods, as at the close of the season.—*Copyright, Mer. Pub. Co.*

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### A Stuffed Vest.

Mr. Haines, the skillful window dresser in Ira Perego's Fulton street establishment, contributes a figure which is unique and extremely taking in the window. It is simply a summer vest, white or figured, stuffed with paper until nicely shaped, and resting against any sufficient support. The openings at the neck and arms are filled in white silk mufflers, prettily puffed. The effect can be varied by the use of colored mufflers. This figure makes a very pretty center piece.—*The Haberdasher.*

### A Wardrobe Display.

The suggestion given below is not only a novelty in itself, but it very forcibly combines an attractive display with a personal suggestion of a wardrobe that needs replenishing. In this way it may accomplish what a whole array of clothing would not do.

A window full of clothing suggests quite often anybody's and everybody's needs. If our wardrobe is getting shabby, we are not alone, and

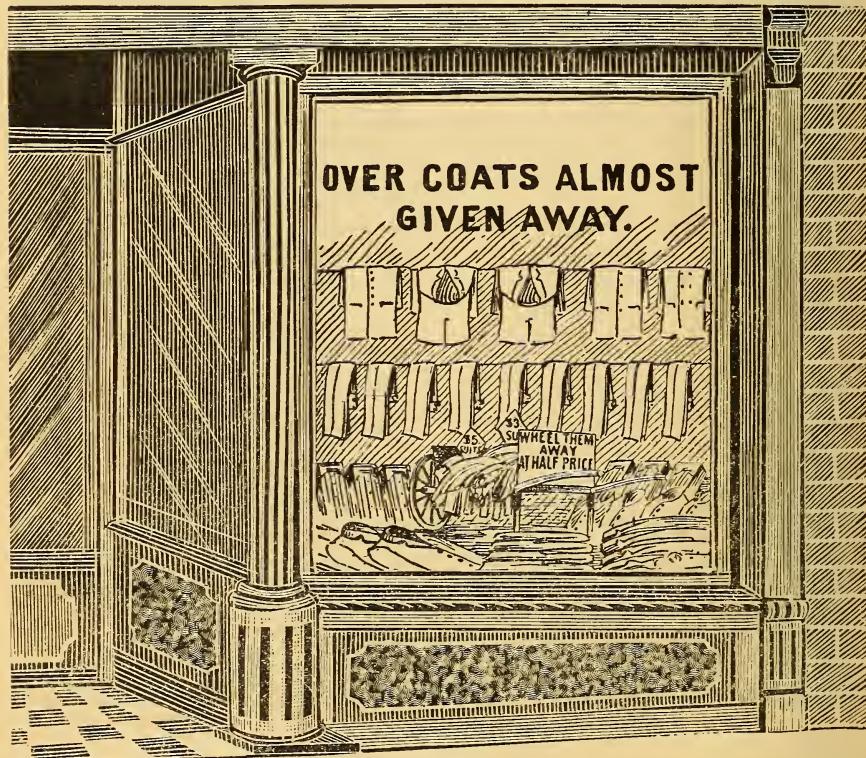


companionship lightens our deprivation. In order to be effective, this design should show a great deal of taste in its simplicity; and a bright man may easily improve on the hint given in the cut. It will not be necessary to procure a heavy piece of furniture to realize this idea. The wardrobe need be nothing more than a frame of light pine strips covered with heavy brown or with builder's paper. This should be neatly covered with wall paper and lettered with announcements on and over doors, as shown in the cut. Arrange, inside the wardrobe, a complete sample of a gentleman's outfit, and you have a most suggestive advertisement.—*Copyright, Mer. Pub. Co.*

### An Excellent Idea.

In the illustration given below will be found an excellent idea for window dressing during the time that merchants are cleaning out stocks of winter goods. It is something that any person who can afford to keep store at all can afford to do. The only expense necessary is for a few show cards, and even this can be made very slight by the use of Willson's gummed letters. [See description and prices in back of this book.]

A wheelbarrow can be borrowed for the purpose, and, having secured it, place it in the middle of the show window. Put some pants, suits, or overcoats on it, and attach the cards as shown in the illustration, paint up



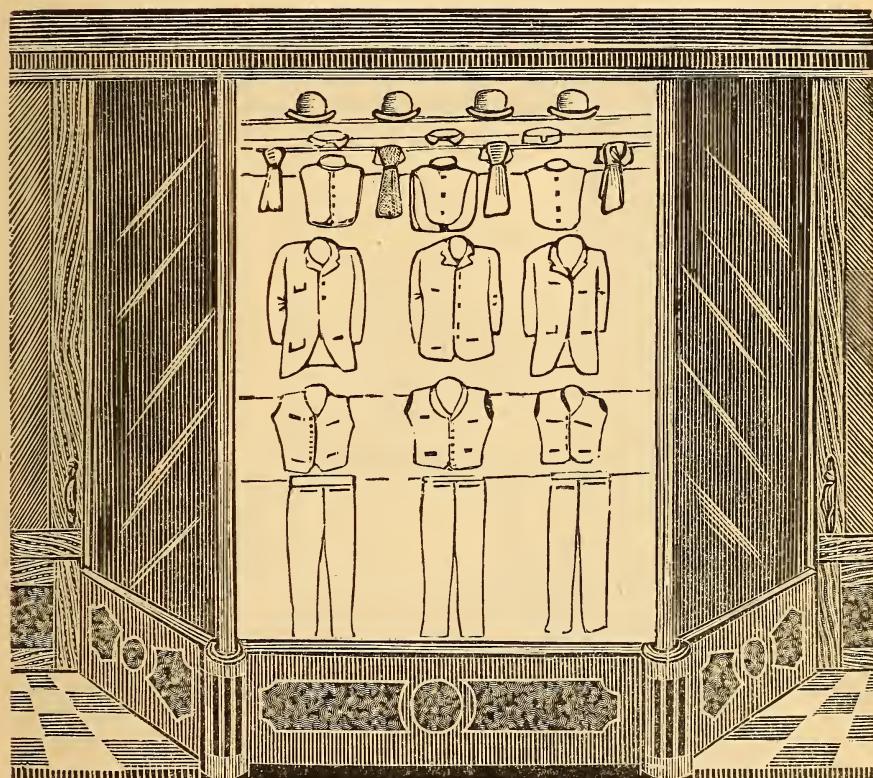
the legend about "Overcoats Almost Given Away" on a long strip of white paper, and then arrange your display of clothing in the ordinary manner around the sides of the window. This idea will strike passers-by as a very apt one, and will successfully draw their attention when other methods fail. It might also be used in almost any other branch of trade.—*Copyright, Mer. Pub. Co.*

A novel idea for clothing stores is to place an immense pair of pants in the window, and alongside of it a diminutive pair and also a pair with one leg cut off. Stuff them with paper or cardboard, and attach the following sign: "Pants for giants, liliputians, one-legged men and everybody."

### A Complete Outfit Display.

In the sketch here given, ingenious window dressers can turn the idea into a very elaborate window. No attempt has been made to enter into details but only to outline the general plan of the arrangement.

Commencing at the top of the window arrange a row of hats which should be followed by collars and ties, then shirts, coats, vests and pants, winding up with the statement on a placard placed in a conspicuous



position that "We Clothe From Head To Foot." If you carry shoes in stock place a line of them at the bottom to complete the arrangement.—*Copyright, Mer. Pub. Co.*

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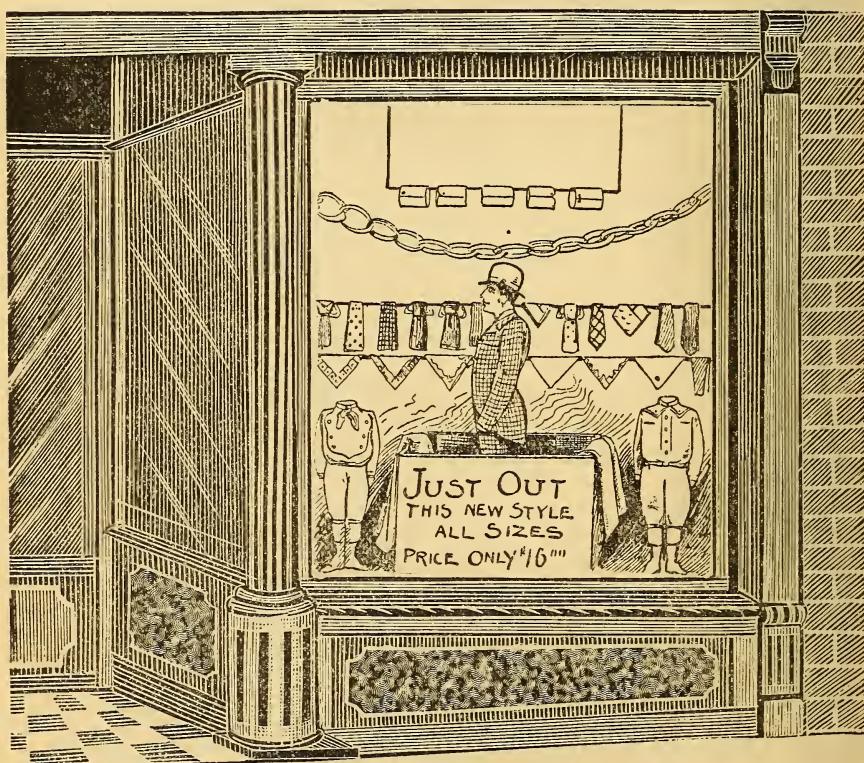
### Live Figures in Windows.

A Chicago clothier has arranged in his window, which is a very broad one, a teetering board, on each end of which is placed a well dressed colored lad. On the plank, at equally distant points, are attached dummy forms dressed in fashionable clothing.

### A New Arrival Window.

The following arrangement will be found just the thing to announce the arrival of a new style or line of goods.

Take a large packing box and place it in the centre of the window and in which place a dummy figure as shown in the illustration. On the front of the box arrange neat lettering as shown. Goods should be scattered around the box as though it had been hurriedly left half unpacked. The chain in upper part of the window is formed of



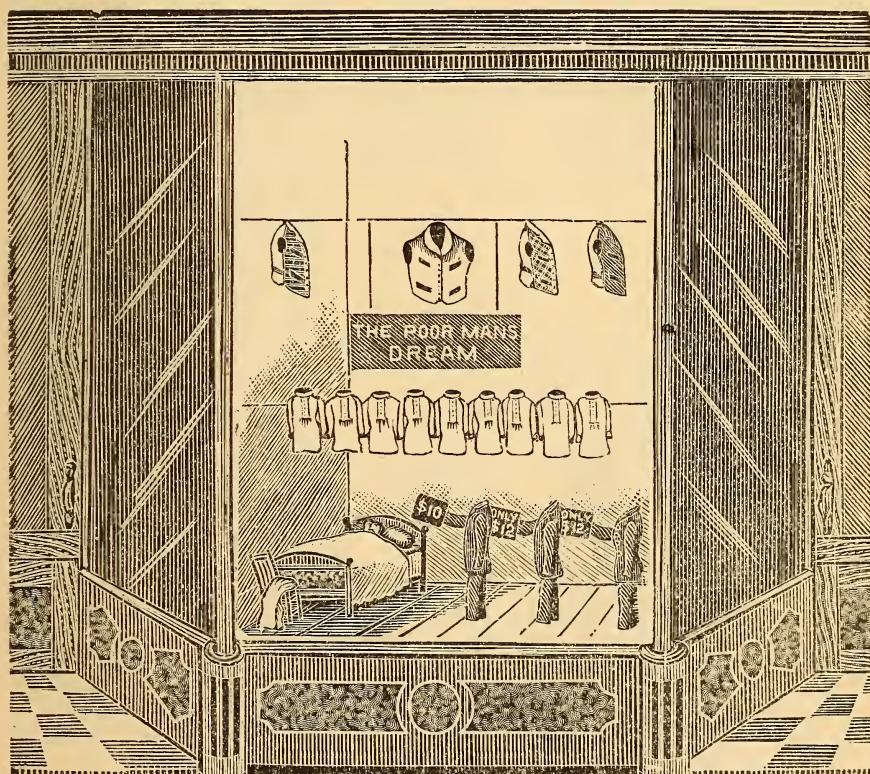
collars, fastened with collar buttons and linked together; above this cuffs are displayed on a pole suspended from the ceiling. Other goods can be arranged as shown.—*Copyright, Mer. Pub. Co.*

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A very good full length dummy for pants can be made by stuffing a pair of drawers with paper and drawing the pants over them. A coat dummy can be made in the same way by using an undershirt. The two can be pinned together, then stuffed with paper, and in this way a full suit will be well displayed. To complete it place a silk handkerchief in the neck of the coat.

**"The Poor Man's Dream."**

The suggestion here given is designed to show "The Poor Man's Dream," which legend should be printed on a card and hung up in a conspicuous place. A light cot will do for a bedstead, and a dummy head will fix up well enough for the sleeping man. On a chair in the foreground lies a suit of very old clothes, and around the bed are very tangible ghosts with outstretched arms, showing how cheap clothing is sold by — & Co. The details of the window can be filled out to suit the taste, with various articles of wearing apparel.



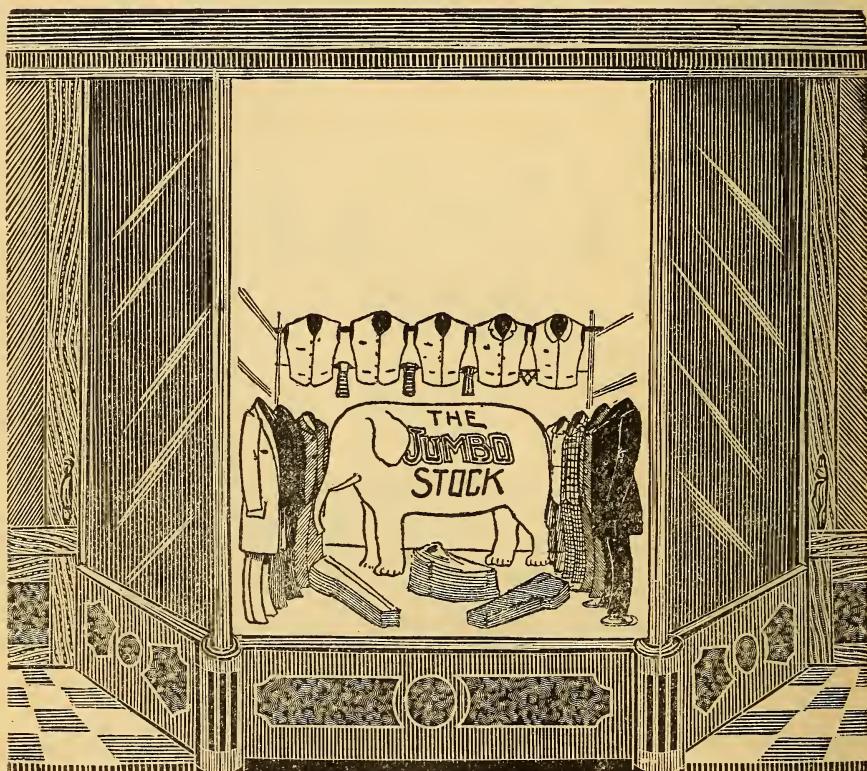
A window of this sort can be made to produce a very telling appeal to the good sense of a certain class of customers. If desired the window could be divided into two parts and a second scene show a dummy figure elegantly dressed, with a card "How the Dream Came True at —'s."

The figures in the cut would be better grouped on either side of the bed than standing in a straight line. It is expected that our readers will enlarge or modify these suggestions in every case to suit the needs of the occasion.—*Copyright, Mer. Pub. Co.*

### A Jumbo Window.

The following design will be found very effective for keeping a crowd in front of your window.

It is necessary to have "an elephant on your hands" for a time, but he is easily cared for and disposed of, and can be obtained at a slight expense. The larger your window the larger your elephant should be. All the material required is a quantity of cheap cotton sheeting, or better yet drab or dun colored dress lining or cheap cloth that in color resembles an elephant. Stitch this cloth together, lay it on some level surface and with a soft pencil sketch the outlines of the "critter" as shown in illustration.

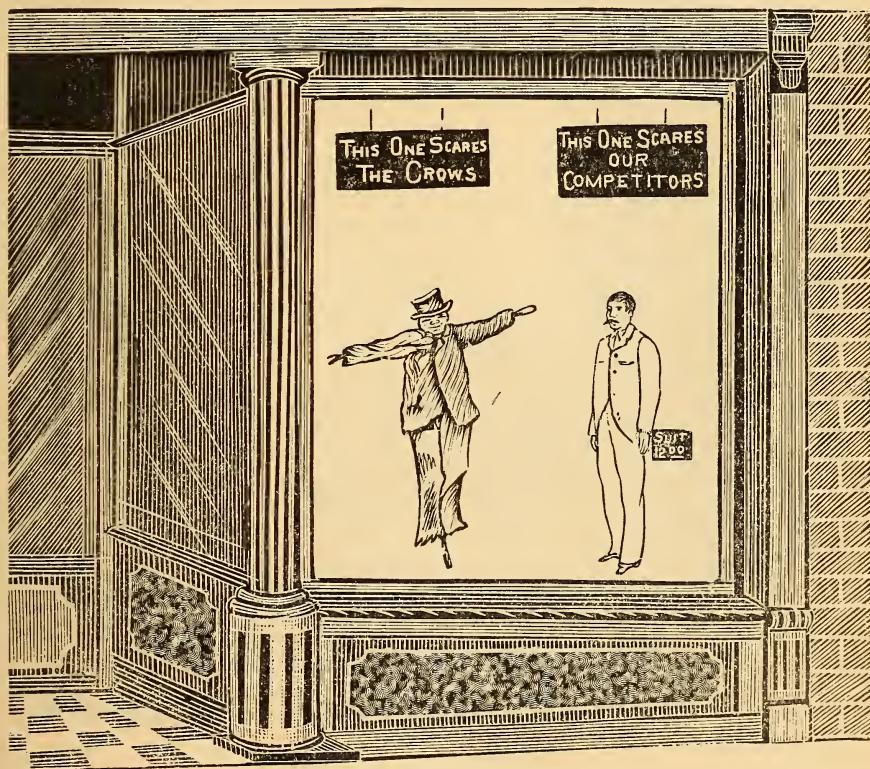


When the outline is complete cut the cloth on the line of your drawing and you have one side complete; then cut another piece exactly like the first, stitch the two together, leaving one end open, then turn inside out to hide the rough edges, and stuff it smoothly with hay, after which turn in the edges of the opening and sew it up neatly. The animal is now complete except ears and tail, which are easily cut, stuffed and attached to the body. Draw the eye with a soft pencil. After the elephant is finished, letter it in large, plain letters "The Jumbo Stock," and stand him in the rear of the window, where he is hidden from close inspection. The side view of the

dummy is very deceptive and life-like. Do not stuff the covering too full as the animal is only seen from the side. The goods can be arranged as shown or in any manner to suit your taste. This elephant idea is equally good for any other kind of business.—*Copyright, Mer. Pub. Co.*

### A Scare-Crow Window.

The design here given is a good illustration of the force of contrast as well as suggestive of a good advertising idea.



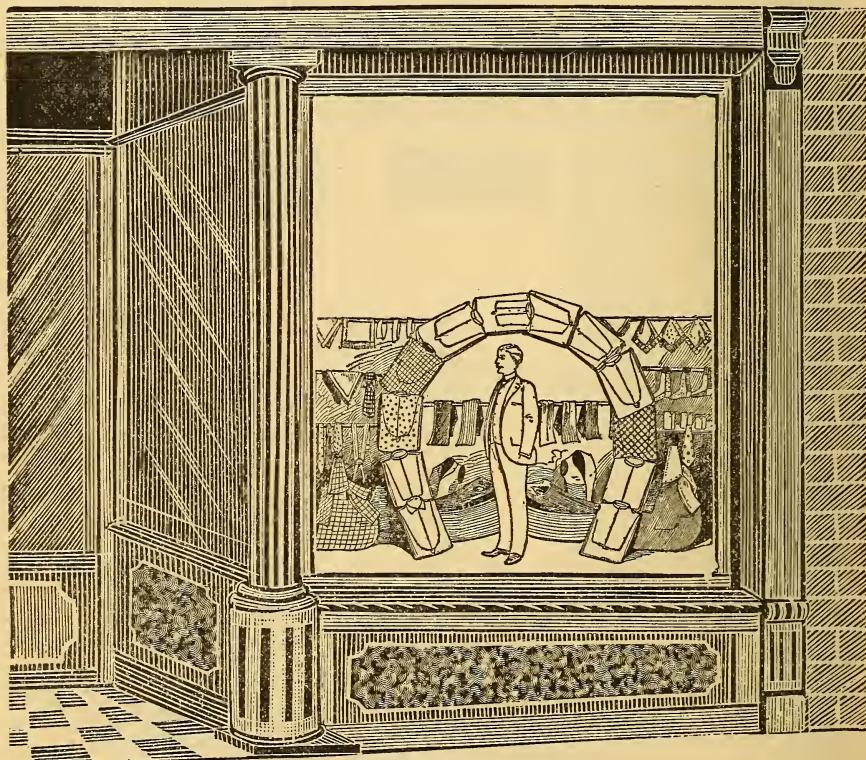
Make the scare-crow just as scary as possible, and dress the dummy in as good a style as the price on the goods will permit. Let your cards be neatly printed, Willson's Gummed Letters being just the thing for the work, so that they may be legible and neat.\* These two figures should occupy the centre of the window and be the chief attraction, but as a background it might be well to arrange a few goods in order to break the otherwise barren effect. No goods, however, should be placed at the sides or in front, or on the bottom of the window, for they would detract from the effectiveness of the figures.—*Copyright, Mer. Pub. Co.*

\*For description and prices of these letters see back of book.

### A Very Handsome Window.

A very handsome window is made as represented by the accompanying illustration.

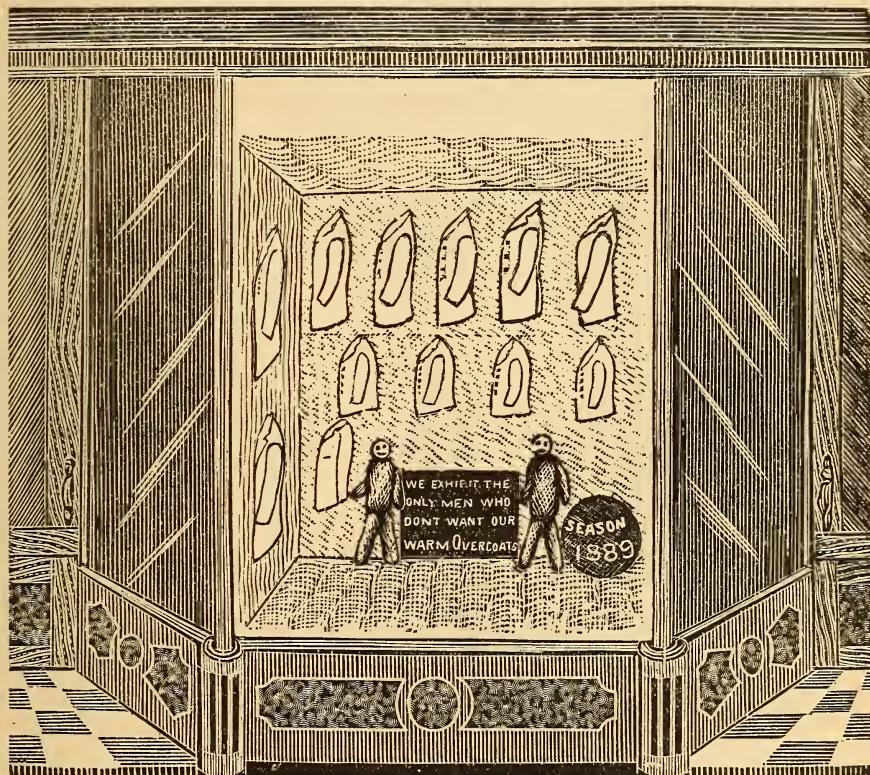
The central figure is a horse-shoe made of shirts. This is easily done by making a rough horse-shoe frame of boards upon which the shirts can be pinned. A full dressed dummy figure stands in the centre of the window underneath the horse-shoe. If you have no dummy figure stuff a suit of underclothes with straw or paper, and draw the suit of clothes over them. Strips of wood about the size of a lath should be put in with the stuffing



so as to keep the figure stiff and upright. Run two strips from feet up each leg to shoulders, and then a cross-piece from shoulder to shoulder to connect the two and make all firm. Add cuffs, collar and tie, and fill in the neck with a silk handkerchief, but better still secure one of the cheap dummy head pieces. With a little care a very presentable figure will be the result. The balance of the window may be filled with other goods as shown or any way to fill your space best. The latest way of showing suits will be seen at the lower corners of the illustration. First the coat, then hang pants across, on top of which put vest as shown. The vest is shaped like a cone, which is done by folding it around a piece of pasteboard cut to the proper shape. Price for suit or name of the style is generally attached to the top of the vest.—*Copyright, Mer. Pub. Co.*

### A Snow Man Window.

The design for window display given below shows a very effective winter scene. The snow men support the card as in the illustration. A snow-ball stands in one corner and the sides and back of the window are lined with overcoats as shown. The snow men are quite easy to make. Take a stick about the length of the human trunk, including the head. Tack on two pieces at one end projecting like an inverted V. At the right height for the arms tack on two other strips slanting downward at the angle desired. A

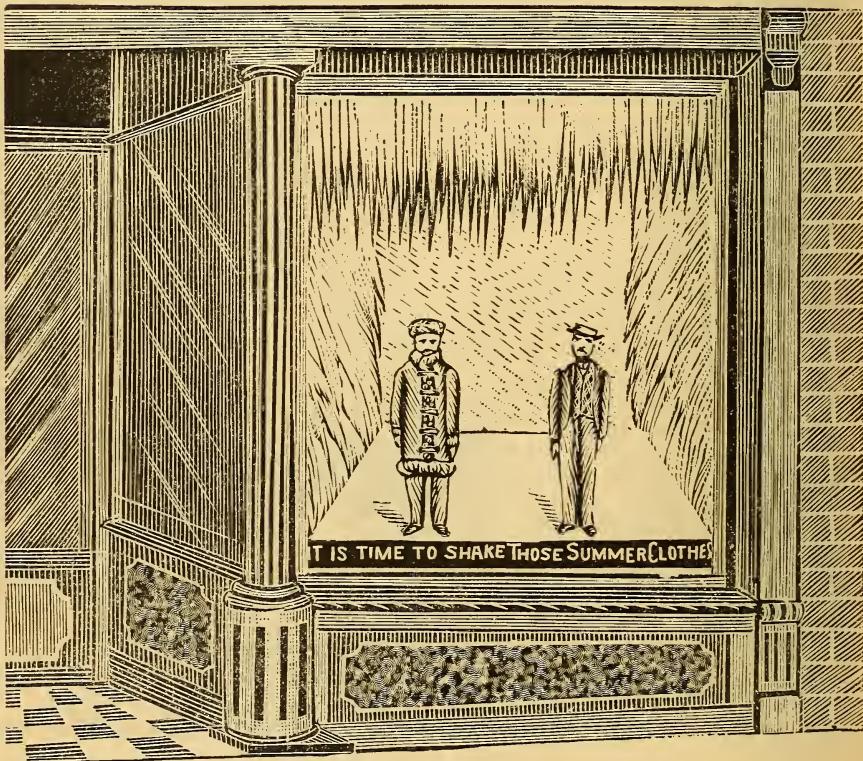


short strip at right angles should be put on for shoulders. Insert this frame in a suit of underclothing and stuff it carefully with paper. Make a head of paper covered with cloth, and fasten it at the top. Then cover the entire figure with cotton batting or flock, or any similar white fluffy substance. A little mound of paper or anything else may be made about the feet and covered with batting to imitate a snow bank. For the sides and back lay the overcoats, almost flat against the boards that support them, and in the intervening spaces fasten cotton batting picked up so as to look fluffy—something like snow-flakes. This should not be a solid mass of white, but little flakes scattered so as to leave a small space between each. The floor of the window should be of cotton batting and the window front have imitation icicles made of cotton batting with a little powdered glass sprinkled on.—  
Copyright, Mer. Pub. Co.

### A Striking Contrast.

The design here given tells its own story, and that too in almost effective manner. The contrast between the warmly clothed figure and that clad in a thin summer suit suggests to the observer the necessity of preparation for colder weather.

The wintry aspect of the window is easily produced. Cotton or wadding makes the icicles and a little powdered glass will produce the sparkling effect. The more wintry the appearance of the window the more apparent



will be the discomfort and lonesomeness of the figure in the summer suit. A card with suitable wording should be displayed as shown in the illustration.—*Copyright, Mer. Pub. Co.*

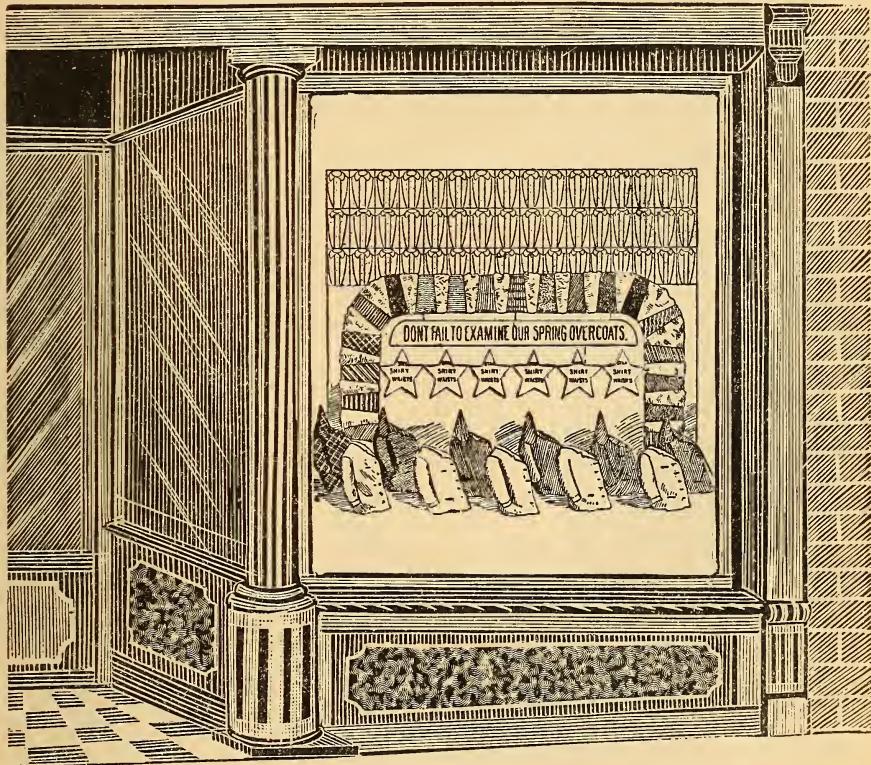
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### A Showy Window.

The design given on following page can be made very effective if a little care is exercised in carrying it out.

The three rails that occupy the upper rear part of the window are full of boy's waists, which are advertised by the row of stars in the body of the window. The arch in the background is first covered with muslin or cam-

brie of different colors (pink and blue for example) put on loosely and puffed to avoid flatness. Along this arch pantaloons are displayed, only one leg being shown on the front of the arch—and at intervals of distance as seen in cut—the colored cambric filling up the intervening spaces. The arrangement of coats and vests is one familiar to every clothing window dresser. The window would be improved if, right in the middle front, there were placed a coat slanting straight back from the window and on either side of



this a pair of pants pointing to the sides of the window; one leg being distended by some simple kind of padding. The sign, of course, can be worded to suit the season.—*Copyright, Mer. Pub. Co.*

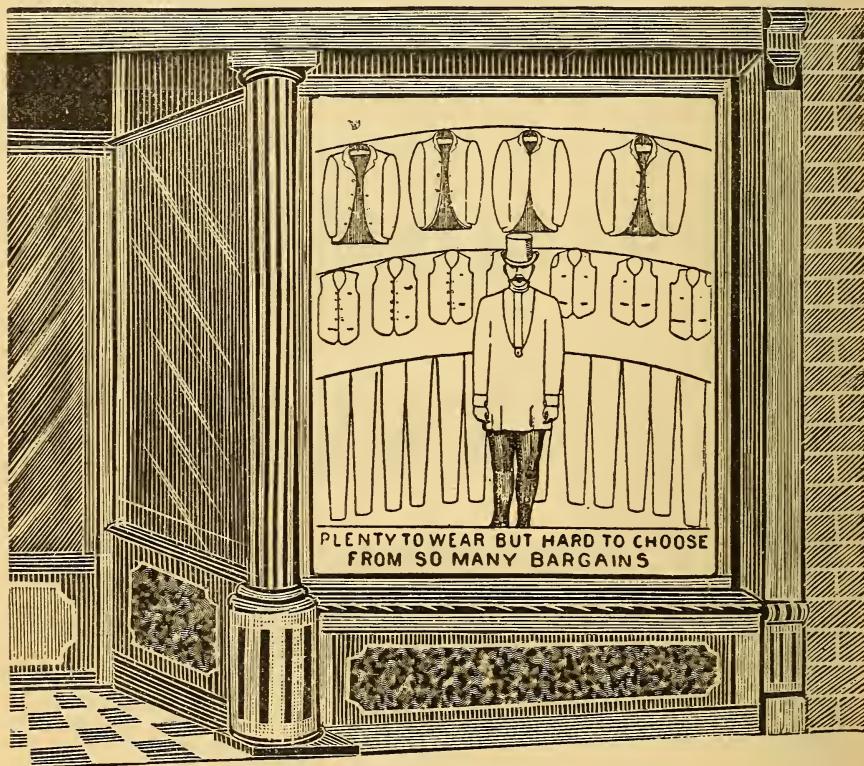
### A Bar Room Window.

An enterprising firm recently gave a very elaborate example of realism in window dressing. The window floor was covered with sawdust, and on one side stood a buffet, with an array of decanters with colored liquids and sparkling glassware. A white bartender was turning from the buffet in the act of handing to a colored waiter a glass of liquor. The figures were life-size and very natural. The bartender and the waiter were both arrayed in white bar suits, which it was the object of the display to advertise, while in the background was an array of similar suits with a card calling attention to their character and quality.

### Hard to Choose From.

The illustration given below explains itself, but we give a short description to help those who may not fully understand its meaning.

In the foreground place a model, clothed only in shirt and undergarments, with the inscription at the foot of the cut legibly printed with Willson's Gummed Letters, or placed on a card and hung around the neck of the dummy. Back of the figure arrange goods as shown, while the sides



and bottom may be filled in with appropriate goods, taking care not to do anything to overcrowd or detract from the effect of the central figure.—*Copyright, Mer. Pub. Co.*

### A Novel Window.

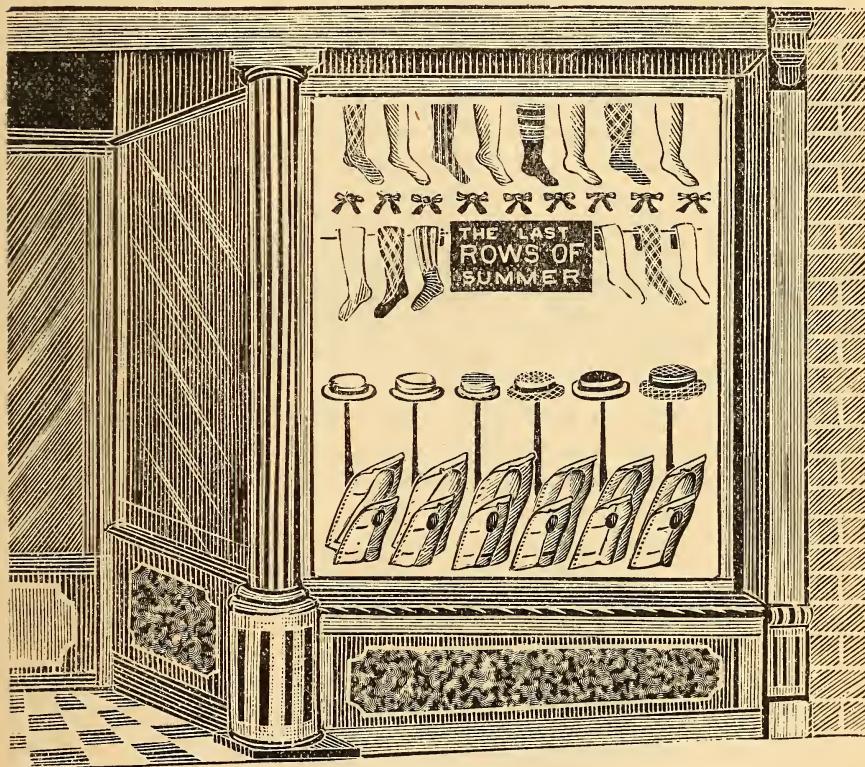
A novel exhibition for a clothier's window is to arrange a pair of pants stretched out by pulleys and weights to represent an enormous strain, although the "500 lb." weights used are only pasteboard painted black with a marking brush and lettered "500 lbs."

To complete the display it would be better to hang a coat in the background to which a similar weight should be attached, while a show-card placed in a conspicuous position in front announces the fact that "Our

Durable Clothing Never Rips Nor Tears." Other parts of the window may be filled in to suit the taste.—*Copyright, Mer. Pub. Co.*

### A Summer Display.

The arrangement given below is a very simple one, and is intended to display remainders of summer goods and to draw attention to them by the card displayed.



It is intended for such clothing stores as handle furnishing goods, hats, etc. Instead of using plain sticks to support the hats, light summer parasols might be utilized with good effect.

The illustration fully explains the arrangement, which can be varied somewhat to suit the taste of the window dresser. Display in a prominent place a card with wording as given, viz: "The Last Rows of Summer."—*Copyright, Mer. Pub. Co.*

## FURNISHING GOODS.

### An Athletic Display.

Figure 1 shows a portion of the bottom part of a window dressed with athletic goods. It is made up by a repetition of the figure shown. There are three rows, each composed of folded tennis coats, and tennis caps upon a standard, in alternation. The tennis coats are folded to show the sleeve,

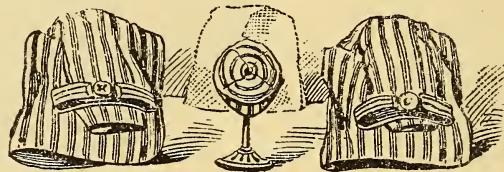


FIG. 1.

and are raised slightly at the top by placing beneath them a small box. Across the arm of each is laid a tennis belt of contrasting color. Between each two coats is placed a standard bearing a tennis cap, there being two of these in the front row, and three of the coats.

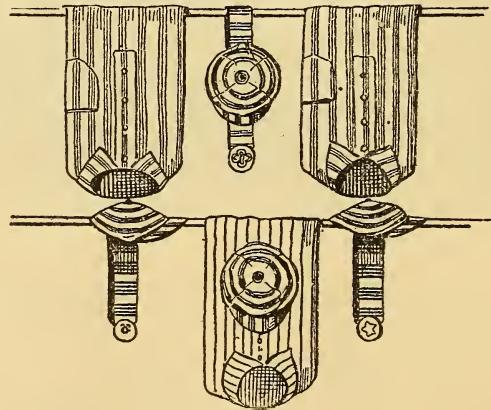
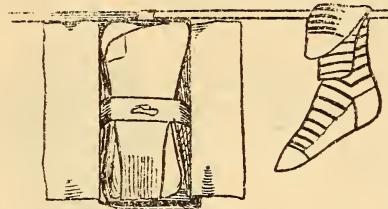


FIG. 2.

The upper part of the window is dressed with flannel shirts, caps and belts, as shown in Fig. 2. The bars are three deep, being so arranged that each tennis belt is backed by a shirt. The shirts shown are white grounds with wide stripes of light blues and reds, the caps and belts to match. A good feature of this window is that it requires but a small amount of stock to dress.—*Norwich Manual*.

### A Handsome Window.

A handsome window, produced by very simple means, consists of a constant repetition of the unit, Fig. 1, the massing of color being the chief factor in producing the effect.



1.

The bars used are circular and two feet deep. To the front bar are attached three boxes containing hosiery, one in the center and one on each end; and between each of these is placed a pair of hose. This simple figure is repeated on the rear bar, which, being larger, of course requires a greater number of boxes and pairs of hose. Each successive pair of bars is similarly treated. But one color or two shades of the same color, such as brown and tan, should be used. The bottom is occupied by eleven small standards, upon each of which rests a box of hosiery, with a pair of hose opened out, (Fig. 2.) These "Haberdasher" stands, which are unrivalled for their pur-

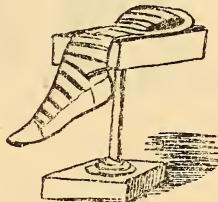


FIG. 2.

pose, add greatly to the attractiveness of a window, by reason of their beautifully colored tile bases and brass fittings. The bottom of this window is covered with maroon canton flannel as a foil for the display and the back is draped with the same material.—*Norwich Manual*.

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### How a New York Firm Displayed Hosiery.

A prominent firm in Grand street, New York, recently obtained a wax figure, and having dressed it in the latest fashion, placed it in the position and attitude of crossing a muddy street, thus causing it to reveal a marvellous piece of workmanship in the shape of silk hosiery. The balance of the window contained every variety and style of hosiery, the prices being displayed by means of showy tickets in the shape of stockings. It is needless to say that there was not a minute in the day that the sidewalk in front of the window was not crowded all the time, and the enterprising storekeeper had the satisfaction of knowing that many thousands mentioned his name and window during the time the exhibition lasted.

### An Effective Display.

The design shown in Fig. 1 is made by placing in the front row a box covered by a white silk muffler, upon which is placed a dozen collars tied with a light blue ribbon. Next it is a box of handsome embroidered sus-

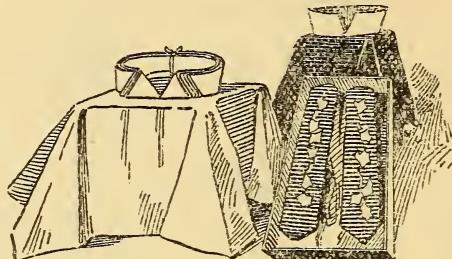


FIG. 1.

penders of dark ground, raised at the back to a sloping position. Behind these is arranged a red undershirt resting upon a box; and this also is surmounted by a bunch of collars. These three pieces repeated a number of times form the ground.

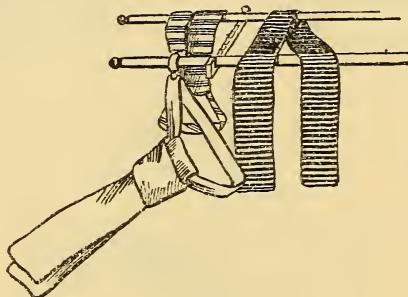


FIG. 2.

The upper bars are dressed as shown by Fig. 2, made up entirely of scarfs and repeated a number of times. The arrangement shown is duplicated in a second row of bars twenty inches back from the first. The colors used are mainly blue and white effects. To dress a large window in this style requires about ten dozen scarfs, one dozen pairs embroidered suspenders, and twelve dozen collars. The effect may be heightened by laying canes across the lower bars between each unit, and umbrellas in a similar position across the upper bars.—*Norwich Manual*.

### A Pretty Centre Piece.

Boxes eighteen inches square may be stood on each other so as to form a pillar as high as may be desired. On this may be attached shirts, handkerchiefs, underwear rolled or other goods, so as to form a pretty centre piece.

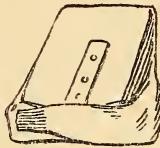
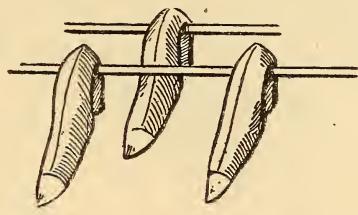
### A Pointed Question.

A rather good device was recently observed outside a furnishing goods store. A long mirror had been suspended just on one side from the store window. At the top was a strip of paper, upon which was printed in bold letters the question: "Isn't it about time that you should replace that shabby tie with a new one?" No one could read the notice without involuntarily glancing at his own tie reflected in the mirror, and from this a glance to the fresh display in the window was a most natural circumstance.

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### A Simple Arrangement.

The design below shows one of the simplest possible arrangements, which depends mainly upon its color for its effectiveness.



The ground is occupied by several undershirts of pink silk, draped over boxes in the manner shown. Above is a double row of bars containing salmon-colored hose. In displays of this kind the best window dressers confine themselves to at most two colors, such as salmon and blue, and very handsome effects can be produced by using two or three shades of the same color. The illustration above shows only one arrangement, and which it is intended to repeat as many times as the width and depth of window will allow.—*Norwich Manual*.

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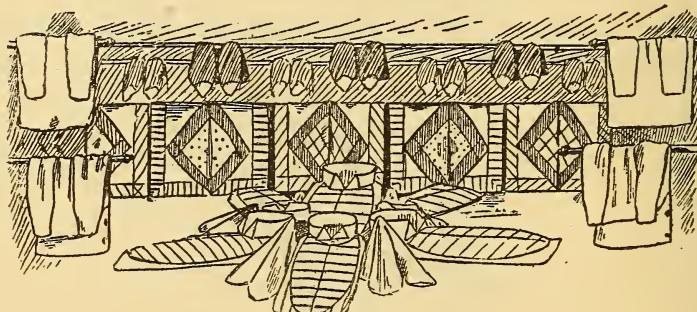
An excellent way to display collars is to make a chain of them fastened with buttons, and hang from one side of the window to the other; or better still, make several chains, running from the four corners and meeting in the center, with the price of the collars on a neat card suspended from the center point.

A good idea is to suspend in the window a miniature shirt, almost too small for a doll, yet elegantly finished, laundered and provided with studs and sleeve-buttons, collars and cuffs. Alongside or back of it place a mammoth shirt finished in the same manner, with suitable placard with such wording as—"We fit all sizes from the least to the greatest."

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### A Neat Arrangement.

The main feature of the design given below is the central figure of shirts occupying the bottom and forming a geometric star with six rays.

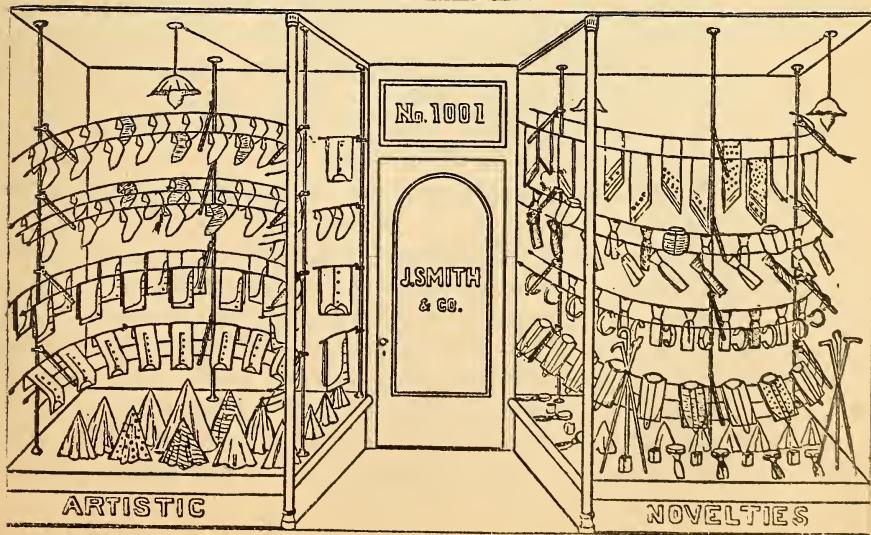
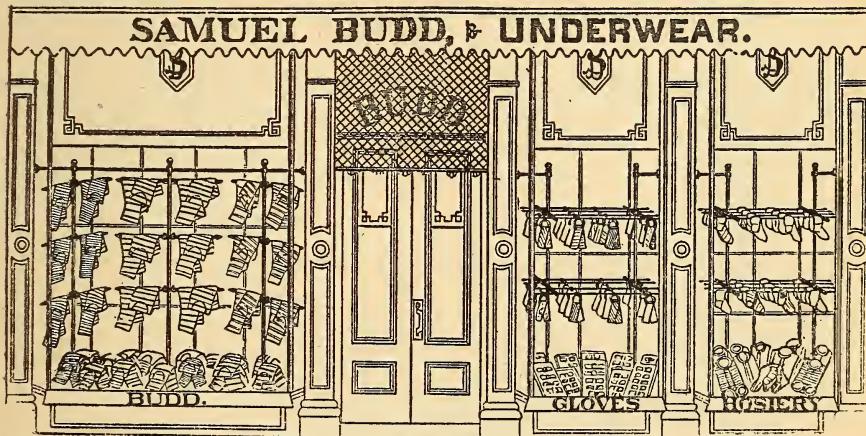
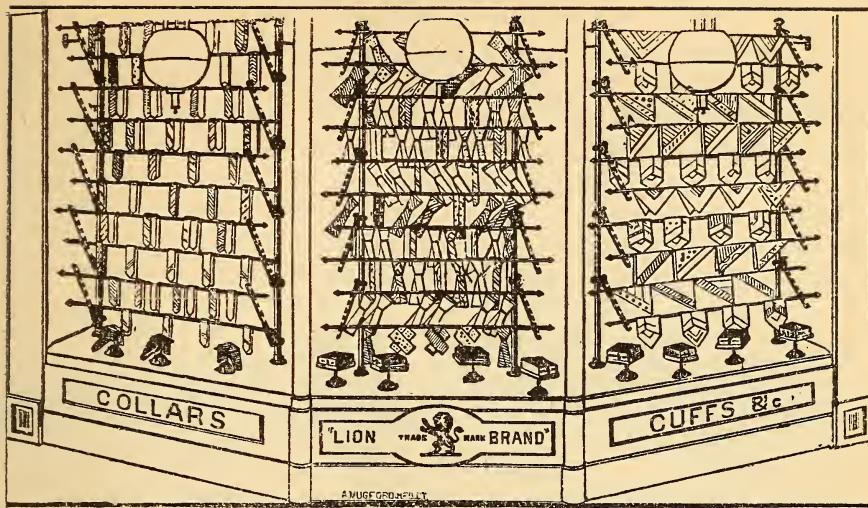


The shirts, which have collars affixed, are laid with the tops inward, and a seventh shirt is laid partly within the unoccupied space in the center, as shown by the sketch. Between each of the rays formed by the shirts is a white handkerchief folded to stand, as shown, thus affording an effective foil to the blue or pink of the shirt. At the sides and top of the window are borders formed by underwear hung upon the side brackets and the upper bar of the front. These are light salmon or blue. On the back bar at the bottom is a background made up of handkerchiefs. The bar is first hung with white handkerchiefs entirely filling the space; over these are placed handkerchiefs with dark blue borders, folded bias to form a diamond-shaped figure, as indicated. The remaining bars are dressed with black hose, three pairs on the front bar and four pairs on the back, the bars being put two deep.—*Norwich Manual*.

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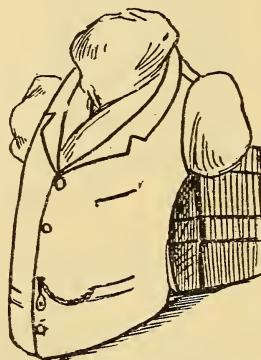
### Three Neatly Dressed Windows.

The illustrations on the following page are given simply to show how windows can be neatly and attractively dressed by the use of the artistic display fixtures now coming into such general use. The centre cut shows the three windows on the Broadway side of Samuel Budd's well-known furnishing goods store, corner Twenty-fourth street and Broadway, New York, while the other two are given as types of well arranged windows.



### A Pretty Center Piece.

A figure which is unique and extremely taking in the window, is simply a summer vest, white or figured, stuffed with paper until nicely shaped, and resting against any sufficient support.



The openings at the neck and arms are filled in with white silk mufflers, prettily puffed. The effect can be varied by the use of colored mufflers. This figure makes a very pretty centre piece.—*Norwich Manual*.

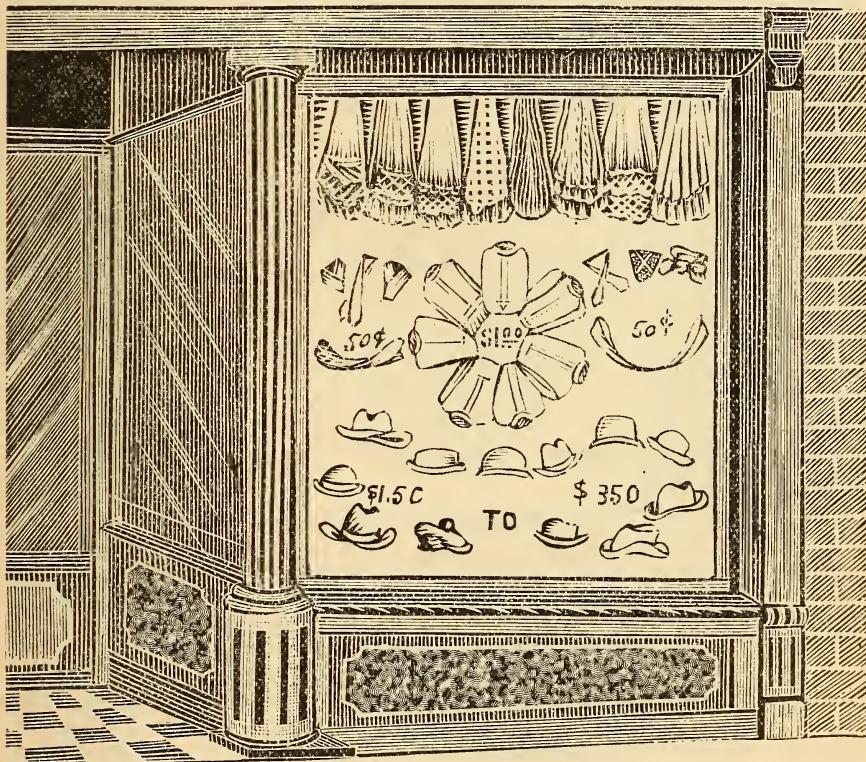
### A Very Attractive Window.

A very attractive window may be made by taking enough boxes of fancy and plain hosiery to form three rows across the floor of the window, parallel with the glass. Take the bundles of hose from the boxes; put the box covers on the bottoms of the boxes, and place the boxes a foot apart, in rows parallel with the front glass; lay the boxes on lines running diagonally across the window base; then lay a bundle of hose across each box so as to form an X. If the boxes have ornamental paper flaps, it will add to the effect to let them stand out under the hose like wings. The window should have a clean, white bottom covering. At the front of the window, on brass rods near to the glass, may be hung the new spring ties and scarfs, blending the colors tastefully with the lightest shades in the centre, and grading the colors toward the ends. Four lines of rods may be so arranged, the ties being six or eight inches apart. At the rear of the window, forming a background for the remainder, place a display of laundered shirts, with the collars and cuffs displayed by being inserted in the neck openings. The spring styles of percale shirts are well adapted for display purposes. These should be fastened perpendicularly to brass rods, and form a solid back to the window opening. On the brass upright rods at the front corners of the window, fancy handkerchiefs may be attached. Catch them from the centre and hang them so as to show the fancy borders and corners. This makes a good spring window.—*Am. Storekeeper*.

### An Attractive Window.

An attractive window can be made by following the instructions given below.

The illustration shows the general design only, the intention being to carry out the whole idea by making circles of the goods. Across the back part of your window stretch some white muslin tightly across some strong pieces of wood and commencing at the top suspend in a fluffy manner one or two rows of gents' colored handkerchiefs. If you have plenty of room to spare make three or four rows. Then commence exactly in the middle and

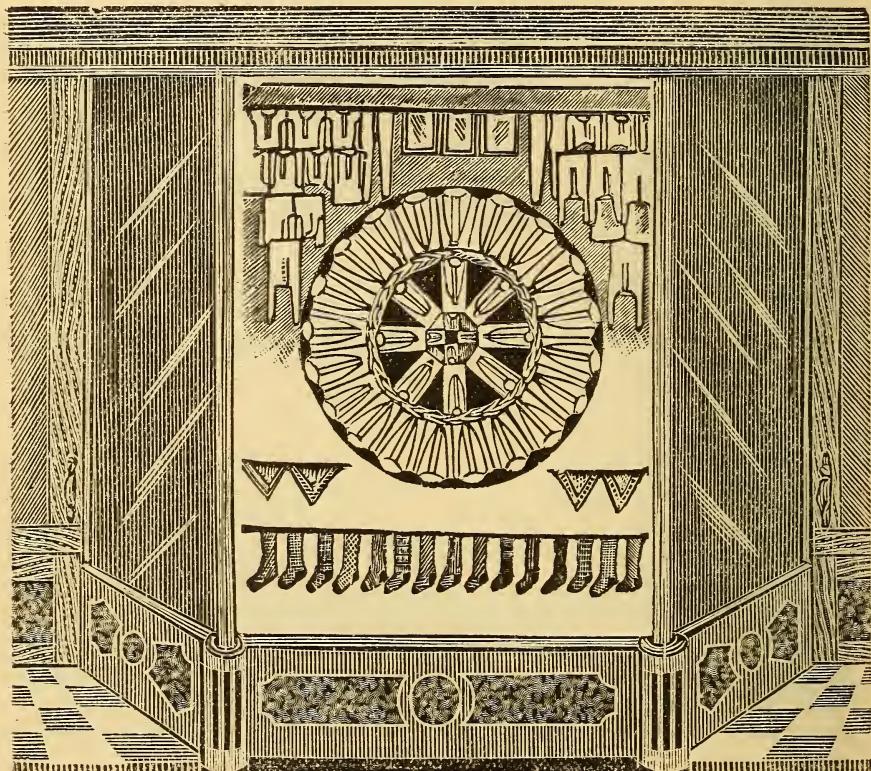


place as many shirts as possible in the form shown on the cut, but do not make your shirt display too large, as you need room for the other goods. Then on either side place some neckwear also in circular form; this will give you an opportunity to display all the different shapes which you may happen to carry at the uniform price of fifty cents. If you happen to have other qualities which you would like to show, place a different quality on either side. On the bottom of your window make a display of hats, allowing them to be flat, and place them as nearly as possible in the form of a circle. The figures necessary to be used in marking up the price can either be cut out of black paper or you can paint them on a piece of cardboard.—*Copyright, Mer. Pub. Co.*

### An Attractive Display.

The design here given offers an opportunity for advantageously displaying a line of furnishing goods.

The diameter of the circle can be gauged by the length of five shirt fronts. The frame is made of a strong metal ring. Such a ring can be made to serve a variety of purposes and costs but little. Across the ring heavy string is woven, and to this are attached the articles displayed. The four shirts in the center of the circle are arranged to project, and the small

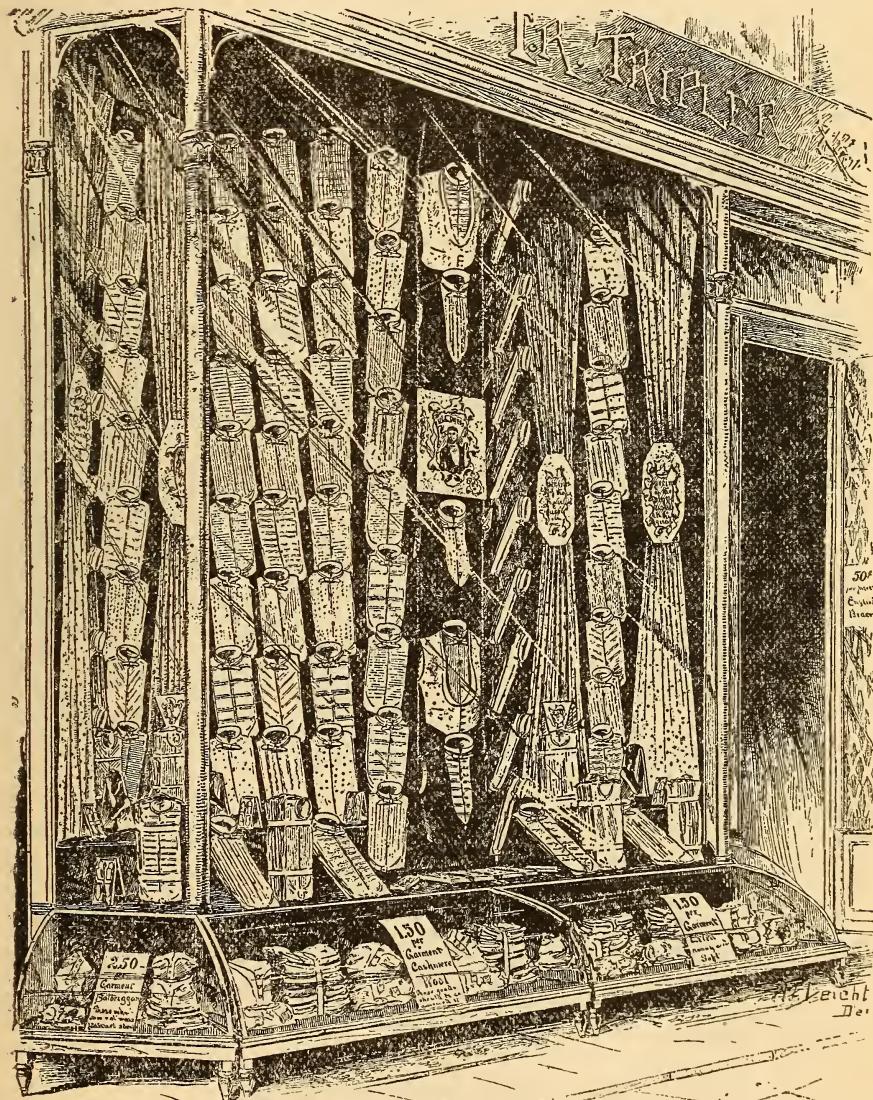


square in the center is filled by a bright-colored silk handkerchief. This central projection is something like the hub of a wheel, except that it is square and tapers towards the outer end instead of running straight out. Around the outer edge of the circle, and between the outer circle and next inner one, a border is made by an arrangement of gentlemen's neck-ties or handkerchiefs. You will find that spaces will be left between the shirts, especially in the inner circle; these may be filled, according to taste, with pretty underwear, etc. It will be an improvement to introduce colored shirts, alternating with white. The sides and bottom of the window should be dressed with men's hosiery, etc. The rail of hosiery should be at the lower edge of the circle, as shown in the cut.—*Copyright, Mer. Pub. Co.*

### A Shirt Window.

A handsome and effective shirt window is that illustrated herewith, and which was prepared by Mr. Will Andrews, of F. R. Tripler & Co., New York.

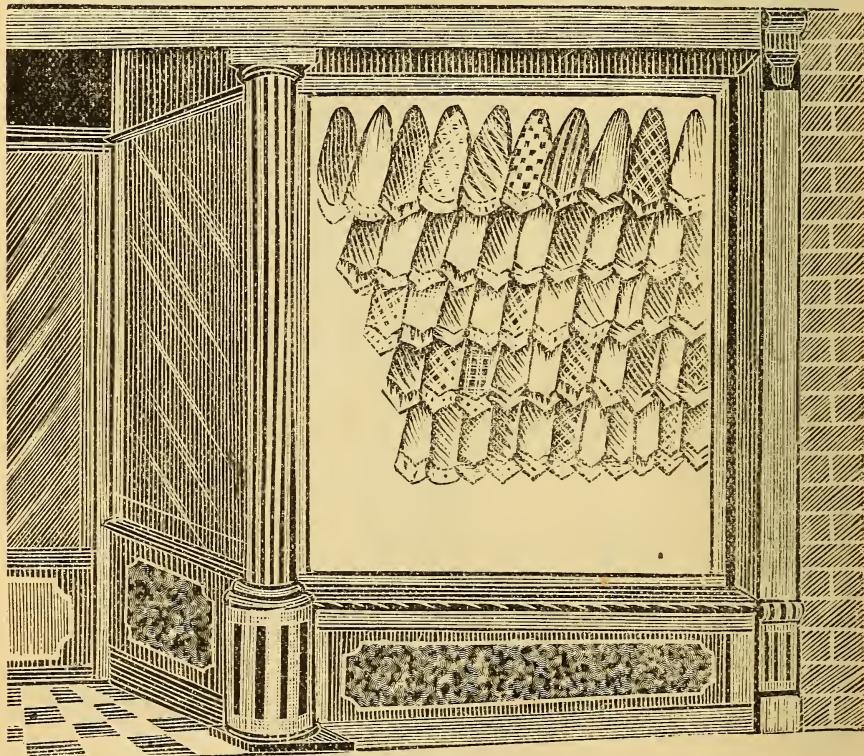
The scheme represents a full dress window, covering everything in that class that comes under a furnisher's control; but the main feature is shirts,



and the manner in which they have been set up makes a catchy and novel feature in window arrangement.

The window is a large one, broken by a column in the center, which has been cased in, thus dividing the window into two department or alcoves, the walls of which are covered with blue canton flannel as a background. In these alcoves the shirts are arranged in oblique planes, retreating from the

sides to the centers. The sides of the alcoves nearest the column are occupied solely by shirts; on the opposing sides the rows of shirts alternate with strips of pique, linen, etc., loosely pleated and reaching from top to bottom of the window, and bearing placards stating that the specimens shown are samples of the goods used in making the shirts. The front of the central column is occupied by full dress silk vests, black and white in alternation, and completely dressed with shirts, collars, ties, etc. They are held in position by being attached to a chain and bar frame. The center figure of the ground-work is a bundle of shirts, tied up half a dozen together and placed on end. Surrounding this are full dress bows in boxes, jewelry, gloves, etc., laid here and there to fill the bottom of the window. Each row of shirts is supported upon a narrow, upright board, covered with blue and reaching from bottom to top. A number of wire easels are attached at proper intervals to the uprights, and in these the shirts rest securely.—*The Haberdasher.*



### A Handkerchief Window.

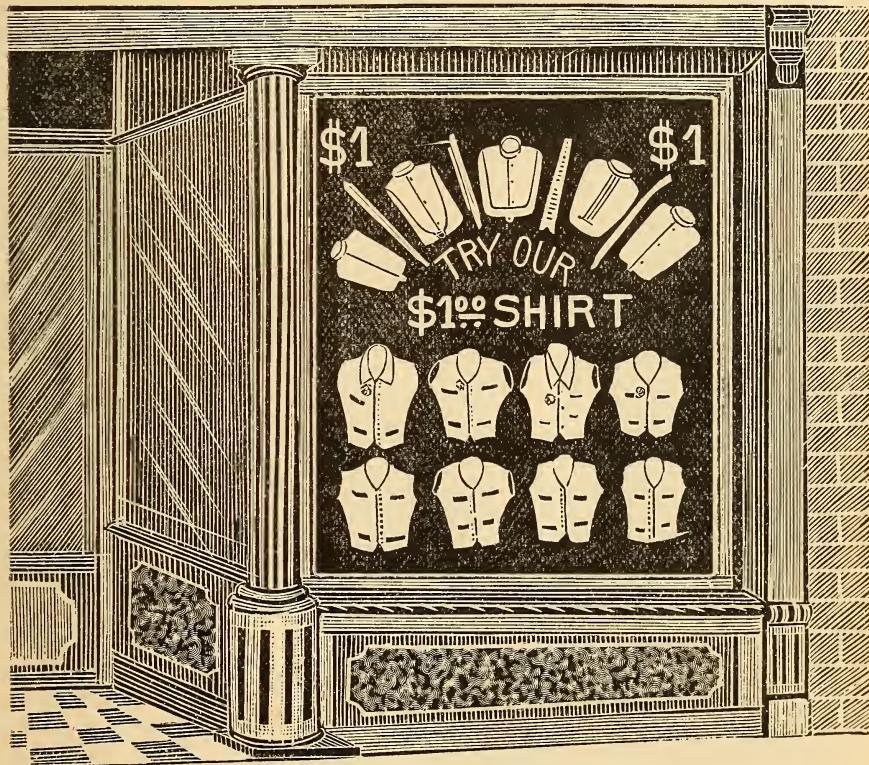
A very pretty effect can be secured by arranging a sloping roof or handkerchief arcade, as shown in the illustration above.

To arrange such a display construct a light frame work extending from the upper front of window to lower rear of window, covering with some suitable material, and from this suspend fancy bordered handkerchiefs by their centers.

### An Attractive Window.

Below we give a design for a very attractive display and one that can easily be carried out.

To carry out this idea stretch some black muslin tightly across the back of the window and arrange the shirts in a semi-circle, the more shirts exhibited the better will be the effect, but care must be taken to leave enough space between the shirts to place white neckties as shown; both the shirts and neckties should be pinned on to the muslin, care being taken not to expose the pins. Where the window dresser has sufficient room at his



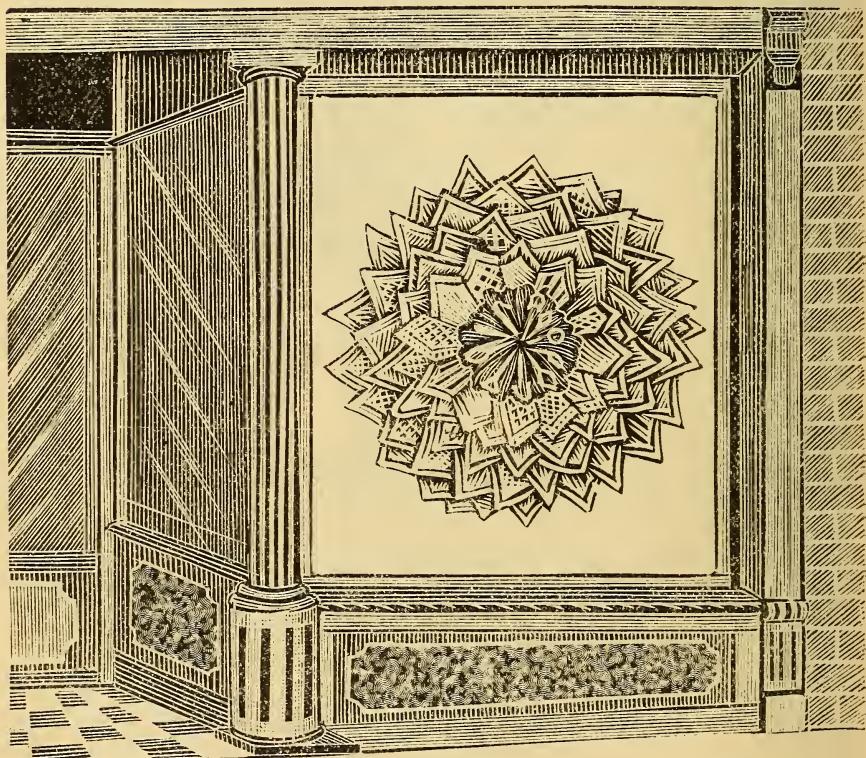
disposal a complete circle might be made of the shirts and a better effect would be produced. After having placed the shirts and neckties in order the next thing to do is to paste on the letters. We would suggest for this that the letters be cut from some soft white paper which will cling firmly to the muslin, and if the lettering which we have suggested in the sketch is not considered sufficient more may be easily added, but it is advisable not to put on many words, so as to admit of those which are used being made as large as possible so as to be visible at a long distance from the store window. Large and small white letters gummed on the back are best suited for this class of work.\* Having completed the background of the window in this

\*Prices and description of these handy letters will be found in the back of this book.

manner, take a quantity of white vests and arrange them in rows as shown in the cut commencing high at the back and so on down the front. In the neck of each vest place a colored silk or fancy bordered linen handkerchief puffed up so as to fill the space, and on the left-hand side pin a buttonhole bouquet. Supplement this attractive display with a few handsome pairs of suspenders, and you will be sure to have an admiring crowd in front of your store all day long.—*Copyright, Mer. Pub. Co.*

### A Handkerchief Daisy.

The illustration here given with the description will enable any one to

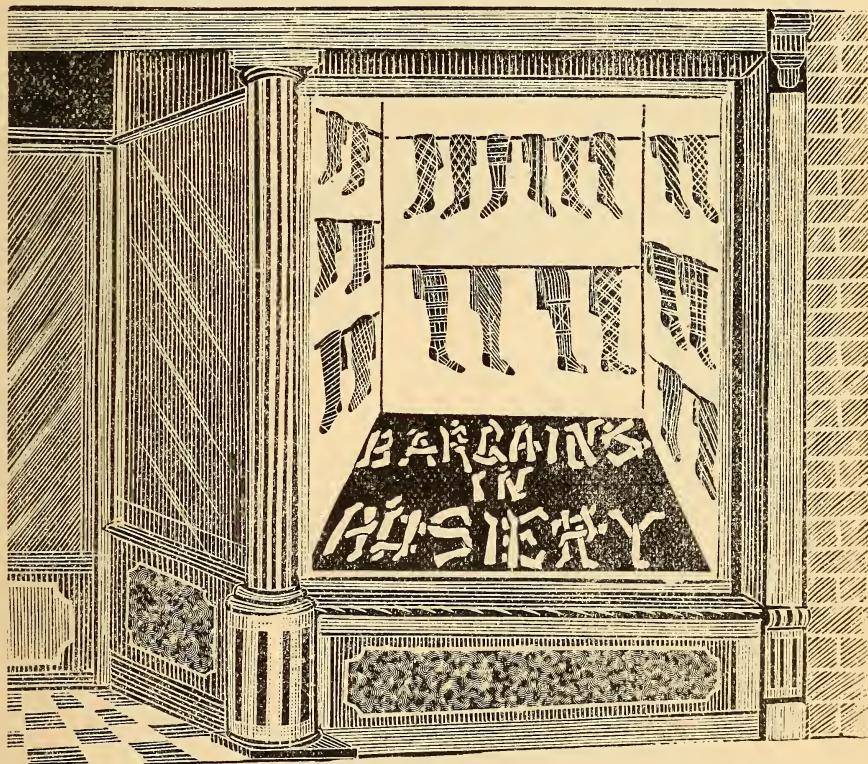


produce a very showy window display in the shape of a large daisy made entirely of handkerchiefs.

The centre is formed with handkerchiefs whose borders predominate in yellow or light brown colorings. These are caught up by the centre and so bound together as to bring a solid mass of colored border at the top. Around this centre piece white handkerchiefs are arranged so that the corners represent the petals of the flower, while a few large black-headed ladies' hat pins stuck in the colored centre will still further enhance the effect.—*Copyright, Mer. Pub. Co.*

### A Stocking Window.

The following design for a stocking window can easily be carried out, with little or no trouble or expense. Arrange a false bottom to your window by the use of pine boards, letting the back be considerably higher than the front, so as to be in a sloping position. Now cover these boards over with some suitable black material, cambric answering the purpose very well. Upon this arrange white or light colored stockings in such a way as to spell out the sentence "Bargains in Hosiery," or such other wording as may best suit your fancy. Care should be taken in pinning the stockings that the pins do not show.



By using different sizes of stockings the wording can be arranged without difficulty, while the effect will be most excellent. It is advisable to use white or light colored stockings, for then the contrast with the black base is more striking. The illustration given above will convey a very good idea of the effect produced. Neckwear, suspenders, gloves and handkerchiefs can be arranged in a similar manner with equally good results.

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Fancy shirts with collars and becoming ties in position may be stood on easels in various pleasing positions, and make an attractive window for gentlemen's furnishing goods.

### A Shirt Window.

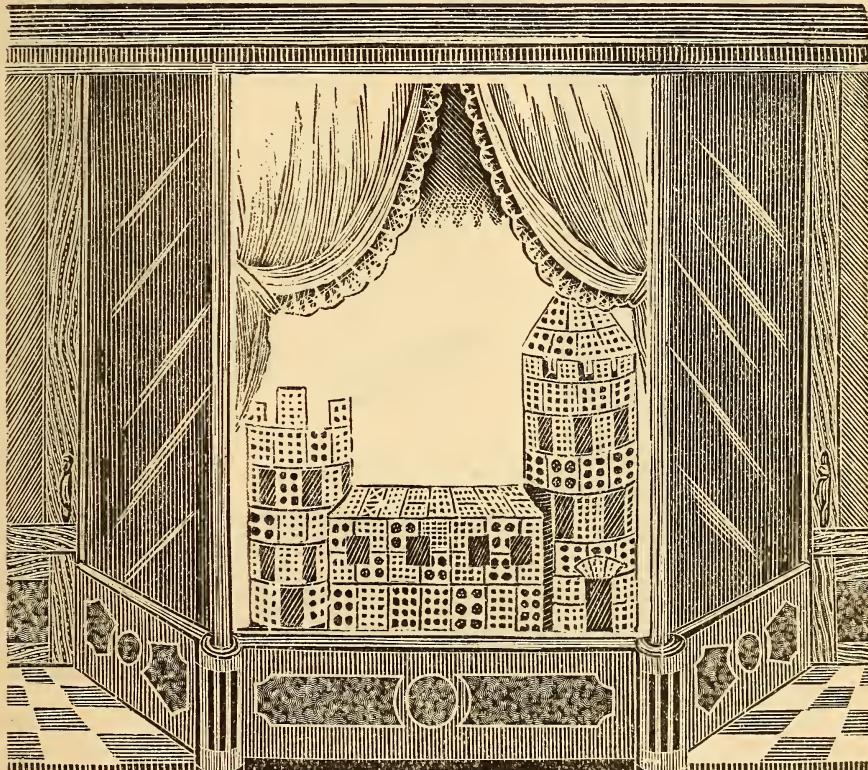
In dressing a window it is desirable not only to preserve a color harmony, but also to show, as far as possible, the extent and variety of the stock, says the *Haberdasher*. To combine these two requirements is manifestly difficult where the lots are largely assorted and the window space small, and variety is, therefore, usually sacrificed to color effect and but few patterns shown.

In the show window of an uptown shirt store the problem of this combination of variety with color harmony was neatly solved by a new and taking arrangement of "swatches," a term given to sample clippings. The arrangement consisted simply of cutting the "swatches" in small diamonds, placing them on cards, and attaching them to the bottom of the shirts. Each "swatch," of course, represented a different variety or coloring of the pattern shown in the shirt to which it was attached; and these small patches of color were not great enough to detract from the large masses of uniform color formed by the row of shirts above. The shirts shown were all of one color, but of different patterns. Of course this arrangement can be modified at the will of the dresser, and variety given by introducing neckwear, handkerchiefs or other articles. Flannel shirts, underwear, etc., can be advantageously exhibited in the same way.

## FANCY GOODS.

### A Button Castle.

An attractive and novel window display can be made entirely of buttons as described and illustrated below.

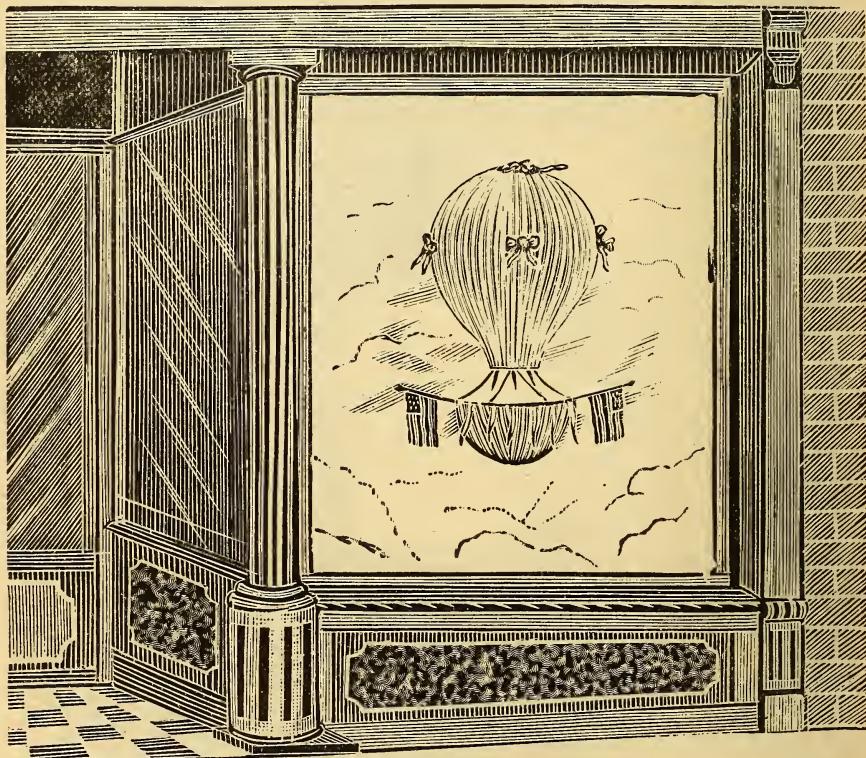


Make a framework of light boards similar in outline to the cut here shown, with such variations in design as your fancy may dictate. After the framework is made, cover it over tightly with muslin, taking care to leave places for windows and doors as shown. Then take cards of buttons of different sizes and colors, and fasten them by sewing or tacking so as to cover the entire structure save the windows and doors. For windows use colored tissue paper, having previously drawn lines across same to represent the window sashes, and fasten these securely from the back. If imitation stained glass can be obtained the effect will be greatly enhanced. At night place lights behind the windows, and the effect will be beautiful and striking.

### A Balloon Display.

The design given below, if properly made, forms a most attractive and striking display. The plain drawing in black and white does not convey any idea of the effects produced by the use of bright colors, but it serves to show the general outline of the suggestion.

The frame or body of the balloon can be made in various ways. One way would be to make a section of light wood the shape of a balloon and then a similar section cut lengthwise, and each part placed at right angles to the first section, thus forming a frame on which to tack cardboard. Per-

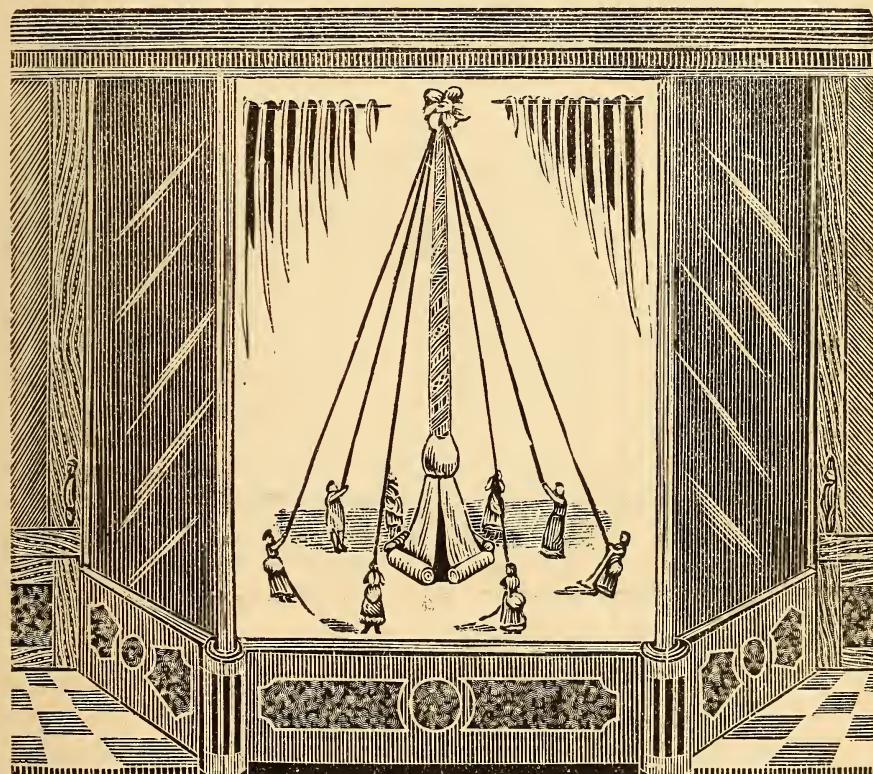


haps a simpler frame could be made of two umbrellas—a large one for the top of the balloon and a smaller one inverted for the car. Of course this could only be dressed when hung up and would lack the solidity of the one with the wooden frame. When the frame is made it is to be covered with ribbons. A strip of broad ribbon is laid down the length of the balloon and another strip placed so as to slightly overlap, and so on until the entire surface is covered. The car is covered in a similar manner. If the balloon seems too elaborate a simple ball or egg-shaped frame can be covered with ribbons, and makes a most tasteful display. If it is desired to dress the entire window in ribbons the remainder of the decorations can be subordinated to those of the balloon; but the latter can be used independently and forms of itself a very tasteful window attraction.—*Copyright, Mer. Pub. Co.*

### A May-Pole Window.

The illustration here given is intended for use during the month of May, being suited to the season, and it offers quite a good field for the exercise of taste and skill.

The centre of attraction is a May-pole, with ribbons, which are held by doll figures as if engaging in the familiar rustic dance around the pole. The pole itself is twined around with ribbons; and, indeed, ribbons should be made the special feature of the window. The spiral coils of ribbons which hang at the sides are only suggestive of a method of arrangement which may be highly elaborated. As May is the month of flowers, these



should form a feature of the display. They may be artificial or natural, or both. A good idea would be to fill the window with May baskets, which you would advertise to give the children at a certain hour in the evening. This would awaken great interest in all the families in the town and serve to popularize your store.—*Copyright, Mer. Pub. Co.*

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### A Checker-Board Ribbon Window.

A very showy window can be arranged by the use of different colored ribbons by interlacing and lapping them in such a manner as to produce a perfect checker board. A little ingenuity exercised in the display of ribbons will enable one to obtain many beautiful designs for show windows.

### A Square Funnel-Shaped Window.

In the window of a fancy goods store recently was noticed a very pretty design. A panel of the window was fitted, top, bottom and sides, with light boards, which converged from the full window front upon a small central board on the back of the window. If you can fancy a large funnel, such as is used for pouring liquids into vessels with small openings, only *square* instead of round, the large end fitting the window panel, you can readily understand how the frame for the design was constructed. This panel was covered with ribbons laid flat on the boards and so arranged by overlapping that from almost the full width at the front edge they tapered to a fine point to the place of convergence. The effect of these lines in color arrangement was at once unique and pleasing.

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### A Ribbon Window.

There is no line of goods carried in a dry goods stock that is more diversified in color, widths and general effects than are ribbons. A very striking window can be made by constructing of light boards a framework six feet square, or of any size which will best fill your window. Across this may be drawn ribbons of various widths and colors in such order as will make a solid wall of color, forming a handsome and attractive show-card. The loose ends may be pinned to the frame and the uncut ends so fixed as to stay in position and still not require cutting or separation from the roll. The preparation of this window will give tasteful young sales-women a good opportunity to display their skill. If desired, other contrasting colored ribbons may be interlaced at right angles, or a little ingenuity will be rewarded by the designing of a number of beautiful geometrical figures.—*Am. Storekeeper.*

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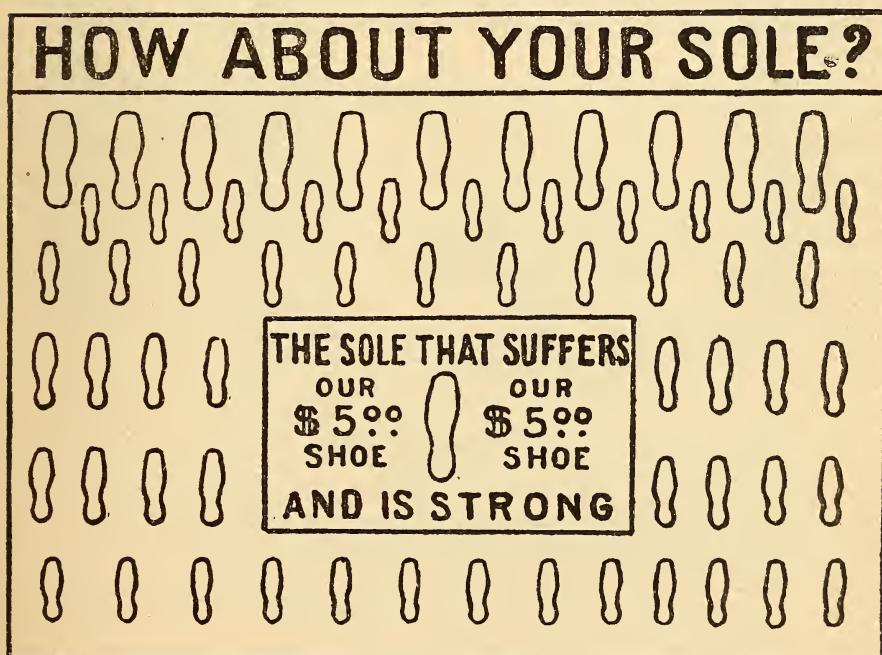
### A Button Show.

A very attractive window piece may be made by building a flat circular foundation of rough boards, making a disc about four or five feet in diameter. Cover this with black cambric. Around the outer edge drive a row of tacks far enough apart to allow each tack to come at the centre of the end of a card of buttons, the cards being placed side by side. Drive another circle of tacks at a distance within the outside row equal to one inch less than the length of a card of buttons. Drive other circles the same distance apart until the centre is reached. Between these tacks spring cards of buttons, the ends of the cards being slipped under the tack heads. These will form bulging circles of buttons, making a novel wheel. The use of bright metallic buttons will add very much to the appearance of the device, which is a successful one. The rosette or centre may be embellished as fancy dictates.—*Am. Storekeeper.*

## BOOTS AND SHOES.

### How About Your Sole?

This design pays especial attention to that essential part of a shoe, viz: the sole.



The arrangement of shoes should be on the flat window floor in such a way as to show nothing but soles, or a false floor could be made with holes cut in same, in which the upper part of the shoes could be placed, and this floor placed in the window in a sloping position, being somewhat higher in the rear than in the front. The question on the card—which should be hung above and not laid flat as seen in illustration—gives a personal direction to the display, while the punning legend on the card in the centre emphasizes the fact that here is good, sound leather. A card like this, with a taking motto, is often as effective in drawing attention as the window display itself.—*Copyright, Mer. Pub. Co.*

### A Shoe Hospital.

A most remarkable and successful scheme for window display was recently utilized by a retailer in one of our large cities, and was in the nature of a window display, composed of a great variety of shoes, from the smallest infant's cack to a large stoga boot. These foot coverings had all seen service; and, in fact, were past the presentable stage.

The idea of the dealer was to show the errors into which the public falls in its selection of footwear. One pair of shoes that were very much run over on the outside of the heel were marked, "This man should have had a straight-laced shoe." Another pair, which had the counter bulged out on the inside, were marked, "The heel-seat of this shoe is too narrow on the inside." Another pair, the vamps of which were badly wrinkled on the inside of the waist, were marked, "This is a pair of Waukenphasts, worn by a man who could never wear anything but a shoe made on a French last." Another pair were marked, "This pair of shoes were too short, and caused enlargement of the large joint of the ball of the foot by pressing the great toe back," etc.

This window was surrounded by a crowd of intelligent people all day, and day after day, and the amount of education which these persons received regarding what their feet should be encased in, and how they should be shod was worth more than a volume of print. That retailer knew his business. His object in displaying these goods was shown by a large placard in the centre of the window, which said, "We know what shape of last your feet requires as soon as we see the foot, and we will not give you a crooked-last shoe when you need a straight one. Here is an idea for enterprising dealers.—*Boot and Shoe Recorder*.

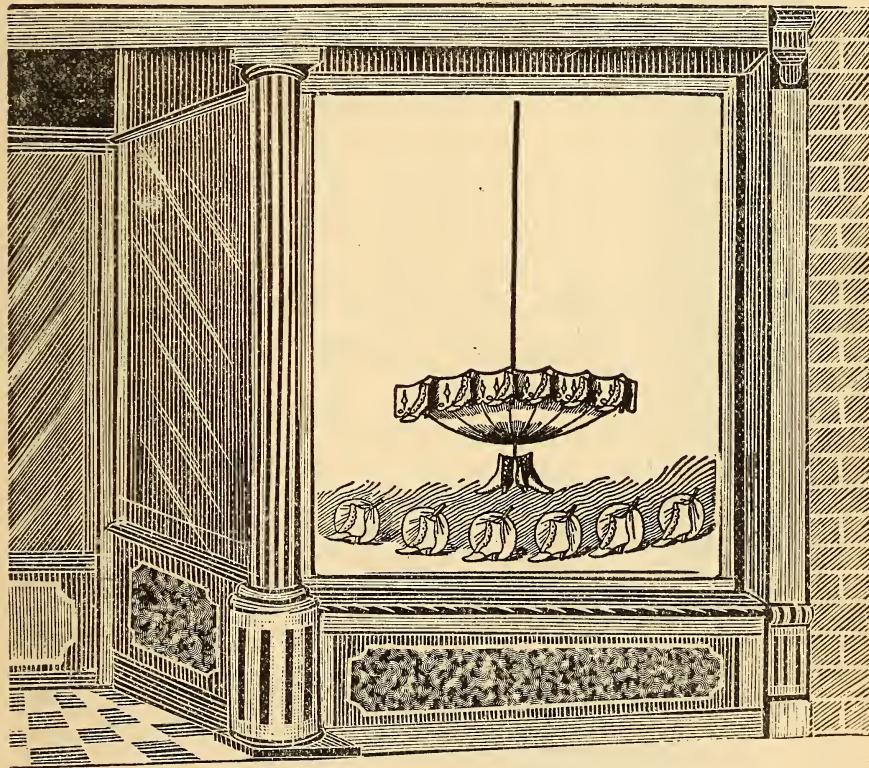
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### Don't Look Inside.

At the present writing one of my windows is dressed as follows: In it is a cabinet frame about five feet in height and the exact length and width of the window. The four sides and top of the frame are covered with heavy black calico. Viewing the window from the walk your attention is immediately attracted to a round aperture about a foot in diameter in front of the cabinet, through which shines a bright light. Below this is a card upon which is printed in large letters, "Do not look inside." Stepping up to the window and casting your eye within you will observe the effigy of a man seated upon a rocker, a hat pulled over his face, with his feet, which are adorned with a pair of Waukenphast shoes, cocked upon a center table. A placard stands upon a table which reads, "Weber's solid comfort Waukenphast, \$4.00." A couple of shoes are upon his lap and the rear of the window is literally covered with Waukenphast shoes. The window is brightly illuminated during the day as well as in the evening, giving an excellent and brilliant appearance. There are continually two bright orbs peeping in the window, and often have I seen the same person stop time and time again for an additional peep.—*A writer in Boots and Shoes.*

### A Simple, Yet Attractive, Display.

The example here given is one that makes an attractive and seasonable window. An umbrella is suspended so as to hang fairly low down, and on the ends of the ribs are hung different styles of shoes. Grouped in a half circle on the window floor are shoes in pairs, with fans for a background, as shown. The best kind of umbrella for this purpose is a large flat Japanese sun shade. It is lighter and brighter than any other. If this is used let the fans be Japanese, also for the sake of uniformity. If, however, a common umbrella is used, as shown in the cut, place a border of fancy-stamped shelf paper around it by attaching to the ends of the ribs. If more decoration is desired



a few ribbons may easily be festooned around the circle, giving a bright and airy appearance to the design. It may be necessary to strengthen the umbrella somewhat. If so, a little wire is all that is required for such purpose.

—Copyright, Mer. Pub. Co.

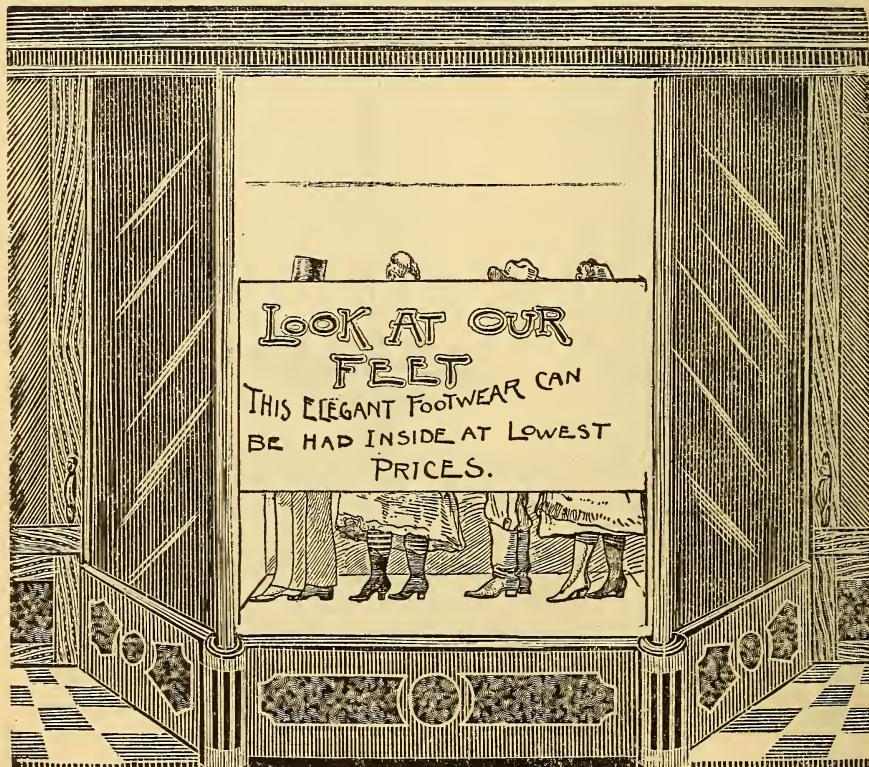
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### How A Chicago Man Drew Custom.

A prominent shoe dealer in Chicago recently made a ten-strike by placing four working shoemakers, with their benches and outfits, in his windows. Over them was suspended a large sign, reading as follows: "Working on my celebrated \$5.00 hand-sewed shoes." There is great curiosity among people to see a thing made, and the dealer took advantage of this and reaped a rich harvest.

### A Striking Display.

A striking yet most effective display can be made in the manner described below: A large piece of cloth is stretched across the window and lettered as shown in the illustration. Just above the top of the sign portions of ladies' and gentlemen's hats appear, while below are seen neatly shod feet, showing a variety of nice foot wear. The hats are placed upon poles, which are fastened to a board that is hidden by the cloth sign. From this same board are hung pantaloons stuffed with paper and terminating in gentlemen's boots or shoes. Ladies' skirts are arranged in the same way. A dainty lady's shoe, with just an inch or so of stocking below a white skirt and stylish dress, will attract attention and offend nobody. In this illustration ladies'



hose are placed in the shoes, and then the hose are filled with dry sand, wheat, flax or any similar substance that will fill and retain the shape. A window can be so deftly arranged in this way as to delude people into believing that a party of ladies and gentlemen are standing in the window.—*Copyright, Mer. Pub. Co.*

A dealer who makes a specialty of novel window displays recently placed in his window, in the centre of a display of shoes of the same price, a card with this announcement: "Price \$3.00, worth \$4.00, and I save you this —," a paper dollar filling up the blank space, and being neatly pasted to the card.

### An Elaborate Holiday Display.

My attention was recently attracted by the finest window display for a shoe store I had ever seen. . The bottom of the window looked like one mass of pure white snow, with just enough of diamond dust sprinkled on top to give the appearance of a shining, frozen surface. Two large Xmas trees were handsomely decorated with fancy toys, candy boxes of different colors and wax candles which were kept burning at night. There was a set of steps, covered all over with white wadding and sprinkled with diamond dust. Fancy slippers were arranged on these steps in a way to show all the colors and the handsomest linings to the best advantage. The steps were in the middle of the window, with a tree on each side joining at the top, thus forming an arch. In the front, at one side, was a good-sized cow chained to the wood-work of the window, with a manger in front filled with hay; the floor was littered with it, as though the cow had thrown it there in feeding. A string tied to one of the horns could be pulled from the rear of the window. This turned the cow's head and produced a bellowing that could be heard for some distance outside. The cow was so life-like that two ladies who came up to look at the window are said to have declared it a shame to have that poor cow chained in such close quarters. The illusion was completed by the fact that the cow gave milk, which was exhibited in the window. On the top of the steps was an immense shoe, painted to look like silver and filled with dolls of various sizes and kinds. Two of them, in particular, were dressed in red satin with swans' down at the neck and sleeves. One had a Tam O'Shanter and a muff, and the other wore a lace cap. They were very fine bisque dolls. The Xmas trees were dotted all over with white cotton. Tinsel was twined in and out among the branches and sprinkled thickly with diamond dust. The glistening branches were very effective. At the bottom of one of the trees were rubber goods of various kinds, red and white lined, with the tops turned down. Thick-lined rubbers, warm slippers, beaver goods and other wear suitable for winter weather were shown in abundance. Under the other tree was a large Santa Claus with a Xmas tree on his arm. There was a place in the hand for a candle, which was kept burning and lit up his face. The front of the store was hung with Chinese lanterns, which could be seen a mile away, making the store attractive outside as well as inside. A nice box of candies was furnished for the little ones, a larger box for the ladies and good cigars for the men.—*A writer in Boots and Shoes.*

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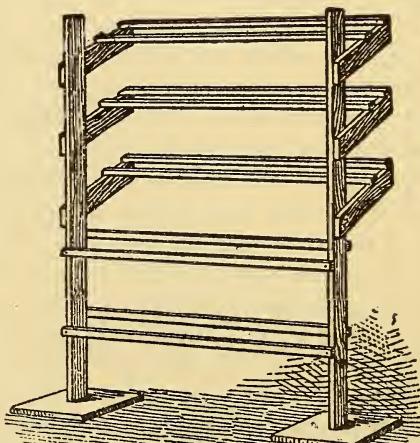
### A Button Hook Bridge.

A very pretty and ingenious attraction can be made by constructing a suspension bridge made entirely of button hooks, from one side of the window to the other. This can be accomplished by using cartoons containing ladies shoe dressing for the piers.

### Some Home-Made Fixtures.

It frequently happens that beginners in business cannot afford to buy the handsome brass and nickel window fixtures, and therefore must be content with something cheaper. The following description of home-made fixtures may prove acceptable.

The first style of fixture I have to describe is made in this way: Procure two plain strips of wood, of say seven feet in length and three inches across, the thickness being sufficient to make them a firm support. On each of these fix a piece of board about a foot square, as seen in the drawing. A foot or more above these boards attach strips of convenient size and nearly as long as the window is wide. On the other side of the uprights fix a similar strip fifteen inches from the floor of the window. Thus a three-inch pitch is obtained, and the shoes are shown to good advantage. This fixture, by the way, best serves its purpose when placed at a distance of about three feet from the sash of the window. One foot above these rests place a similar pair, and the lower part of the fixture is complete.

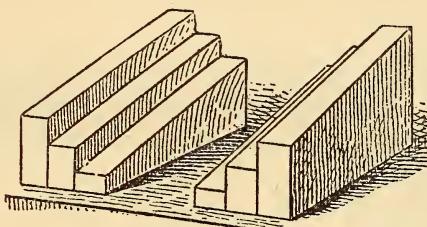


Home-Made Window Fixture—No. 1.

Three more racks, I will say, are now needed. These are made to the best advantage by extending arms on the back side of the uprights and attaching the strips to them after the manner shown in the cut. If the arms are one foot in length that will be sufficient to produce a pleasing effect. The fixture is now complete, except that it is to be painted or covered in any way that the taste of the dealer may dictate. It is more graceful if made to slant back rather than to be perpendicular. In the space beneath this fixture there is a fine chance to make a display of flowers or fancy slippers. For my part, I find the space well utilized to show various lines of children's shoes, which are too small to be seen to advantage on the racks.

**ANOTHER STYLE.**

There is another style of fixture which I have found to afford a taking variation. It may be called, for brevity's sake, the inclined platform. There seems to be no need to go into the details of description for this fixture, as the artist has represented it plainly. Of course this is made, however, of thin boards, and covered according to taste. Canton flannel of a green shade shows off the shoes to good advantage. The contrivance should be



Home-Made Window Fixture—No. 2.

placed at least a foot from the window to give a good effect. How the intermediate and surrounding space may be utilized will at once suggest itself to the mind of the reader.—*E. W. W. in Boots and Shoes.*

**A Button Hook Window.**

A writer in the *Boot and Shoe Recorder* thus describes his window: I insert two screw-eyes, one at each end of the window sash, in the front part of the same; then two more, and insert them about half-way upon the back window. From this I make a chain of button-hooks from one screw-eye to the other, at each end of the window; then I have some small rods of iron which I put over the loops of the button-hooks, having the rods about ten inches apart, and with the use of bulldog hooks I can hang shoes and slippers in my window in a very tasteful manner.

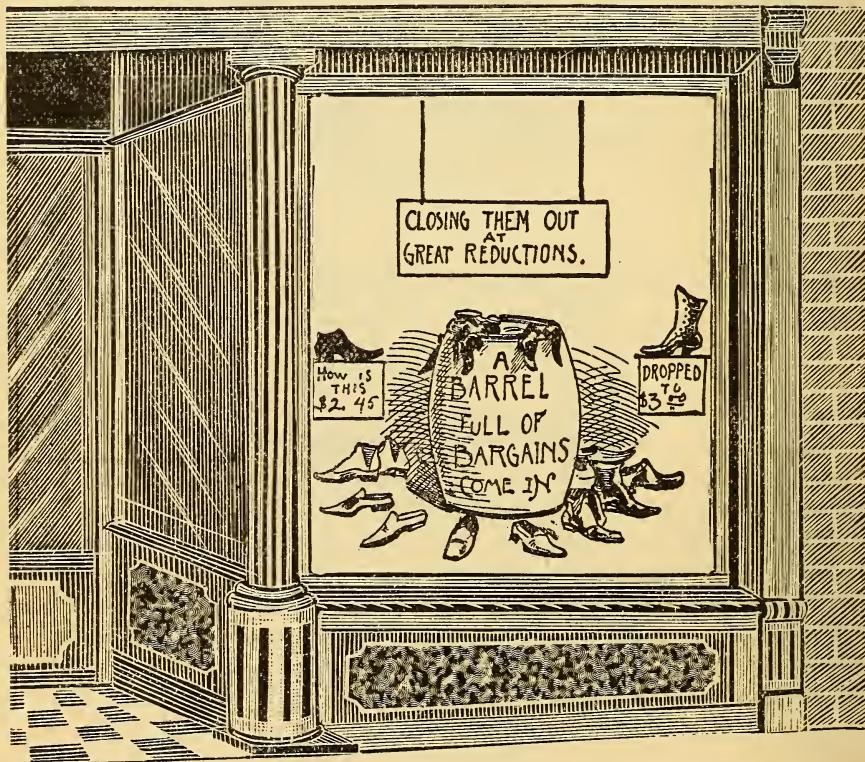
**An Effective Winter Display.**

Dealers whose windows are fitted with brass display frames can make a very effective winter display by wrapping the entire frame, or a light wooden frame similarly constructed, with sheets of snow white cotton. The side walls and the bottom of the case also should be covered with cotton. Sprinkle diamond dust over it and lower the curtain even with the top of the frame, after which hang shoes upon it and about the case as usual. If it is a large window a small toboggan slide can be constructed and upon it can be placed a small dummy dressed in a bright toboggan suit with a toboggan at his feet. With a bright illumination in the evening the above cannot fail to attract attention, even from the opposite side of the street.

### A Barrel Display.

The design here given is something which everybody will stop to look at. As will be seen from the cut the principal thing required to carry out the idea is an empty barrel.

Having carefully cleaned it, paint the top part (about one-third) red, the middle white and the bottom blue. At the intersections of the different colors paint the hoops black—or, if you have the material at your command, use gilt paint—on the middle or white part paint the words, "A barrel full



of bargains, Come in," in black letters. If you do not think it worth while to go to the trouble of painting the barrel in the elaborate manner which it deserves, try to cover it with paper.

Next put in the barrel a false bottom of just sufficient depth not to be noticed by anybody standing outside the window and fill it up with a miscellaneous assortment of boots, shoes and slippers in a variety of sizes and quality. Around the barrel on the bottom of the window make another display; but it would be advisable not to be too precise or correct about placing it in a very orderly manner, otherwise the character of the show would be destroyed. The idea is that you are clearing out to make room for new stock, and for that reason you wish to show a lot of bargains collected

from all parts of the store piled up in your barrel and on the windom bottom in an almost careless manner, making altogether quite a heterogeneous display. Having got this far, fix up the sides of the window by placing boots and shoes of various kinds upon the brackets and suspend cards from beneath them upon which you can write with a shading pen the prices to which they have been reduced.

This being completed, you need a large sign to hang across the middle of the window in the background. We would suggest for this a large piece of cardboard with black letters painted on it. Better still, if you have a supply of Willson's gummed letters, use them by making either a sign with a white ground and black letters or a black sign and white letters.

This kind of display, if carried out properly, will prove an immense attraction; the expense is practically nothing, and the boot and shoe dealer who expends a little time doing such work will find that the results will pay well for his trouble. Merchants in other lines of trade will notice that this idea can be carried out successfully with any line of goods.—*Copyright, Mer. Pub. Co.*

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### Some Pertinent Suggestions.

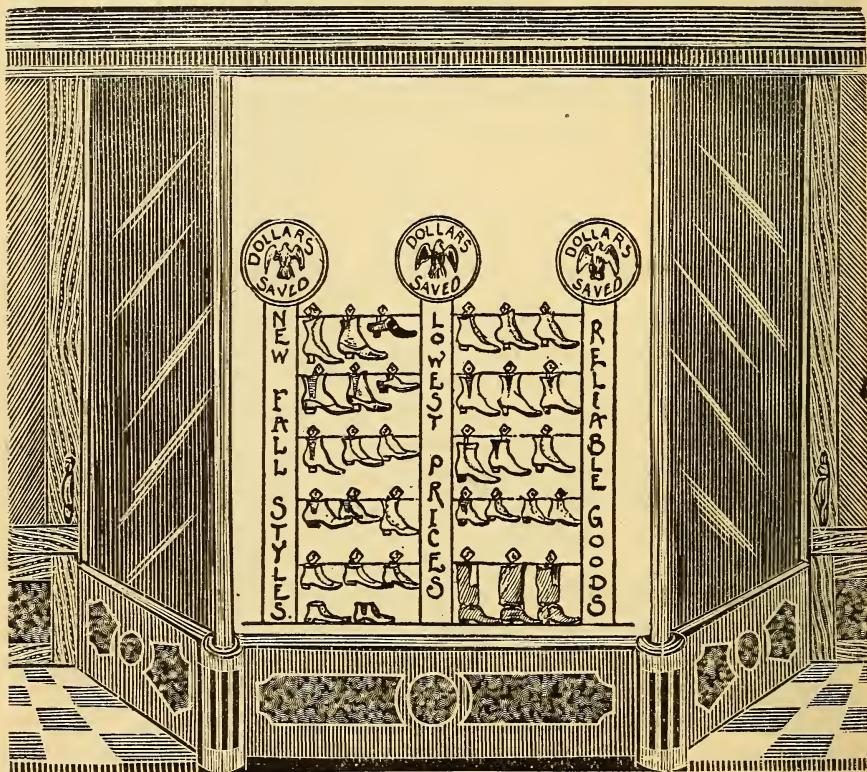
The most important of all window purposes is to keep up a constant change in lines of shoes shown and the arrangement of them. A live store should change its window at least once a week and twice would be far better. Make a window of two-dollar fine shoes with prices ticketed. Among them place some finer and more fancy grades, but do not ticket these grades. In a few days the newness of this window has passed away. It has done its work. Then show a children's window and ticket a lot of one-dollar goods if you can make a good showing at that price, with a full display of better and prettier ones not ticketed. This window will teach mothers that a nice child's shoe can be had at your store for one dollar, and as many pretty ones as money will buy. A few days and this window has also done its work. Then try a three-dollar shoe window. This price is becoming a very popular one and is destined to be more so.

Try and show a full line of this price shoe. It is going to be the winner of the future. Then try a boys' window and show a full ticketed line at one dollar and twenty-five cents, with other more expensive lines intermixed. In the tennis season have a tennis window, baseball window, and also a cricket window if these sports prevail in your locality. In the fall have a rubber window, and at Christmas show goods seasonable and suitable for Christmas gifts. At this season buy at least a thousand of really handsome cards and chromos. Let them be really pretty and not at all cheap. Put them nearly all in your window and present one of them with every sale during the holidays. You will find this an attractive and paying card. Do not put the pictures in all of a heap, but make an artistic arrangement of them, and beat every chromo seller in town on Christmas chromo show. Teach people that a shoeman can dress up a window as prettily as a dry goods man or any other man.—*Chas. Dickens, Rochester, N. Y.*

### A Fence Display.

An excellent idea is to construct an imitation of a fence in the window in the following manner.

The number of posts used and the distance which they are placed apart can only be governed by the size of the window which is to be dressed. The posts should be 2x4 scantling, covered with white or colored muslin so as to heighten the effect. Then stretch wires from post to post and suspend your boots and shoes from them, commencing with the heavy winter boots on the



bottom and finishing with ladies' and children's shoes on the top row. This show can be supplemented with a display on the bottom of the window and on the sides, if necessary. In order to hide the rough tops of the posts cut out some large pieces of cardboard and draw a rough representation of an eagle thereon; also the words, "Dollars Saved," and letter the posts in the manner shown in the sketch. These are the main features of this display; the rest is left to the ingenuity and taste of the window dresser. A very novel addition might be made by attaching artistic price cards, made by printing the prices on a picture card or by using attractive price cards.\*

\*For prices and description of these cards see back of book.

For a show-card we would suggest, "Take them off the fence at the prices marked," or "This barrier is erected to keep out prison goods." Any store-keeper who undertakes to produce this representation will find it a very simple matter, and it will make a very pleasing attraction. It is the novelty of the thing which pleases, and any change from the obsolete ways of dressing windows should be readily adopted by the one who wants to win in the fight of drawing trade.—*Copyright, Mer. Pub. Co.*

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### A Successful Display.

Harry M. Silver, in *Boots and Shoes*, thus describes how he successfully dressed his store window: "I placed a handsome piece of plush over the platform. This done I put in 500 sky-blue boxes 11 by 6 inches, with bright pink labels bearing the proprietor's name (Borgenski's) in large black letters. They were placed in four columns in a semi-circle, occupying a space of about 17 by 28 inches, leaving an oblong space in which were placed pots of artificial flowers and two pairs of shoes, one on each side of each flower pot. Around the top of the boxes were ranged about twenty-five pairs of ladies' shoes, each neatly marked \$2. In the center was a handsome sign, also pink with black letters, bearing the legend:

BORGENSKI'S
Special
\$2
Shoe.

From the top hung hand grips (light colors) arranged from the smallest to largest and a few rubber and leather boots. The boxes being placed in a semi-circle afforded me a good deal of space in front. Here I placed three rows of shoes of various descriptions. The window was a complete success, and attracted considerable attention. There was always an audience in front, and from the time of dressing the window as described up to this writing we have sold 329 pairs of that one shoe."

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### A Chain Triangle.

A State street shoe merchant has taken a brass sash chain, fastened it to a strong screw-eye in the centre of the inside of the bottom of his window sash. The free ends are carried up to a point on each side of the sash, about half-way from the bottom to the top. A piece is then carried across the window from one screw-eye to the other. This makes a triangle of sash chain. To this, by bended pins passed through the counters of shoes, he has hooked an assortment of his stock. As they lie close to the glass they show off quite well.—*Am. Storekeeper.*

### The Seven Ages of Man.

If properly carried out this design will make a very pleasing and effective display. There is no one who supplies the wants of man through the seven ages more strictly than does the boot and shoe man. He sells the tiny shoe of early infancy, and the comfortable slipper of second childhood. This being the case, what better idea could he have for a window dressing than the one shown in the sketch below.

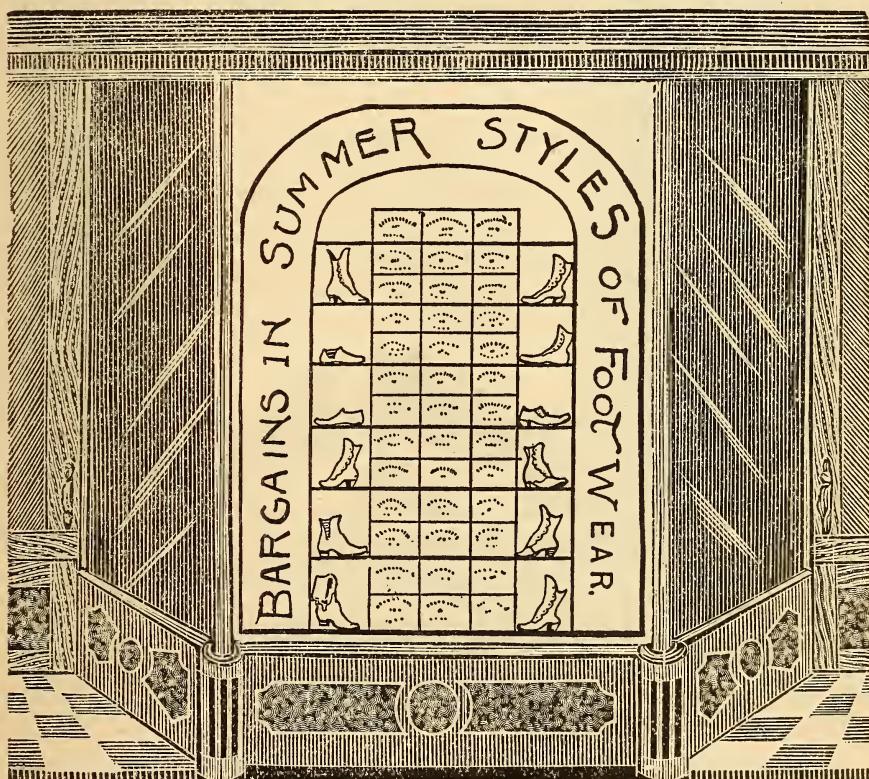


In carrying it out, first make a pyramid of shoe boxes, and on the ledges place shoes, putting those for the ladies on one side and men on the other. Across the window, above the apex of the pyramid suspend a large cardboard sign reading, "The Best For the Least," and from it stretch pieces of string (fine wire would be better as it is almost invisible), in the manner shown in the cut and fastened to the floor of the window. To these strings attach show cards like those illustrated, and word them in the same manner.

With a little care a display can be produced that will not fail to command favorable attention. We would also suggest adding another card reading "We supply the wants of seven ages."—*Copyright, Mer. Pub. Co.*

### A Horse-Shoe or Arch Window.

The following idea makes an inexpensive, yet very attractive, window. Shoe boxes are piled, as shown, in layers, according to the width of your window. Between every two tiers of boxes a thin board is placed that projects to a considerable distance on each side and which furnishes shelves for the exhibition of the different styles of footwear. Between this arrangement of boxes and shelves and the window a large sheet of white cloth is stretched, being tacked securely to the sides and top of the window and also to the board shelves. The centre is then cut away, leaving the arrangement of boxes and shoes visible, as shown in the illustration. Letter the cloth



with large letters as in the picture and draw lines in the upper corners, rounding them off, so as to give the appearance of an arch; or, better still, let the opening be in the shape of a large horse-shoe instead of an arch.—*Copyright, Mer. Pub. Co.*

### A Good Device.

The following device for attracting attention has been tried and found very effective. Place in the window a tank of water surrounded by the regular display of boots and shoes, artistically arranged. In the tank place a well-oiled pair of boots or a pair of rubber boots, weighted down, with a card bearing the inscription "Waterproof."

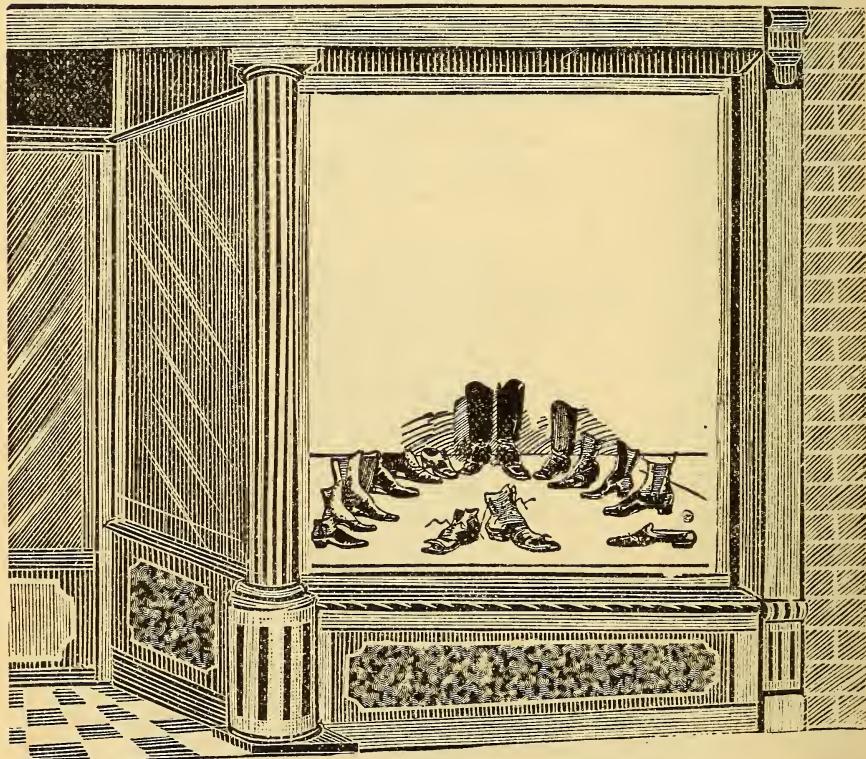
### A Plush Window.

"I have tried arranging the goods in my windows on plush of various colors. The shoes shown were of the highest cost, and most elegantly trimmed and finished. They were artistically arranged and the exhibit was first-class. This window caught the eye of the ladies."—*Boots and Shoes*.

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### A Novel Window.

A very catchy design for a boot and shoe window is here illustrated.



A half circle of various neat styles of footwear is arranged around two or three old worn out boots and shoes, and on the window bottom inside the half circle or on a background at the rear of the window the words "Comparison is odious" should be formed in neat letters of shoe buttoners.—*Copyright, Mer. Pub. Co.*

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### The Only Man.

"One week I fitted up a dummy, but in place of his legs I put two sticks representing artificial legs, and placed him in my show window, surrounded by an attractive display of shoes. Hung on his breast was a placard with the following inscription: "The only man in town we cannot fit and who does not buy his shoes of us." It proved to be a taking card."

### A Unique Window.

A merchant in Carrollton, Mo., sends an interesting letter in regard to his plan of window dressing. He writes as follows: "Last week I had one of the most attractive show windows ever seen in this place. The back of the window was hung with white lace curtains (muslin will do), back of which I had stretched thin wire about 12 inches apart so that it was not visible from the outside. By means of bent pins I arranged or hung my my shoes (ladies) on said wires; in all I had from 60 to 70 single shoes on the wires, besides those shoes nicely arranged in the bottom of the window. On each and every one of the shoes I had a card, on which I had written with a shading pen the names of people living in this town, thus:

Scott.

Platt.

Of course everybody stopped to see if his or her name had been used, and if it was there they afterwards brought their friends to see it, so everybody in town came to take a look at my window. Next week I intend to dress my window with gents' hats, naming them after the different States and Territories of the United States, but I shall omit one State and place a card in the bottom of the window with this inscription on it: 'See if you can find out what State is omitted.'—*Am. Advertiser.*

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### An Attractive Window.

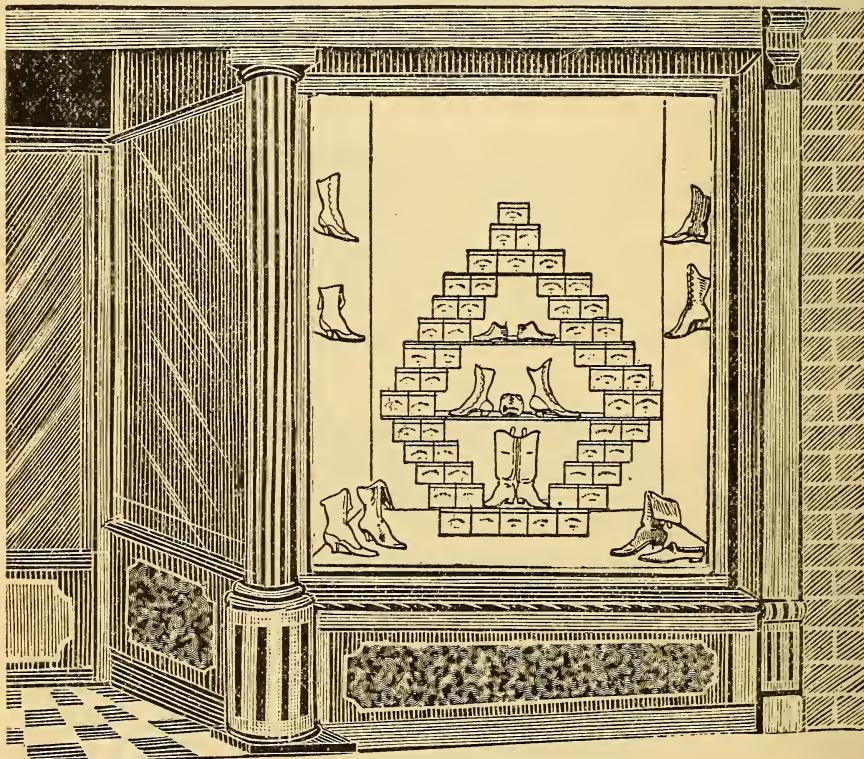
A correspondent of the *Boot and Shoe Trades Journal* tells how he dresses his windows in an attractive manner. He gets some smooth boards, usually boards from the dry goods houses that come in the centre of bolts of goods, and some little boxes from the grocer. He provided himself with a few yards of colored material, crimson, blue, or any color that takes his fancy; then some bricks to weight the boxes when put in their places. The boxes are entirely covered with the colored goods, cutting the latter into shape, so as to neatly cover the whole of the box. I make up a nice arrangement with these boxes and boards, which are covered in the same manner. For instance, having got the ends of the window dressed, I form a tier of shelves in the centre, filling up the window from the front as I go on. Along by the glass I put some little shoes, fancy slippers and nick-nacks, like kid reviver, polish, button hooks or shoe horns. I lay two of my largest boxes at equal distances from the ends of the window, and in front, so as to cover the greater part of the box, I lay suitable boots. I then place one of the covered boards right in the centre, the ends resting on the boxes. In front of this lower shelf I place a row of shoes or children's boots, and on the shelf I carry a row of gentlemen's boots, placing the heels about half way across the shelf, so that the foreparts rest on the shoes below. Next I extend my foundation backwards, and some few inches from the front edge of the first boxes I place a second pair somewhat smaller in size. A shelf is carried across in a similar manner to the lower one, and I repeat this as long as I can make room for them.

### Some Excellent Suggestions.

A few shoes resting on a bed of roses made of paper look very pretty. Live flower pots and hanging baskets in the spring, and artificial flowers, wreaths and buds on top of shoes are excellent attractions.

### A Pretty Design.

The following arrangement makes a very pretty design for a show window.



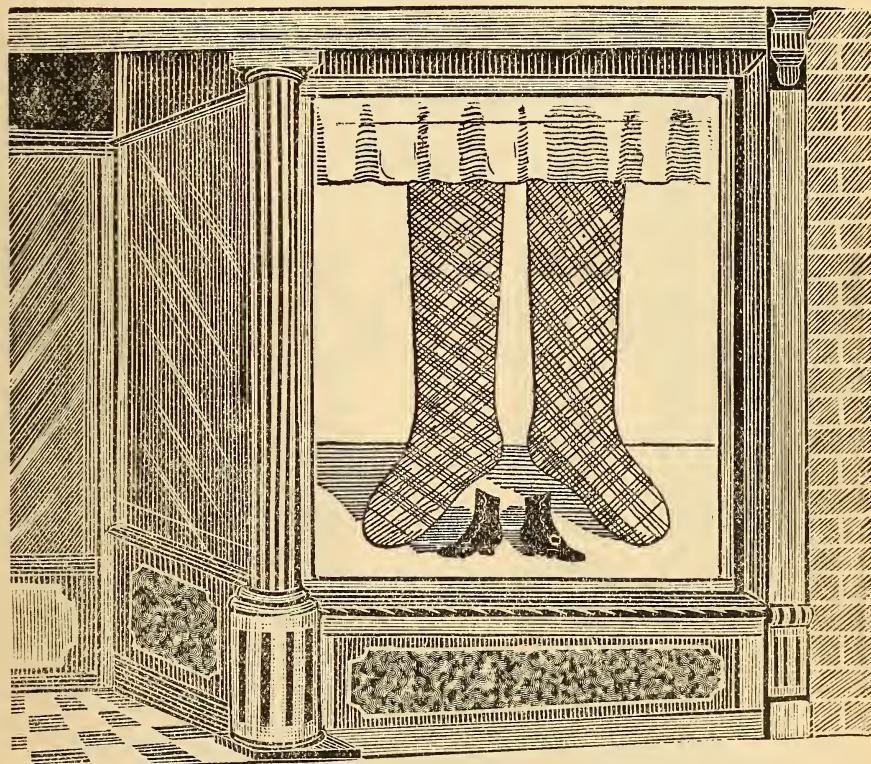
The boxes are arranged as shown, with pieces of boards for shelves inserted as appears in the illustration. These boards not only serve a purpose in supplying a place to show goods, but support and bind together the whole design. In arranging the lower layers of boxes some little support will be necessary until the board can be placed, when all will be held securely.  
—Copyright, Am. Advertiser.

### A Good Attraction.

A good attraction is to place in your window a pair of very fine, high-cut ladies' shoes, with twenty-three bright brass buttons on each shoe. This pair, put in the centre of the case and ticketed "The Queen," or "The Latest," has a fine effect and commands the attention of all.

### A Novel Display.

The design here illustrated while very simple is yet a very attractive one. A large pair of hose, the largest procurable, is to be stuffed and hung in the window, as in the cut. Just above the knee a curtain falls, which may be lace-edged or not, according to taste. Between the feet of these hose place a small pair of ladies' shoes with a card inscribed: "We fit anything but these." There is a great deal of room in this design for the exercise of taste. It may be made attractive and laughable without being in the least



bit coarse. The idea is a very simple one, but it is the simple ideas over and over again that create a sensation.—*Copyright, Mer. Pub. Co.*

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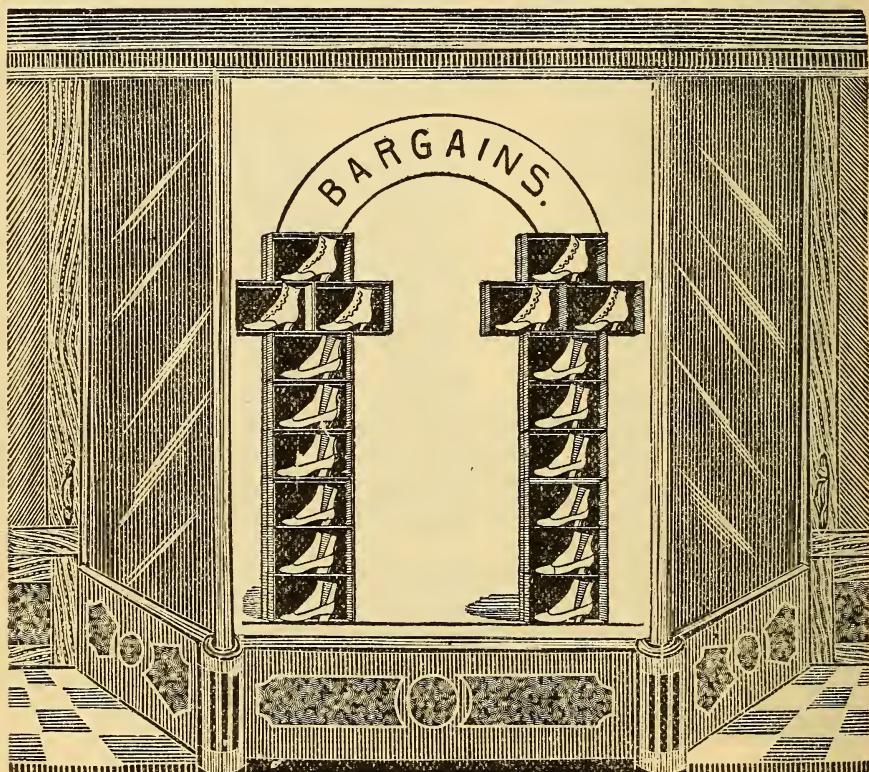
### A Seasonable Window.

During the winter season a very attractive window can be made by using a black bear skin on which to place goods. Make a good display of lamb's wool soles and fill up with warm-lined slippers, bals. and buttoned shoes, always turning down the tops to display the warm red linings. Once a month I have a window devoted entirely to the little folks, using only infants' and children's shoes in connection with a display of picture cards.—*A writer in Boots and Shoes.*

### A Simple Yet Effective Display.

The design given below needs but little description, as any clever clerk can carry it out without difficulty.

Arrange boxes of shoes, as shown, in the form of pillars, with a sample shoe standing in each box. Make an arch over the top and connecting the two, upon which place the inscription: "Bargains." To strengthen the pillars it may be well to place a strip of wood back of each one, to which the bottom of the boxes could be tacked or fastened in some way. This idea could be further carried out by putting a light gate or door between the



pillars, with some suitable inscription, such as "Walk in and inspect our stock."—*Copyright, Mer. Pub. Co.*

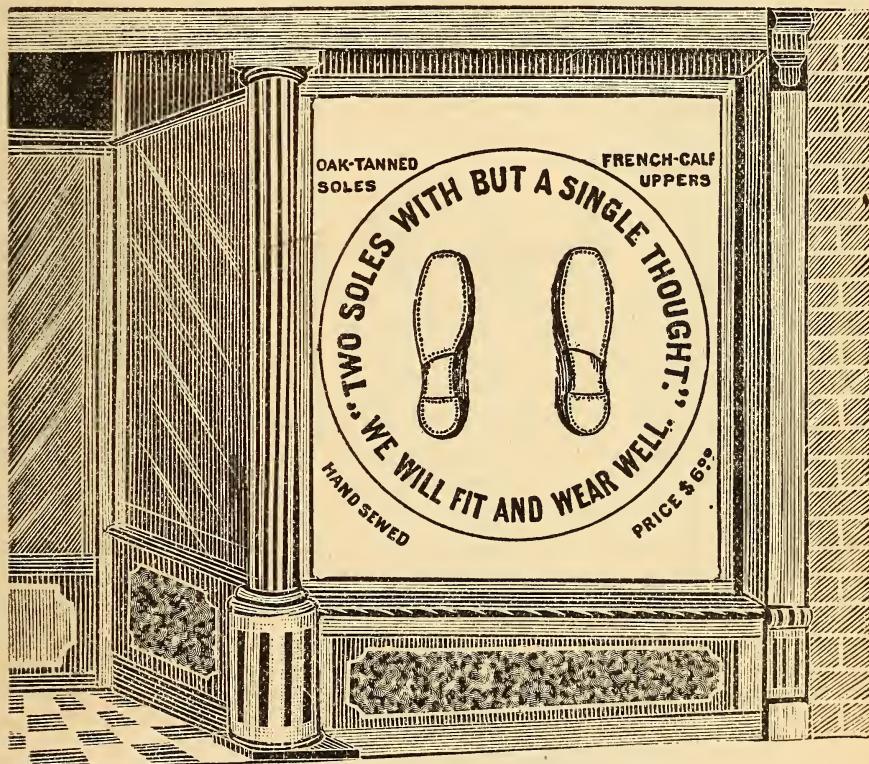
"At Christmas time I had a snow covered woodland scene. Common wood bark represented trees and stumps. Twisted glass was used with water trickling down from rocks into a lake filled with gold fish. Painted pasteboard on top represented the sky, and a painted curtain a continuous and distant background. A hole cut in the back curtain with a piece of yellow paper represented the moon. A light behind the curtain and a small gas jet in the window produced a very pleasing effect at night and was much commented upon."—*S. G. in Boots and Shoes.*

### A Pretty Picture.

"The prettiest picture I have ever seen in a shoe-store window represented a naked child sitting beside a basin of water, in which it was floating its mother's slipper; this picture attracted much attention for a long time. It was also the cause of getting many to enter and purchase, thereby proving a profitable attraction."—*A. Woodman in Boots and Shoes.*

### A Good Suggestion.

Enterprising dealers can make quite an attractive window by following the instructions given below.



Take a heavy white cardboard, 22x28, and cut out holes in it to admit of passing through a pair of shoes as shown in the cut so that only the soles are visible. Then describe a circle around them having the line painted black, about a quarter of an inch wide. This is merely for an ornament, and several lines may be drawn to heighten the effect. Then by the aid of Willson's gummed black letters, or with black paint and a brush make the lettering within the circle and in like manner the lettering in the corners. Everything ready, the card should be suspended in the centre of the window. In other parts of the window an ordinary display can be made. The whole will make a display that cannot fail to attract attention.—*Copyright, Am. Advertiser.*

### Flowers in Windows.

No shoe window can attract as well as one turned into a garden of flowers. In many cities I would advise a flower window once a month. A pyramid of a line of shoes that you desire to advertise, surrounded by plants or fresh cut flowers tastefully arranged, is a sure send off for that line of shoes. Or a pyramid of plants and flowers surrounded by a line of shoes that you want to push is a certain victory over the perversity of the public.

There are cities and towns where natural plants and flowers cannot be obtained—then go for the artificial. There are many ways of getting artificial flowers. Large millinery establishments clear out their samples twice or more each year. Buy a lot of these flowers, and after exhibiting them as window decorators, advertise them to be given away with all sales upon a certain Saturday and see if you do not get a genuine rush. Then do not forget to avail yourself of all the improvements in brass, silver or gilt ornaments continually being brought before the shoe industry for window purposes. These will aid you, and they are becoming indispensable.—*Chas. Dickens in Boots and Shoes.*

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### Cheap, But Effective.

The following is a simple and non-expensive exhibit appropriate for stores in either small or large cities. Cover the bottom of the window with a layer of nice clean sod and a couple of small flower beds, and place a life-size cardboard baby (such as given out as an advertisement for the Ivory soap, and which can be obtained from any grocery) in the centre of the case. Near one hand of the baby place a milk bottle, partially filled with milk, with tubing and nipple attached. This nearly every shoeman has, perhaps, on hand; if not, it costs but a trifle, and after serving its purpose as a window attraction, can be laid on the shelf for prospects of more appropriate use some time in the future. Throw your various styles of infant shoes and slippers promiscuously about the chubby little fellow who is now represented as partaking of its sustenance upon the lawn. The background can be filled with goods as desired.

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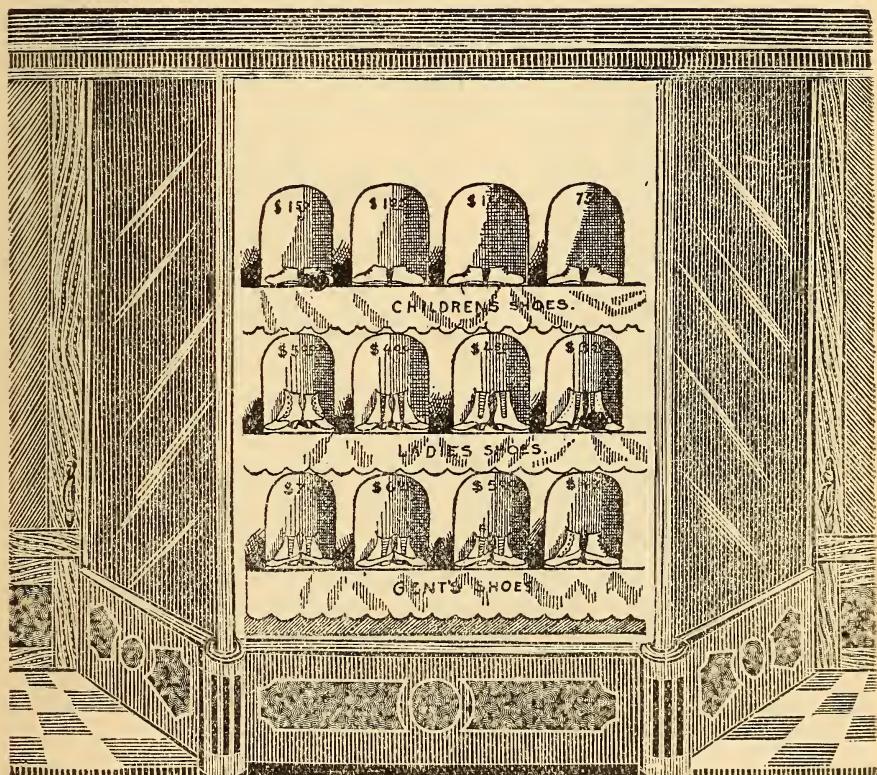
### A Wigwam Display.

Last season, to make an appropriate wigwam display, I filled the bottom of the window with sod and at the sides placed moss-covered rocks. In one corner I erected a small wigwam with three poles and a blanket. At the entrance of the wigwam was a block of wood, across the top of which I laid a short cordwood stick with an Indian mask and a crown of feathers attached to one end. This gives it the appearance of a red man dozing within his wigwam, his head only exposed through the entrance. Scattered here and there around the outside of the wigwam was a bow with a few arrows, a tomahawk, a few trinkets and next to his head a whiskey bottle nearly drained. I hung from three sticks an old kettle filled with wigwams, and

beneath the kettle, in place of fire wood, I also placed wigwams. The remainder of the case was devoted entirely to wigwam slippers. The case being large, it gave a splendid effect, and it is unnecessary to say made a great "hit." [For the construction of a wigwam see similar idea under "Dry Goods."]—*Boots and Shoes.*

### A Neat and Pleasing Effect.

In the design here given a very neat and pleasing effect can be obtained without either difficulty or expense.

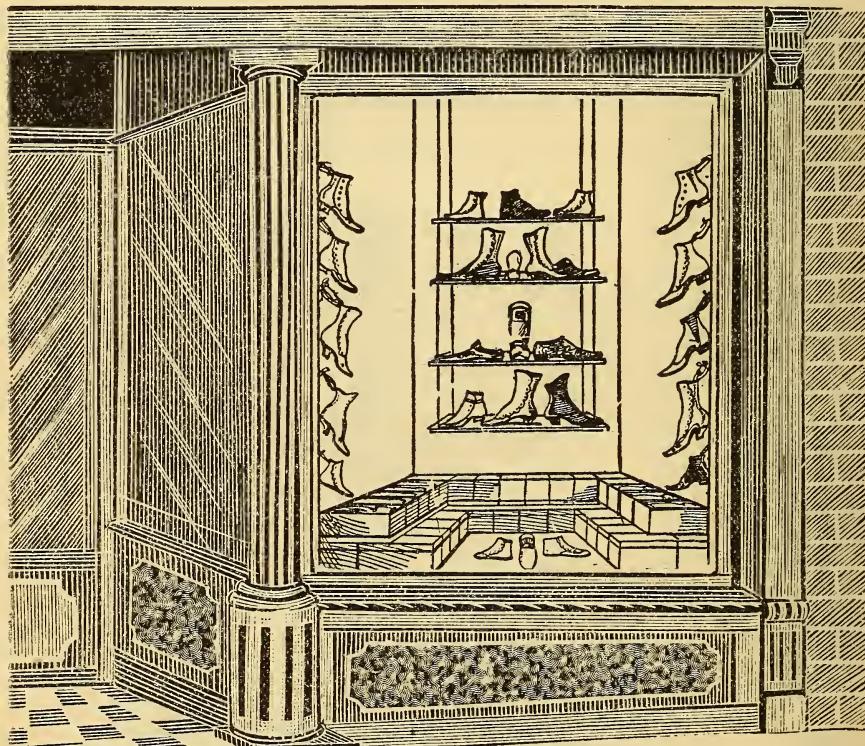


The shelves are neatly lined with colored tissue paper, and the shoes arranged as shown in the illustration. Behind each pair of shoes is a card bearing the price, and designed to relieve the usual sombre effect of a shoe window. These cards are bent forward at the sides and held in place by a thread attached to each lower corner, so as to make a sort of niche for each pair of shoes. Care should be exercised in the choice of colors both for shelf paper and cards. Each card may be of a different color, but the best way would be to have one color for each shelf, such as red, white and blue, in the order named.—*Copyright, Mer. Pub. Co.*

### A Handsome Display.

The design given below will enable you to make a handsome display window and at a slight expense.

Arrange boxes in layers on bottom as in illustration, leaving covers off the top boxes, showing shoes inside. To post, at sides of windows, put nails or hooks, tieing shoes to same with fancy colored ribbons. Support heels with small nails and let top of shoe hang out from post as shown. In centre have hanging glass shelves filled with footwear. Very fine shelves are made with plate glass and brass chains, but inexpensive home-made shelves can be gotten up very cheaply as follows: Have glass cut to size you desire your



shelves to be, using common window glass, the thicker the better; then take red curtain cord, cut four pieces to length desired, tie in common brass curtain rings wherever shelves are to come and tie curtain cord from ring to ring for shelves to rest upon. This will give you a pretty and inexpensive fixture upon which to show goods at all times.—*Copyright, Mer. Pub. Co.*

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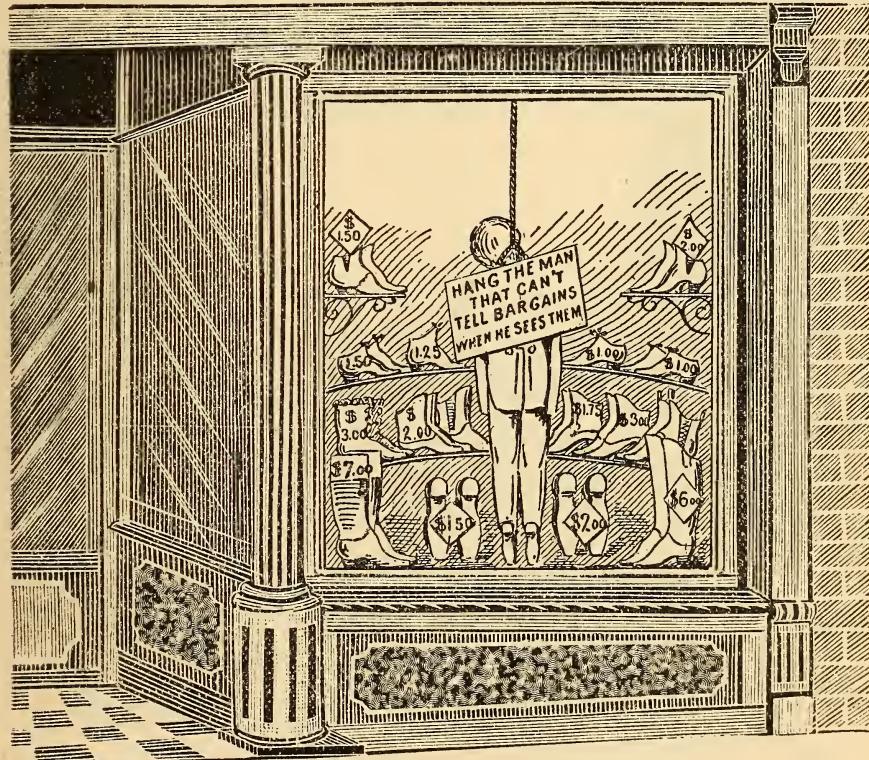
### A Window That Took the Cake.

"The window that took the cake, so to speak, was one made up entirely of "cast-offs," or old boots and shoes collected and used instead of being burned up. Those were carefully labelled and elegant cards placed on each bearing the name of well-known social leaders or celebrities of

national fame. Some of the labels were as follows: "Worn by Gen. Sherman at the battle of Shiloh;" "Shoes worn by Blinky Morgan when hung;" "Grover Cleveland's Best;" a pair of well-worn hobnailed shoes was marked "Went through the strike of '84;" another pair was marked as "Bought of S. & S. a year ago for \$1.50." Such a display may be labelled as fancy dictates, and I will guarantee it to draw a full sidewalk in front of the window in every case. It is a novelty in the way of window dressing and will bring trade."—*A writer in Boots and Shoes.*

### A Hanging Scene.

The design here given, although in its arrangement intended for boot

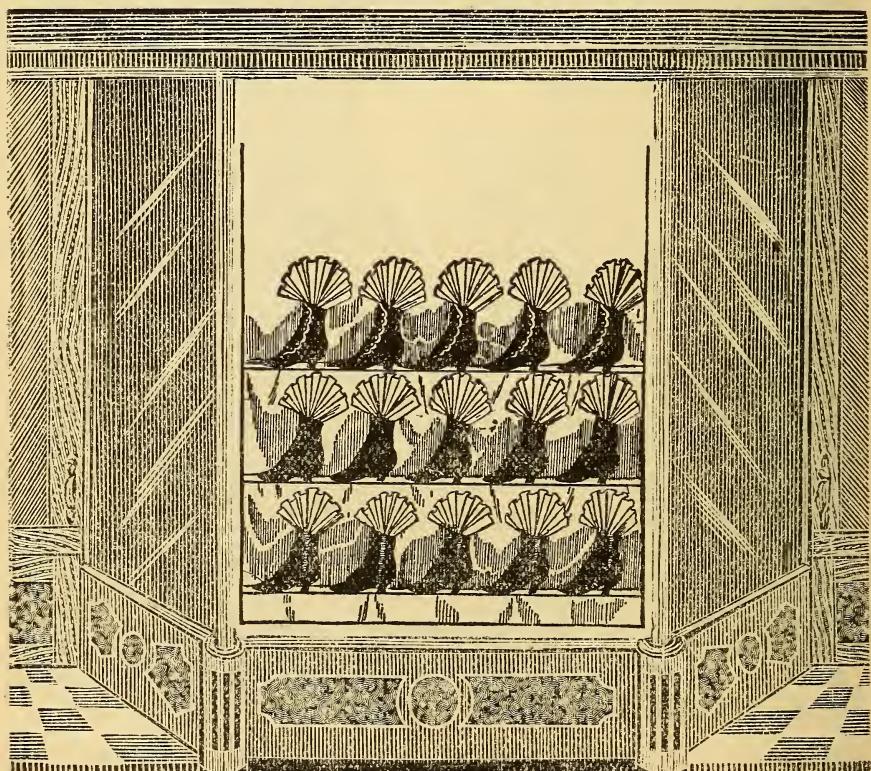


and shoe dealers, it can be used equally well for any line of business. The cut shows the idea so fully that extended explanation is unnecessary.

Take an old suit of clothes and stuff them to represent a man. Fasten a common mask, such as can be obtained at any toy store, to the head, spread some hemp or fluffy material to represent the hair, and the principal part of the display is complete. Suspend the dummy by means of a rope from a hook in the ceiling and put a card on his back, reading as shown in the illustration. Then make a show of boots and shoes as shown and you may rest assured that every man, woman and child in town will hear about your window and come and see it.—*Copyright, Am. Advertiser.*

### A Wigwam Display for Warm Weather.

A merchant of Winona, Minn., sends the following interesting description of the manner in which he recently dressed a boot and shoe window. He says: "In most large cities boot and shoe dealers are having a great run on wigwam slippers during this hot weather. We got up a little wigwam made out of a piece of unbleached factory stitched over a frame of hoops, made to look very much like our western Indian's wigwam, placed it in our large show window, had the flaps thrown back so people from the outside could look into the wigwam, where we had a variety of the slippers placed with prices marked on each pair. It took well and we sold more of the slippers the first week than we had sold the whole season before. The cost is nothing and is worth the trying."—*Am. Advertiser.*



### A Fan Window.

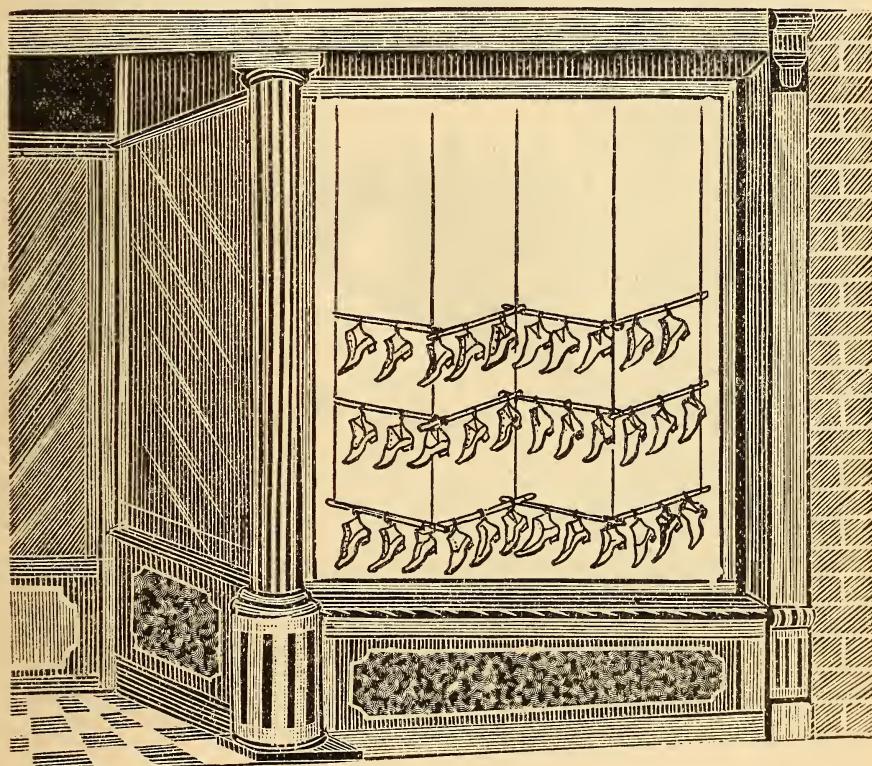
The design given above is so very simple that extended description is unnecessary.

A line of shoes is arranged on shelves about the centre of the window, and inserted in each shoe is a bright tissue paper folded fan shape. The paper should be of various colors and arranged with a view to harmony.—*Copyright, Mer. Pub. Co.*

### An Inexpensive Display.

The inexpensive and simple design here given can be effectively carried out, if the suggestions given are followed.

Take a quantity of short brass rods, or if these cannot be procured, round wooden strips will do painted or covered with colored cloth, and suspend them by means of the smallest picture wires at equal distances from each other in the angular shape shown in the drawing, attach the boots and shoes to these rods, commencing at bottom with the heaviest of men's shoes

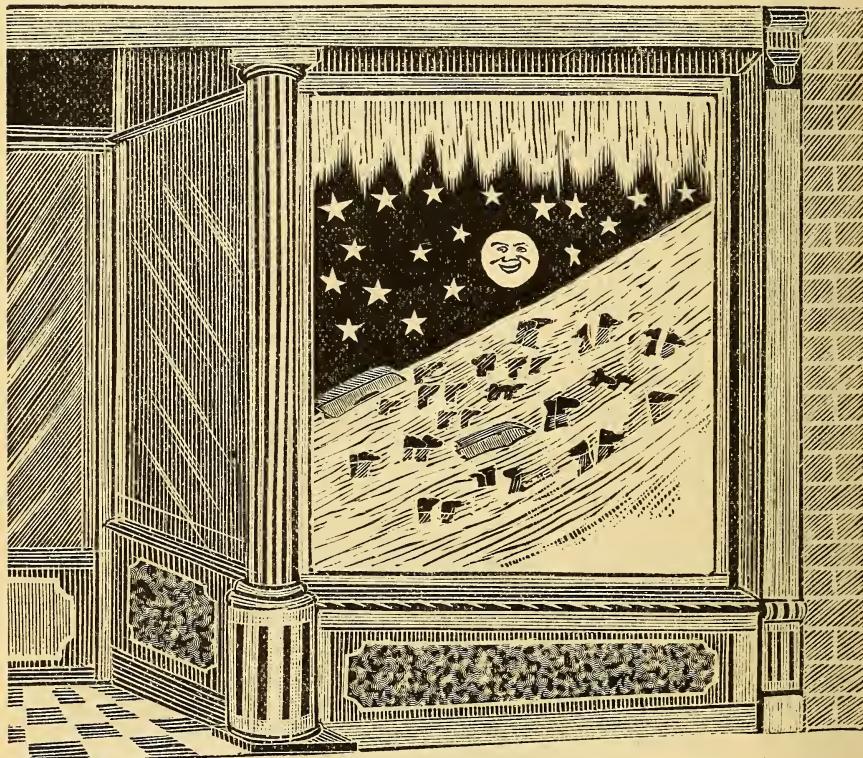


and grade them to the top row, on which should be placed the children's shoes and ladies' slippers. On the bottom of the window make another display, and complete the effect by placing handsome price cards on each shoe. Such suggestions as these are made for shoe-window dressing on the supposition that every store is not supplied with the elegant and neat brass fixtures which are now being made for that purpose in a variety of designs. It is possible for a boot and shoe window to be made as attractive as that of any store, and the dealer who studies to please the public in this matter is sure to reap good results for the trouble he has taken.—*Copyright, Mer. Pub. Co.*

### Breaking Into a Country Bank.

The design given below shows a catastrophe which cannot fail to attract attention as well as show goods.

A row of boxes or a plank made for the purpose should be put across the window front close to the glass and the space between this and the window filled with cotton batting to imitate snow. Boxes should then be irregularly arranged in the window and between them should be jammed a



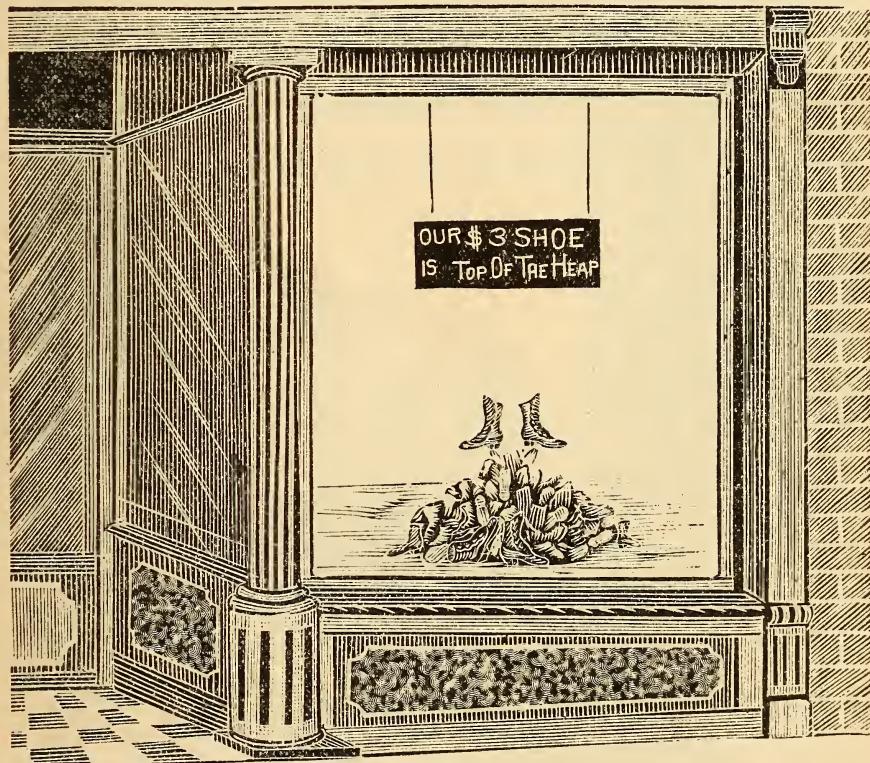
number of stockings that have been first stuffed so as to be quite stiff, and fitted with shoes.

When this is done the entire surface should be covered with cotton batting from which should project one end of a sled. If there is space a hillside may be shown in the background made of sloping boards covered in imitation of snow. A background of blue cambric with stars cut out of it, and the holes covered with gilt paper from behind will add greatly to the scene. The moon can be made of cardboard and suspended from above. A card inscribed "Breaking Into a Country Bank" can be displayed, and will lend a touch of humor to the scene.—*Copyright, Mer. Pub. Co.*

### On Top of the Heap.

The arrangement here given offers a simple and telling design for presenting the superior claims of a given shoe.

The shoes in the heap are to be piled carelessly, and yet artistically, so that the person who looks at them will see their merits. The heap should include all kinds of foot wear, and the sole or upper should be most prominent, as the purpose is to call attention to this or that part of the shoe.



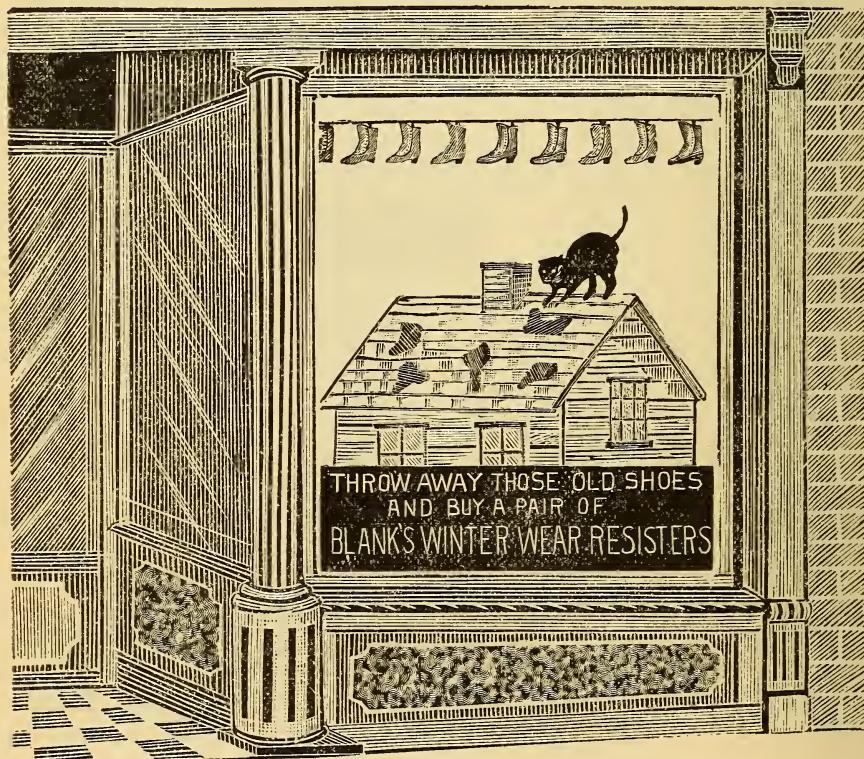
The stand in the centre, upon which the "special" pair of shoes rests, should be sufficiently high to make that particular pair more prominent than those in the heap, and yet should be low enough to let the soles of the shoes appear as if resting on top of the pile. Display in a prominent place a placard with the announcement that "Our \$3.00 Shoe is on Top of the Heap," or such other wording as may be preferred.

The size of the heap can be varied at pleasure; or, if preferred, two or three small heaps might be placed in different parts of the window. Of course, the usual display of other goods will be made on brackets, etc., as much in harmony with the main idea as possible.—*Copyright, Am. Advertiser.*

### S'cat! S'cat!

It would hardly be supposed that the much-abused and down-trodden cat could be utilized for window display, but in the illustration here given it will be seen that even a cat may be made to do good service in catching the public eye, although as a rule it catches the public ear more frequently than the eye.

The basis of the window is a house-roof which may be made out of box covers with straw board to imitate shingles. On the roof is a cat surrounded by old boots and shoes, which are the bouquets usually bestowed upon the feline prima donna. The remainder of the display shows well made and



tasty shoes, and gives point to the card at the bottom, viz: "Throw away those old shoes and buy a pair of our winter wear registers." Although the special feature of the window is a cat, yet it is not necessary that this animal should be alive; in fact, it would be difficult to induce the "critter" to take an active part in the display if it was. With a little care, however, a very respectable cat can be made out of heavy cardboard.—*Copyright, Mer. Pub. Co.*

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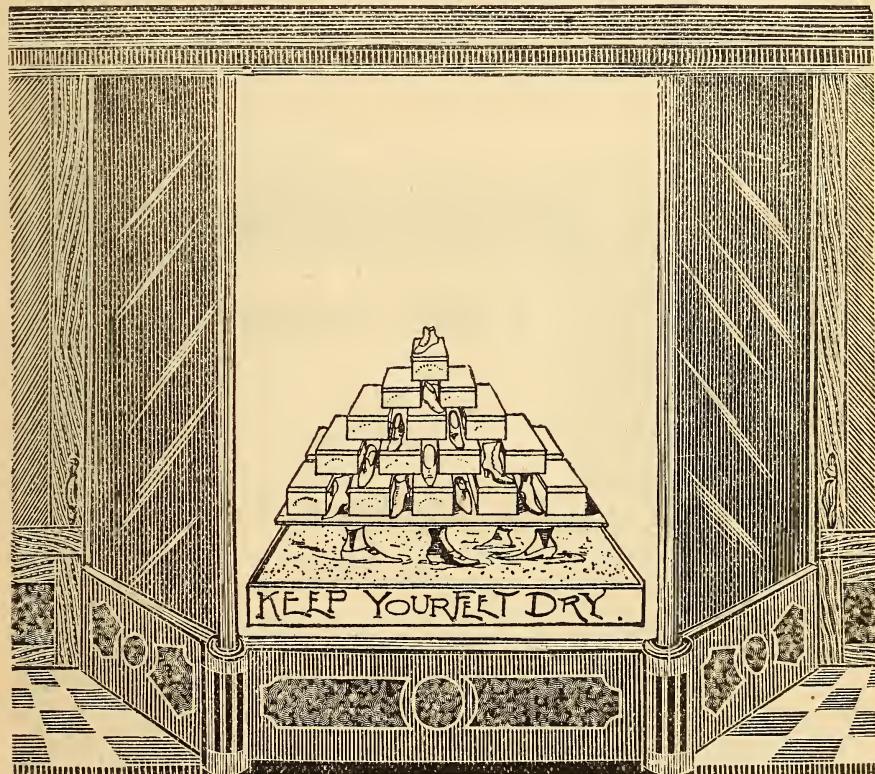
### An Attractive Window.

A most attractively arranged window I noticed had in its centre a large and neatly painted tub containing a fine flowering shrub in bloom. The earth in the tub was concealed by a stand on which various styles of ladies'

fancy boots and shoes were displayed; suspended from the branches were several varieties of children's fancy colored boots, shoes and slippers, which looked somewhat like fruit on a tree. This, with the boots neatly arranged throughout the window, had a most fascinating effect and gave an idea of "Boots in Eden."—*A. Woodman in Boots and Shoes.*

### A Novelty For Wet Weather.

A novelty for window display in wet weather will be found in the following design.



Get a shallow box, say about four inches deep and large enough to cover the bottom of your window. Fill the box with mud and level it off fairly smooth. Then put some rubbers on a number of ladies', gentlemen's and children's shoes and stand them in the mud, pressing them down about half the depth of the rubber. Make a few foot-tracks in the mud besides and cut a card just the size of the side of the box next to the window; this should be lettered "Keep Your Feet Dry" and attach it to the box as shown in the illustration. Strips of grass sod can be arranged at the sides to hide the box and heighten its effect. This will be found a splendid way of forcing the sale of rubber shoes. Back of the window make a pyramid of shoe boxes, placing in the open spaces samples of shoes and slippers.—*Copyright, Am. Advertiser.*

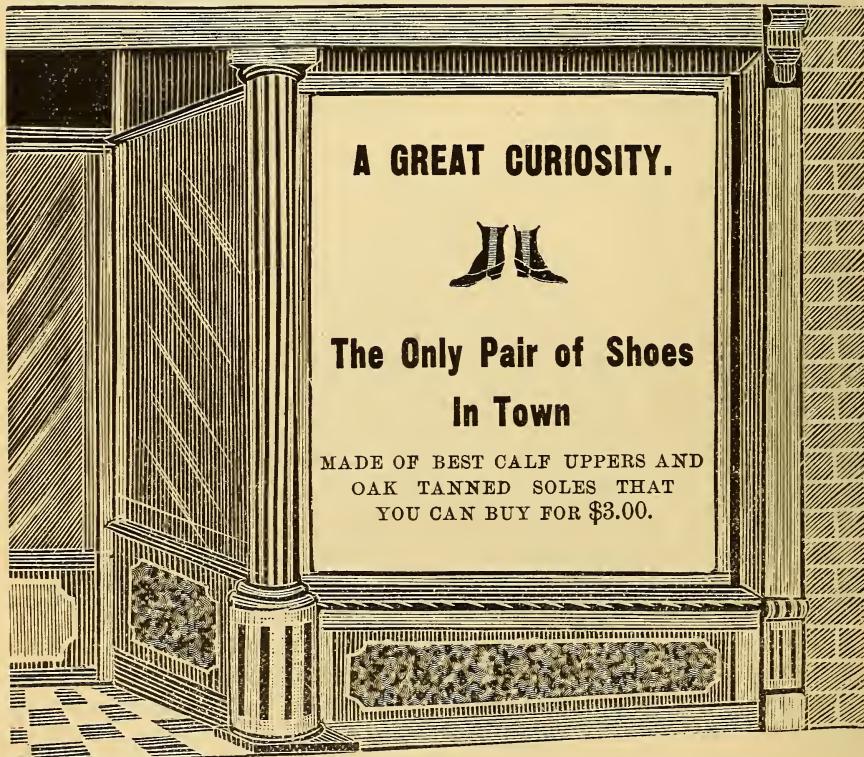
### A Cobbler Window.

An excellent idea for a shoe store that does repair work is to lace a shoemaker at work at his bench, and over him the following sign:

While a man lives he may mend; when he dies his chance is gone. This is why we want to mend all the shoes we can, and put on new soles and heels at \$1 per pair.

### A Great Curiosity.

To carry out the novel idea suggested by the illustration is so simple that a mere reference to it is all that is necessary.

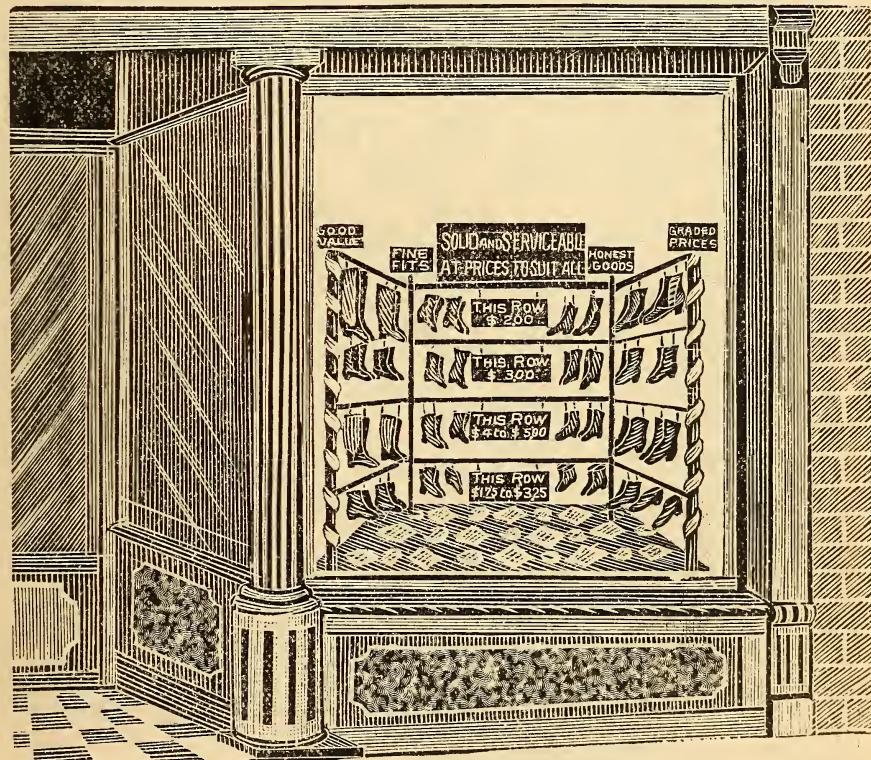


The requirements for the window are a white background, made by a sheet or white paper. In the center of this ground display a solitary pair of shoes, with inscription like the one furnished. The point is to make the last three lines so small that they can be read only when close up to the window and the other part of the announcement so large that it will easily catch the eye of the passer, who will surely pause to see such a curiosity as "the only pair of shoes in town."—*Copyright, Mer. Pub. Co.*

### Simple, Yet Attractive.

The following, though simple to execute, possesses many attractive features. In this business there are many grades of goods at many different prices. The boot and shoe man supplies the wants of seven ages, and hence is able to dress his window so as to call for the attention of everybody.

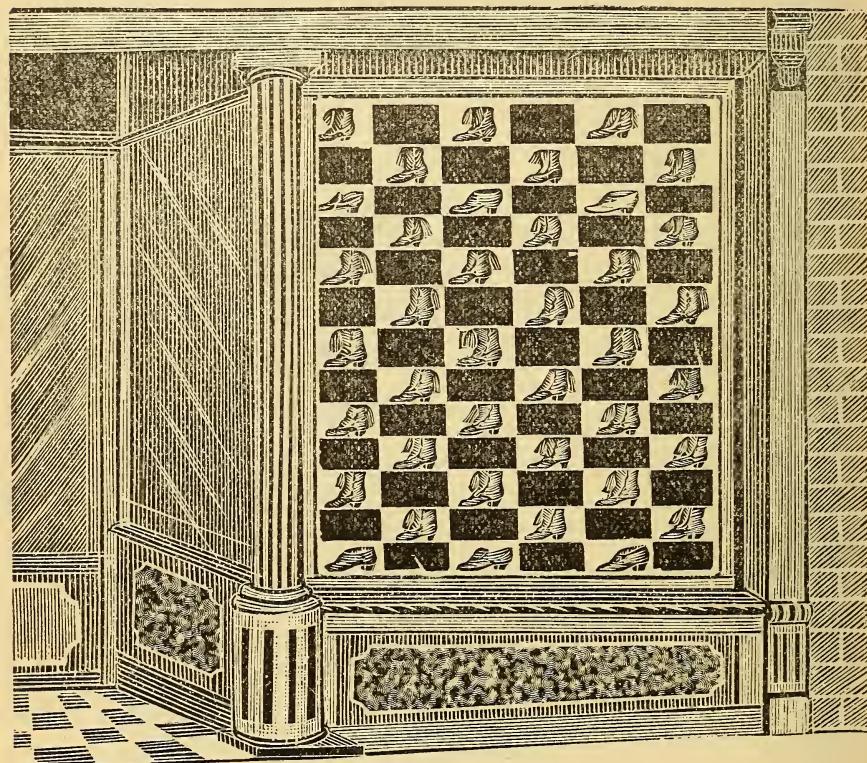
To carry out the design here presented a common clothes-horse is necessary. Place it in the position shown in the cut, and arrange rows of shoes on each tier in graded values, having the most expensive ladies' and gent's fine shoes on the top row, the inferior qualities in the order shown on the



lower rows. The prices named need not, of course, be adhered to. The prices must be made in accordance with the class of trade the man using the design is catering to. It will be noticed that an opportunity is here given to make a good and telling display of show cards. If there is not a man in your town who makes such cards for a small charge, buy a shading pen and make them yourself. [See back of book.] It is quite easy to do it. The suggestions given for the wording are very apt, and will doubtless be found suitable by all. To increase the effect colored calico could be wound round the bars in May-pole fashion, and a piece of bright, colored carpet be placed on the bottom of the window. Properly carried out, this will make a very attractive and telling display. It costs nothing worth mentioning, and is sure to draw trade.—*Copyright, Am. Advertiser.*

### A Unique Window.

The following idea, taken from *Boots and Shoes*, if properly carried out, makes a very unique and attractive window. All that is required is a number of shoes in cartons, the latter being of a uniform size, or the effect will be destroyed. Start a row across the floor of the window, placing the uncovered cartons with a shoe in each box, directly against the glass, far enough apart to be nicely joined by a carton set above the open space. Continue building up rows as high as you wish. Cords passed along the rear of each row and fastened to screw eyes set in the window frame will



hold the boxes tightly to the window glass. If the glass is clean the shoes can be examined from the outside very nicely. The diagram above will show the arrangement very clearly.

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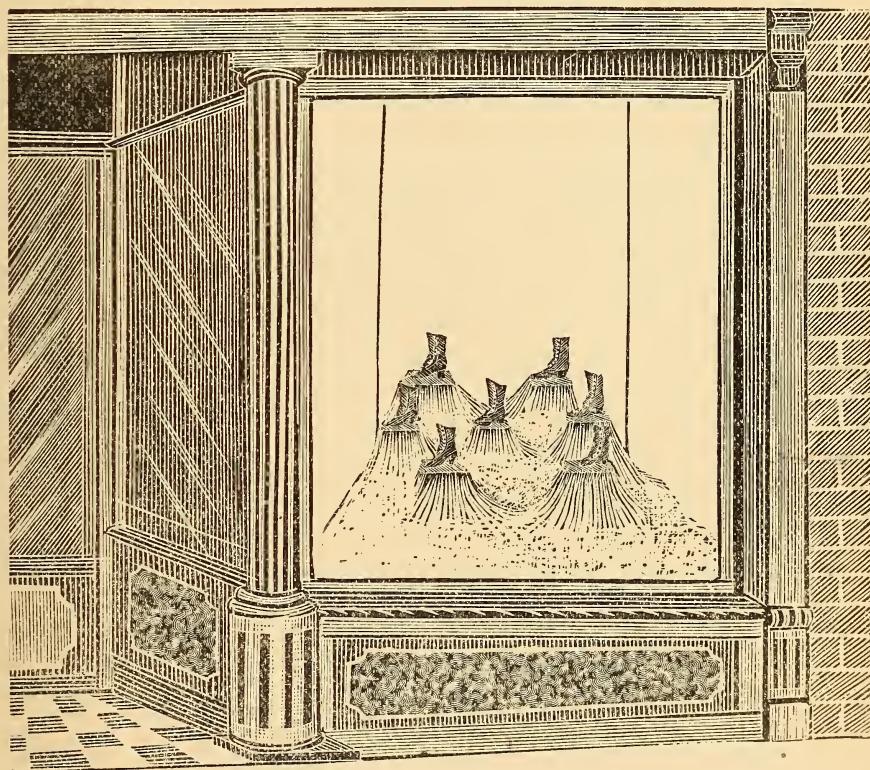
### A Hunter's Equipment.

"One fall, when the shooting season opened, I had displayed in my window a miniature field of stubble, bushes, dry grasses, and a number of quails. A full equipment for a hunter—shells, powder flasks, rubber and grain boots—and everything pertaining to an outfit were displayed with good effect."

### A Simple Suggestion.

The suggestion here given is one that might be used with equal effect for jewelers, grocers, etc.

The idea is to cover the base of the window with a white covering of some kind, and underneath of which place boxes of unequal heights, placing upon ridges thus formed samples of your prettiest line of shoes, ladies' pre-



ferred. In the hollows formed by the raised boxes spread white cotton wadding plentifully, which will materially add to the effect.—*Mer. Pub. Co.*

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### Perpetual Motion.

A writer in *Boots and Shoes* thus describes a funny display that he arranged, and which could be used to advantage in other lines of business: "I had a long spiral spring made which I fastened to the ceiling of the window. To the end of the spring I tied a colored cotton cord, to which I attached a mammoth Arctic overshoe. In the Arctic I sat a little old woman, the face of which was made of putty. A small sunbonnet improved her looks wonderfully, while a little powder brought life to her face. Around her and the shoe I pinned a dozen or so china dolls adorned with various

colored dresses. There was a small wire, which ran from the inside of the store to the ceiling and down through the spring and attached to the cord. A slight pull of the wire would start the shoe bobbing up and down and continue so for some time. A card was in the window marked "Perpetual motion at last." The spring being entirely covered, by starting the shoe in motion at some distance from the window, it required not a little examination on the part of some before the hidden power could be discovered.

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### A New York Idea.

A novel invention for drawing feminine eyes to the store of a prominent Broadway shoe dealer is a particularly neat and pretty girl standing on a step-ladder in the window. She is kept there arranging and rearranging the exhibits during the daily periods of crowds of shopping ladies, who do not fail to see that her unusually small and shapely feet are shod in the newest and nicest of shoes. The very latest novelties in gaiters and slippers are displayed by means of her, and in an artful manner that has the appearance of artlessness.

## GROCERIES.

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### The Art of Window Dressing.

Grocers, as a rule, have given but little attention to window display, but in recent years the matter has been more prominently brought to notice in some of the leading trade journals of the country, and consequently there has been an awakening to the importance of the subject.

The following paper, on the "Art of Window Dressing," delivered by Mr. W. H. Tumbleston, of Philadelphia, at the Convention of Retail Grocers in Wilkesbarre, Pa., April 25th, 1888, will repay a careful perusal, and is published here somewhat in the nature of an introductory article:

"Sir Walter Scott tells us when a man has not a good reason for doing a thing he has one good reason for letting it alone. It may be this accounts for the tardiness which characterizes our trade in falling in line with other mercantile pursuits in window dressing. In our official organ, in its columns on 'Grains of Gold,' we find this saying: 'Every business that is worthy the name has two departments—its science, to be understood by study, and its art, to be acquired by practice.' So we are compelled to notice, time and time again, a grocer's window who has acquired the art of dressing the same."

Bolton says that 'Men are born with two eyes and one tongue in order that they should see twice as much as they say.' This is worth remembering, and if the eyes are used with a desire for improvement in this great advertising medium, the door stands open wide, and a voice within says 'enter all who will.'

To be unique in window dressing may not be the ambition of many, but a few points may be spoken of that are constantly thought of by those who take pleasure in the work.

Cleanliness is probably the most important, and it necessitates partial, if not entire cleaning, once a week. Fly netting should be used freely during the summer. Changes should be made monthly or semi-monthly. Sameness is to be avoided.

Condensing should be remembered. If strong lights are used in the top of the window, it would be well to decorate as far back as possible, so that the light will fall in *front* of the background, showing it off well, and also have full force on the base of the window. If the window is not enclosed, a background is necessary of some kind, either of goods or of a curtain at least half the height of the window. After the store is closed at night a good light is desirable. If the electric light is not accessible use gas or oil. This will make money for the grocer while he is asleep.

Mirrors are desirable on the sides of the inside of the window and a folding mirror for the background. These are not absolutely necessary, but they give the window a luxurious appearance. Urns, vases, pedestals, busts and Chinese wax figures are very desirable and could be purchased at a reasonable cost by a club belonging to a local association and rented out at a small price per week; that would pay a fair per cent. to the parties who would invest in same. Flowers in small quantities, in spring or winter, give a pleasant appearance. The seasons that offer special opportunities for display are the Fall, Christmas and Easter.

**QUANTITY.**—Very few goods, if arranged properly, will make an attractive and impressive show, and in many instances be more efficient than a much larger display.

**IDEAS.**—One of the best ways to pick up good ideas is to look at some of our principal windows, study how they are arranged and form your own ideas; and the probability is that in experimenting on the window you will succeed in making it more attractive than the one from which you have taken your ideas. An engine, a new coffee-mill, a butter refrigerator, an old grocery store of fifty years ago in miniature, or pyramids of canned, bottled or farinaceous goods, using care that the colors do not clash, are desirable. A fountain might do well for once in a year. Gas jets are often brought into play with good effect; also a revolving music box. While it is a good thing to have a definite idea in regard to a window before commencing to dress it, yet we know that the window has for the most part been dressed when at the commencing no definite idea was held; but as one continued numerous ideas suggested themselves, and patience is required to see which will look the best. Generally speaking, if the window pleases the dresser of it, it will, in most cases, please the public.

**PRICES.**—Nice styles in tickets, with prices of the leading goods displayed, could be neatly arranged where they belong, and they will brighten up the window considerably and make it much more likely to command the attention of passers by."

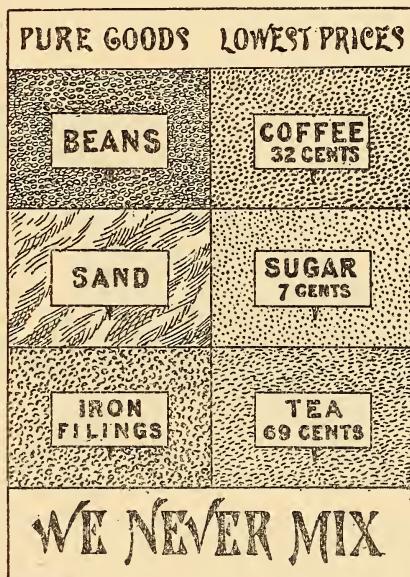
### A Novel Idea.

A leading grocer has adopted a novel idea for display cards in his show windows. He advertises the brands and prices of his sugars, teas, ground coffees, spices, etc., by painting on a colored board or heavy paper box cover the signs he wishes to show in glue, and on which before it dries, he sprinkles the article he desires to advertise.

### We Never Mix.

There is always a good deal of good-natured chaff going on about the grocer who makes a fortune out of sand mixed with sugar or iron filings, which make the tea weigh heavy and that gives the idea for the show window display here illustrated.

To construct this design make six divisions in the bottom of the window by means of planed laths and fill each square as shown in the cut. The articles necessary for the display are all in the store excepting the sand and iron filings. Having filled the various squares with the goods shown in the cut and placed the signs on each, suspend the motto at the top "Pure Goods,



"Lowest Prices," then at the front of the window right next to the glass put the sign "We Never Mix." The white sand and iron filings sufficient to cover a false bottom about one inch thick can be easily procured.—Copyright, Mer. Pub. Co.

### St. Patrick's Window.

On St. Patrick's Day a wide-awake grocer availed himself of the occasion to draw especial attention to his window display. On a ground of roasted coffee the shamrock was outlined in the raw berry, the outline being filled in with green tea. The effect was singularly pleasing, and the merchant was rewarded for this bit of enterprise by securing many new customers from among the class of people for whose benefit it was done.

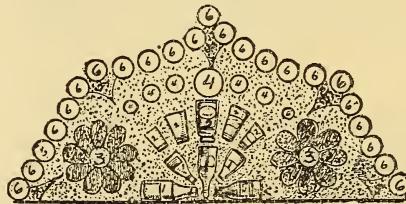
### A Foot-Print Window.

A unique means of attracting attention to your store window is to cover the bottom with a layer of white sugar, and then outline large footprints in ground coffee or tea, with a card above upon which is the following:

These are not "footprints on the sands of time," but they are footprints on our best granulated sugar.  
Price 6 cents.

### A Flower Window.

The following diagram illustrates the arrangement for the base of a novel window display:



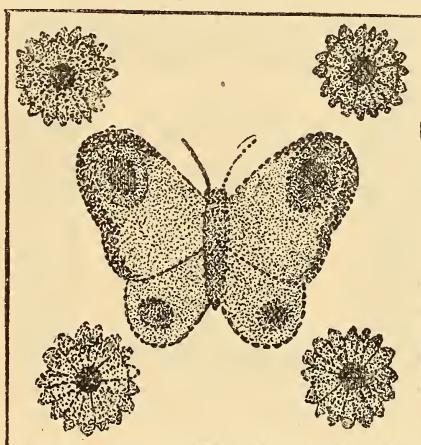
Figures 6 are canned goods arranged as shown, and piled two, three, or as many rows high as desired. The entire groundwork of the design is a layer of green coffee, at least one and a-half inches thick. Figures 4 are bottles of fancy bottled goods, standing upright, the largest at the centre and graded down to the smallest. Figures 1 and 2 are bottles arranged as shown, laying on their sides and pressed down into the coffee. Figure 3 is a flower with a white centre and brown leaves, the white centre being made of rice and the brown leaves of roasted coffee. Make the flower as follows: Cut a piece of card-board one inch wide and nine inches long, and sew the ends together. This gives you a ring three inches in diameter. Next cut card-board one inch wide and fifteen inches long, bring the ends nearly together, and this makes one leaf of the flower. In this way make as many leaves as you may desire, and sew the ends to the central ring, and you have the shape ready.

Press the pattern down into the green coffee until the top is level with the same. Then take out the green coffee that is on the inside of the pattern and put in its place, rice in the central ring and roasted coffee in the outer leaves and your flower is then complete and in its place. Draw out the pattern carefully and use for making the other flower. The little pointed figures next to canned goods are shaped with paste board and filled with teas of different qualities.—*Copyright, Mer. Pub. Co.*

### A Butterfly and Sunflower Window.

The design given below consists of a butterfly as the central figure, with a sunflower at each corner. In this design there is room for a great deal of skill and taste, and the butterfly may be highly colored or more simply done according to the ambition of the window dresser. The form of butterfly here given is one of the simpler kind, with a style of marking easy to reproduce.

Let the groundwork of the square be of white sugar. The outline of the butterfly, the antennæ and margins of the wings may be of browned coffee. The color of the wings may be of bright yellow, with a deeper yellow for the spots at the corners. The veinings on the wings may be put in with tea. The sunflower is to be outlined in brown coffee, with the central spot of the same material, which very closely simulates the natural seeds.



The body of the flower should be of sugar, as yellow as possible (or mustard might be used), and the circle of leaves on the outside be of green coffee or green tea. These directions are simply given to indicate how the design may be worked. The best way is to obtain a picture of a large butterfly and endeavor to reproduce it in the manner indicated.—*Copyright, Am. Advertiser.*

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### A Novel Window.

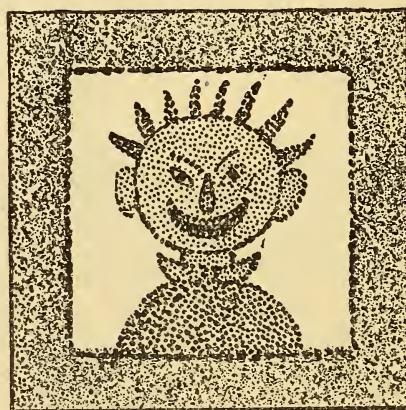
A novelty in the way of a window decoration is the following, and which may be adopted by any grocer who has a sunny front window. Make a shallow box so as to fill about one-half of the window. Into this place rich soil, filling it to the edges. Any cereal seed may be planted in it, either oats, wheat or corn, and when it has grown enough to attract attention the box may be placed in the window, the remaining half of the space being filled with attractive display goods. If wheat is growing in the box, flour may be displayed; if oats are growing, display oatmeal; if corn is growing,

display cornmeal, canned corn, or some other corn preparation, using appropriate signs, such as "The Alpha and Omega of the Corn Industry;" or, "The Beginning and the End;" or, "Here is Bread, which strengthens man's heart, and therefore called the Staff of Life." Similar wording appropriate to the subject can be used if oats or corn are growing instead of wheat. This will be found to be a very attractive window, and cannot fail to draw a crowd at all times.—*Am. Storekeeper.*

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### A Portrait Design.

Here is an idea for a grocer's window, which will commend itself to the seeker for attractions and novelties.



OUR PICTURE GALLERY.  
PORTRAIT OF O. G. JAVA, ESQ.

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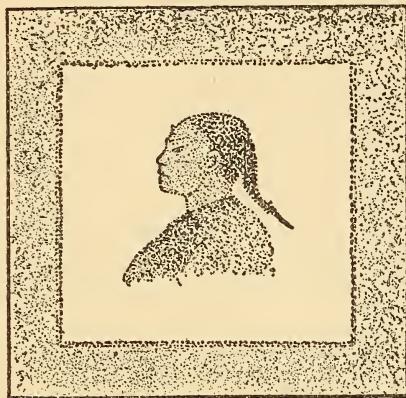
Prepare a groundwork of white sugar, and on this ground make the square frame for the picture in *green* coffee. Inside the frame, on the white sugar ground, make your picture. Make the eyebrows and outlining of prunes. For face and bust use roasted coffee. The eyes may be of prunes, with sugar for the whites. Beans or oblong oyster crackers will make the teeth; and the mouth can be filled in with cayenne pepper. Make a card and display in the window, like that under the figure in our cut.—*Copyright, Am. Advertiser.*

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A New York grocery man filled his window with nothing but brooms, of all styles and kinds, and in two weeks had sold more brooms than he had before in six months.

### Another Portrait Design:

A design similar to the one on the preceding page is here given, it being a portrait of "Young Hyson."

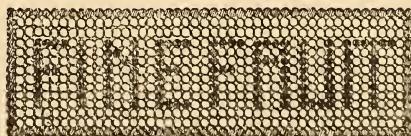


OUR PICTURE GALLERY.  
PORTRAIT OF YOUNG HYSON.

The picture is to be made in the same way as that of O. G. Java, described on opposite page. Make ground, for the picture, of white sugar. The frame can be made of green coffee. The outline of the face and head of brown coffee. Fill in the face with yellow sugar. Make the eyes with prunes and the lips with red pepper; the bust and head with hair and cue are to be of browned coffee. Underneath the picture put the inscription printed beneath the cut. It should be neatly printed on white card.—*Copyright, Am. Advertiser.*

### An Orange Window.

A very pretty effect can be produced by arranging oranges in the manner as shown below.



To do this it is necessary to wrap the oranges in paper. The letters "Fine Fruit" are picked out in some bright color against a ground of white. Of course any colors may be used, but the letter in bright red on a ground of white make a sign that can be read across the street.—*Mer. Pub. Co.*

### A Donkey Window.

To produce this design properly get your groundwork as level as possible, if your window is not too large rice might be used for the purpose, if not rice use white granulated sugar; in any case use something that is very white so that the donkey's head will show up well.

To get the outline of the head and ears we would suggest that you first draw it on a piece of paper using the sketch shown above for a copy and then cut out the shape you have drawn and place it on the material you have chosen for the groundwork. After placing the pattern carefully in position put a single row of green coffee berries around the edge of it and remove it; you will then have a clear outline shown by the berries. It will then be an easy matter to fill up the space with the same kind of berries. Then take some roasted coffee berries and sprinkle indiscriminately over the surface of the head to give it a kind of a mottled appearance. To represent



the eyes make a small circle of something having a dusty white appearance and place a small quantity of ground coffee in the centre of it to make the eyeballs. Then use some cayenne pepper to represent the inside of the nostrils. It is probable that other little things will suggest themselves to the person who undertakes to produce this novel display which will give it a more natural appearance. The wording below the donkey's head can be formed by using rosted coffee berries.—*Copyright, Mer. Pub. Co.*

### Some Taking Methods.

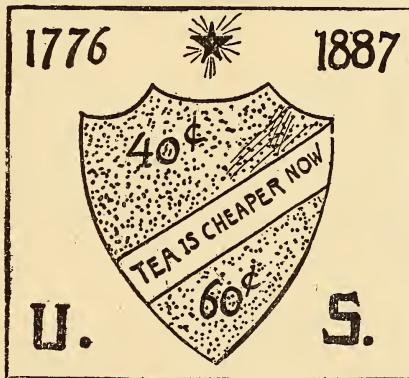
Sam Plank, in the *Philadelphia Grocer*, says tinned goods are the best things to ornament windows with. Milk, sardines, tomatoes, preserved fruits, fish and meats are handy in shape and light in weight, and are capable of being arranged in a thousand designs. You can build a model of the White House if you have time enough and the window is of large size. Or you might model the President out of fruit. If you heap some granulated sugar on a rusty cracker box lid you might facetiously call it the "Sugar'd

Rust." A circular pyramid of cans of tinned milk in a basin of real water would represent "Cone-y Island." You ought to have some attractive and taking cards in your windows, and if you went in for a few original inscriptions thereon it would boom business and you would find your store windows a splendid advertising field, and a remarkably cheap one at that. You might print on your cards for instance:

OUR BUTTER IS JUST STRONG ENOUGH  
TO DRAW CUSTOM.

### A Fourth of July Tea Display.

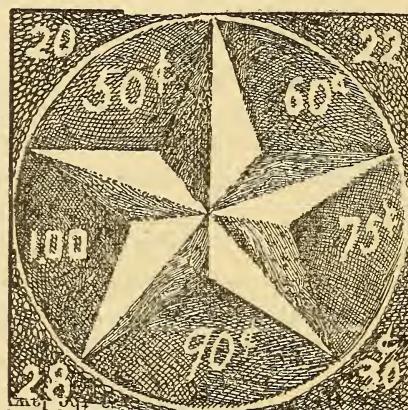
The design given below is an excellent and seasonable one for use during the latter part of June and the early part of July. It must be remembered that the tax on tea was one of the grievances of our revolutionary forefathers, and the adoption of this idea is to remind the public that tea is cheaper now, demonstrating the truth of your statement by showing samples and prices in the design.



The arrangement is as follows: Lay out a square in the bottom of your window as large as it will allow of light brown sugar, spread evenly about an inch or one and half inches in depth. In the centre of this design trace the outline of the shield, in about the same proportion to the square as shown above. Fill the upper part of the shield with one grade of tea and the lower part with another and round it up gradually from the outer edges, so that the shield at the centre will be raised about two inches above the sugar. All the figures and letters are made by sprinkling on ground coffee, except the prices of the tea, which are made of rice to give a greater contrast with the tea. The star can be made of red pepper, with streaks of red to represent the rays of light as shown in the drawing. A border of ground coffee extending around the shield, and on each side of the band between the sugar and tea, will make the outlines sharper and more effective. The design is easily made and makes a pretty window.  
—Copyright, Am. Advertiser.

### A Star Window For a Grocer.

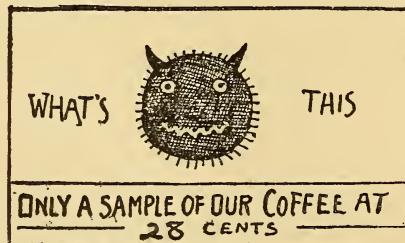
The arrangement as represented below makes a most attractive window for grocers. To carry it out, the base of the window should be divided into slanting compartments, and filled in respectively with rice, dried fruits, coffee, tea, sugar, etc.



In the above diagram the star is formed with white and brown sugar, the circle within the points of the star with different grades of teas, while the four corners outside the circle are composed of roasted coffee and dried fruits, or all coffee as may be desired. The prices of the goods in each compartment are indicated by figures made of rice, which forms a striking contrast with the dark goods which make up the base of the display.—*Copyright, Mer. Pub. Co.*

### A Face Design.

The design shown below is very complete and can be made by any person of average ingenuity without much trouble.

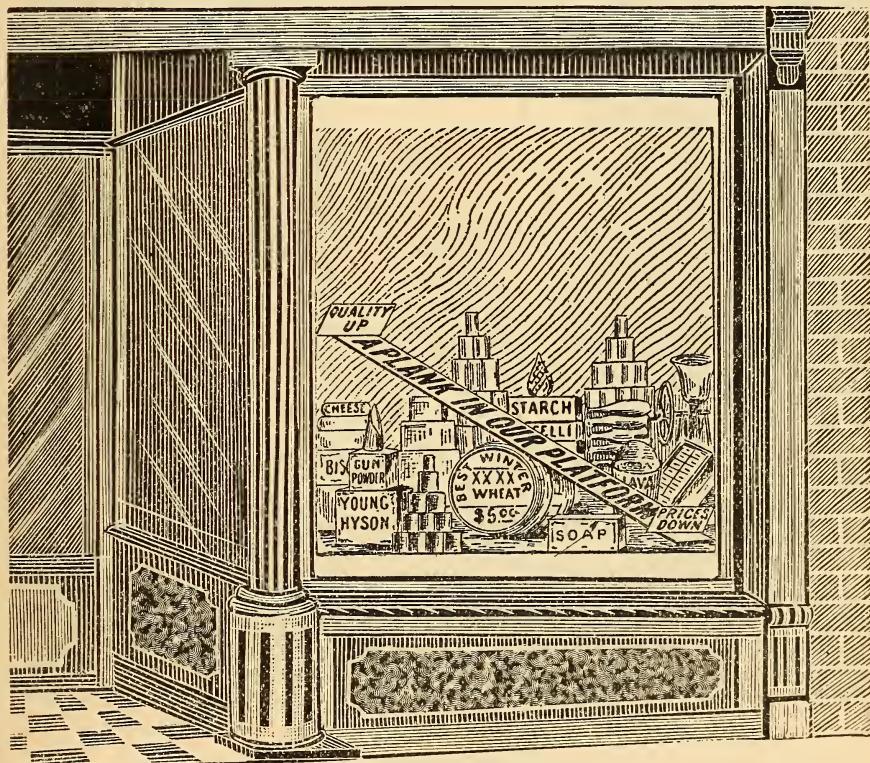


The groundwork should be of white granulated sugar nicely smoothed over, then in the centre make a circle of ground coffee for the face; the ears shown in the drawing should also be made of coffee; the eyes should be made of red pepper, with dark pupils, and the mouth of rice. The short pieces of cinnamon will make the bristles. Lettering on the sugar should

be made of coffee berries; but, if it is considered too much trouble to make all the letters shown at the bottom with coffee berries, take a piece of card-bord, paint the letters on it in black and place it in the window at the foot of the design, being careful to cover the edges of it with sugar so as to heighten the effect.—*Copyright, Mer. Pub. Co.*

### Quality Up! Prices Down!

The design given herewith will make a display which no passer-by can resist stopping to look at. It is not by any means a design that can only be used by a grocer, and doubtless many merchants in other lines of trade will conclude to make use of it.

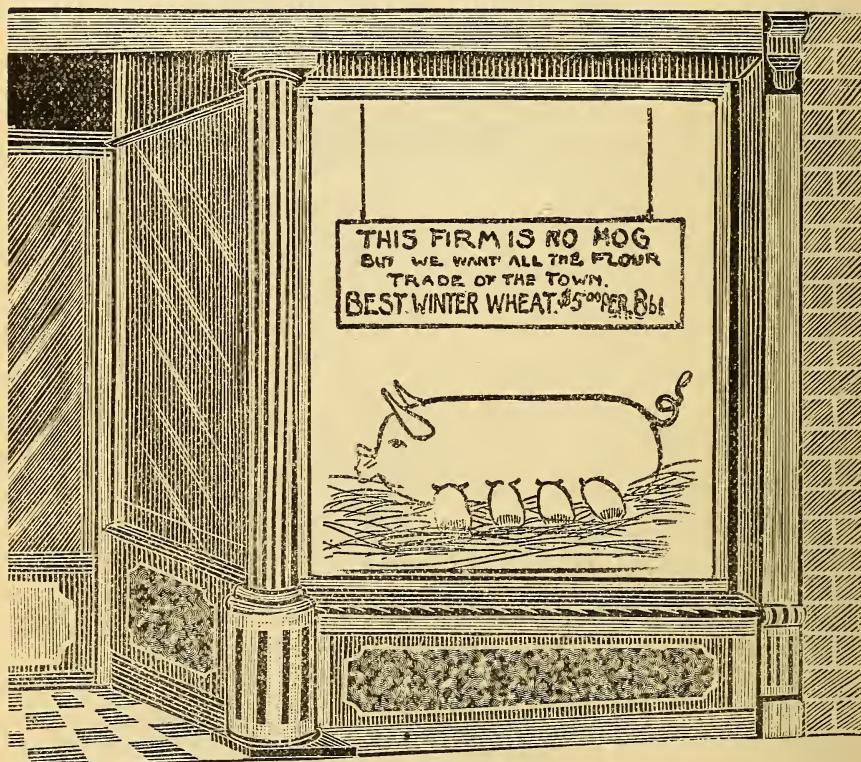


The sketch explains everything so clearly that a lengthy description or list of instructions is not needed. It is an easy matter to procure a pine board of such a length as will go in the window, and place it across a barrel of flour. On the lower end place a heavy box with a card tacked to it, reading, "Prices Down," and on the other end put a lighter box (empty would be best) and tack to it a card reading, "Quality Up." After arranging a suitable display of canned goods, starch, spice boxes, etc., in the window, so as not to obscure the view of the wording on the plank, which should be painted in black, a good effect will be obtained, and everybody who sees it will tell their neighbors to come and look at it.—*Copyright, Am. Advertiser.*

### A Hog Show.

The following unique idea will make a great attraction, and cause much merriment, as also a great deal of talk among the passers by, who will go home and tell their neighbors all about it.

Anybody could tell that this is a hog, and if you follow the instructions you can make one which will look quite as life-like. The mother of this happy family can be represented by a sack of flour laid on straw in the bottom of the window. The open end of it can easily be arranged to represent



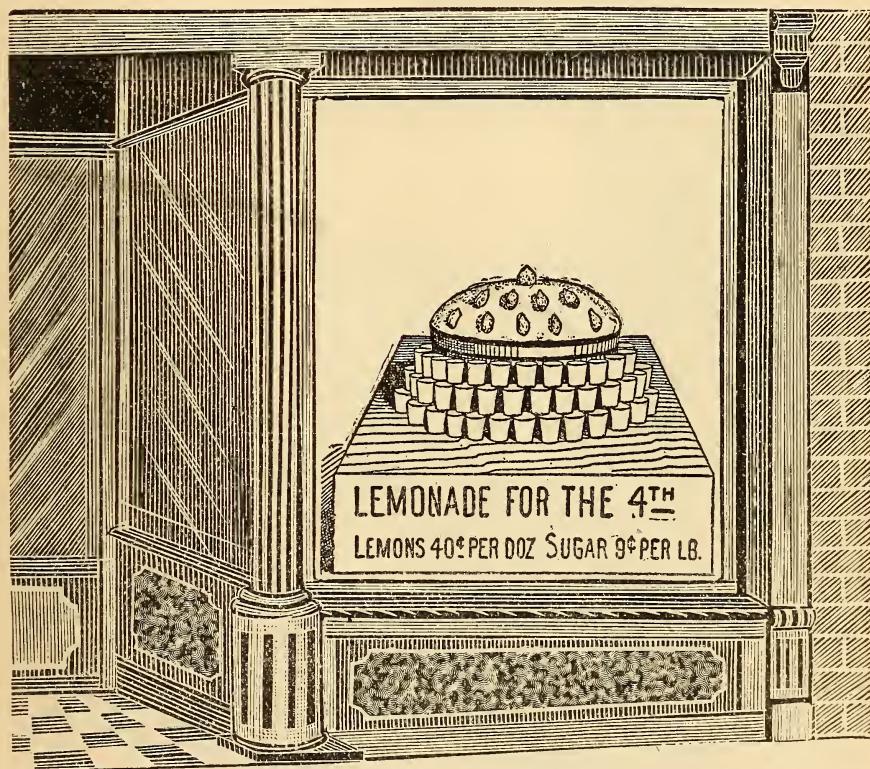
the snout, and a few strokes with the marking brush will make an eye that it will give an animated appearance to the object; this appearance will be much increased when pieces of paper are cut and gummed on to represent the ears. The caudal appendage, more commonly known as the tail, can be made with a piece of stiff hemp rope twisted into shape.

The little pigs are nothing more than bags of salt, arranged in the manner shown in the sketch, with paper ears gummed on to animate them as far as possible. The motto on the showcard is all that is now required to complete the display, and draw a crowd around the window. This could be used for other lines of business by changing the wording of the placard.—Copyright, Am. Advertiser.

### A Lemonade and Cake Window.

This illustration is intended more particularly for use in the early part of the month of July.

A central tub is filled with white sugar, which is ornamented with lemons, as shown. Around about the tub, piled so as to hide it, are glasses suggestive of the beverage which cheers but not inebriates the patriotic celebrant. Some such inscription as that shown in the cut should be prominently displayed in connection with this arrangement. The lemons might



be fixed up with cloves for eyes, and toothpicks for feet to resemble pigs, and thus render the display a little more attractive.—*Copyright, Mer. Pub. Co.*

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### Some Suggestions.

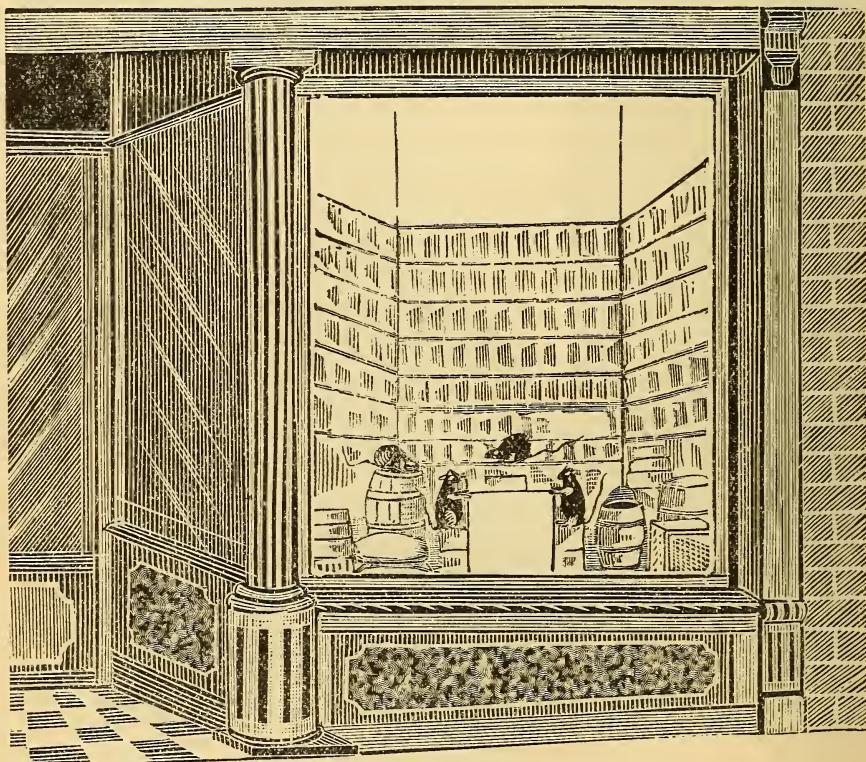
Baskets arranged artistically form handsome windows for grocers. When in the country last summer, a New York merchant made preparations for a fine window for the winter by selecting from wheat, barley, oats, buckwheat, growing in the field, some choice sheaves. These were carefully trimmed and brought to his store well preserved, so that the grain

stood up in fine unbroken shape. The greatest care was shown in displaying the grain to the best effect, and the window certainly attracted more attention than any one on the avenue. Many customers admitted they had never seen buckwheat growing, and did not know what it was until told.

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### A Mouse! A Mouse!

The design here given will not tax the ingenuity of the window dresser. A good arrangement of good things with some prominence given to cheese and other edibles is all that is necessary.

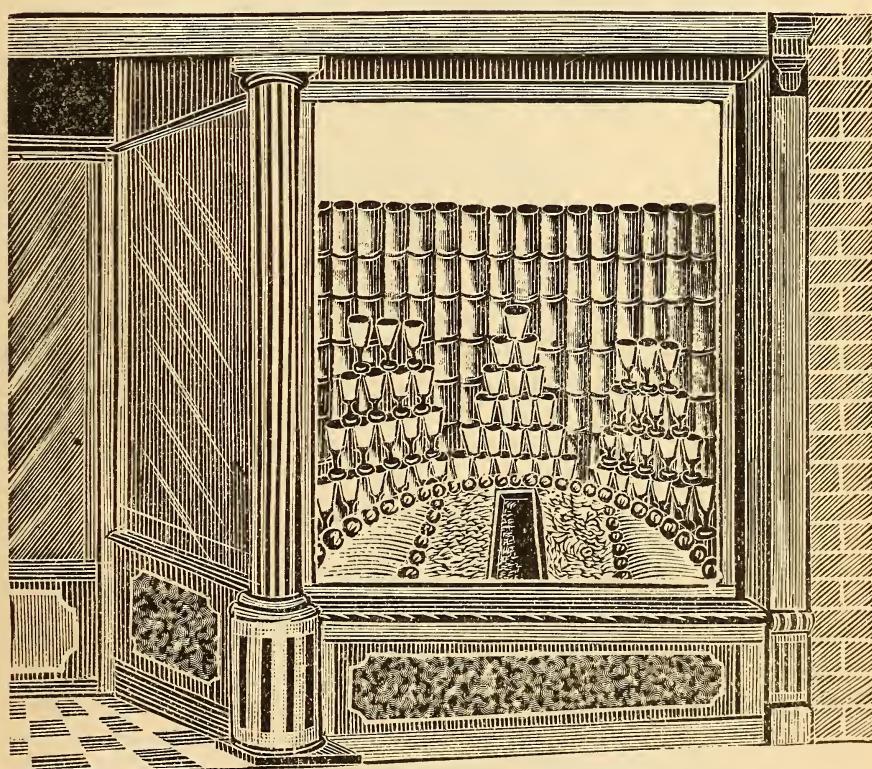


In a prominent place in front place a large with the following wording: "We recommend these goods." This card gathers its humor from the mice who support it. These and the mice generally disporting themselves about the window, are to be found in almost any toy store. There is no toy made that is a better imitation of the real thing than the toy mouse. If the mechanical ones can be obtained, so much the better, but this is not essential. It is desirable to have a number of the little creatures, however, in different attitudes, so that the general effect may be enhanced. The passer-by having his eye caught by a mouse in the window, will surely stop and see what it means, and will not be long in discovering the point at issue.—*Copyright, Mer. Pub. Co.*

### A Desert Window.

The following design for a display of desert goods can be carried out readily, and makes an excellent show:

First, in the centre of the window close to the glass put a box of raisins, arrange oranges or lemons in half circle commencing at the corners of the window and meeting back of the box of rasins. Separate the space on each side of the rasin box with another row of oranges, lemons or candies, and you have four compartments on the bottom of the window as shown in the engraving. These compartments should be filled in with nuts, a different kind in each space.



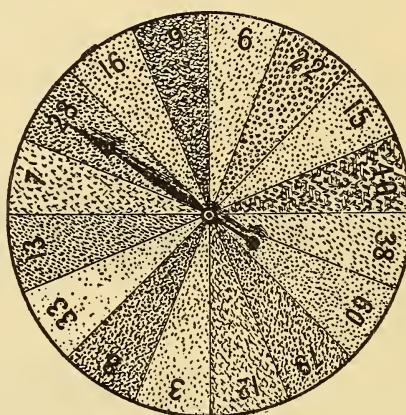
Back of this figure arrange three pyramids as shown, one of jellies, one of jams and one of preserves, selecting the finest glasses you have in stock, and back of the pyramids, have a solid circular wall of canned goods filling the entire window. This arrangement makes a handsome display when well carried out.—*Copyright, Am. Advertiser.*

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### A Wheel of Fortune.

The design given on following page requires but little effort to make a very attractive and effective display. A shallow circular box is

prepared and divided into as many compartments as desired. In each of these compartments is placed some suitable article of trade, such as tea, sugar, coffee, spices, etc. These can be numbered as in the cut, or a price-card put into each division showing the price



of the article it marks. The pointer that is fixed above may be cut from cardboard and colored to suit the taste. It would be a good plan to display a card with some such inscription as "The wheel of fortune; every article a prize." By a little care in choosing the articles displayed and properly arranging them a monotony of color may be avoided.—*Copyright, Mer. Pub. Co.*

### A Unique and Attractive Design.

The suggestion herewith makes a unique and attractive design, and can be carried into effect without much difficulty. In the centre of the wall place a washtub with the inside to the front of the window; in the bottom of it paint in black letters the wording shown on the sketch on opposite page. This is the starting point, and should be placed as near the centre of the window as possible; then commencing on either side of the tub, place packages of soap in shape to resemble a wall. In the middle of the two side walls place a washboard and construct the end pillars with boxes of starch in the shape shown. Then make an arch over the top of the tub and place sundry articles along the top of the wall, such as bottles of bluing or any specialties which you may be handling. In the sketch given only the general idea of the design is shown, as it is impossible to go into detail, but any store-keeper who will give the matter a little thought and attention can make it very attractive. For instance, on the sides of the window chromos of manufacturing concerns should be hung to show the brands of goods you deal in, and as some of these are painted in very bright and attractive colors and

are often very original in design, they will add very much to the effect. Then if there is a man around the store handy with the marking brush, let him make a large show-card of black letters on white card-board reading, "This is a low-priced barricade to keep off high-priced competitors," or any



other motto embodying those sentiments. These signs are best made in various colored inks by means of a shading pen, an article which should be in the hands of every storekeeper who ever wishes to make some attractive signs at a slight expense.\* It takes but little practice to become proficient in the use of this pen.—*Copyright, Mer. Pub. Co.*

### A Spring Flower Display.

The design here shown combines all the desirable qualities of a good window show, while it is novel, striking and easily produced:



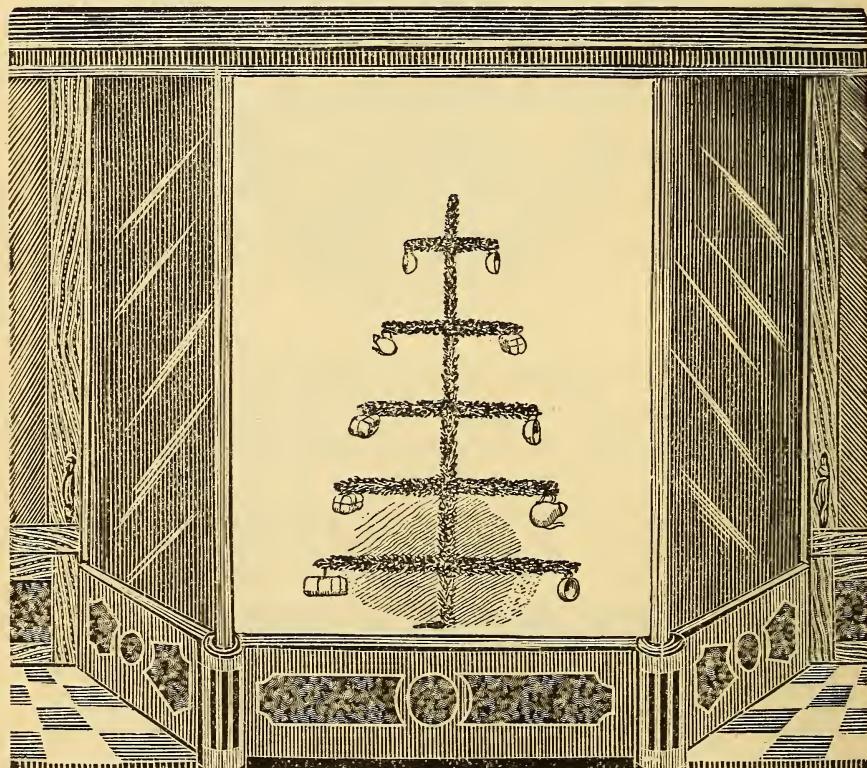
Sacks of flour are to be arranged as shown in the illustration, and over them the legend, "The flour that blooms in the Spring." Across the sacks themselves runs the inscription that gives the pun its point, "Spring Wheat." If natural flowers can not be procured, a good way is to tie the necks of the sacks with bright colored ribbons, and inserting in the mouths bright, tasty paper flowers.—*Copyright, Am. Advertiser.*

\*For description of this pen, see back of book.

### A Tea Window for the Holidays.

The suggestion below is designed to furnish a simple, yet artistic design suited to the holiday season:

A series of T's are arranged one above the other, and growing smaller with each letter. These can be made out of card or straw board and are then to be neatly covered with pine or moss, or if desired tissue paper can be used. On the end of each letter is hung alternately a package of tea and a tea-cup or tea pot. The effect will not be unlike a pagoda tower and at the same



time its resemblance to a Christmas tree will give point to such a motto as: "Our Christmas T-tree" or some similar inscription.—*Copyright, Am. Advertiser.*

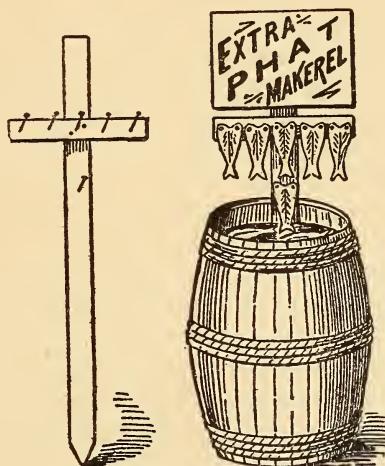
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### A Fish Display.

A clerk in an Atchison, Kansas, grocery store gives a description of a method he employed to increase the sales of mackerel, and the idea is worth imitating by other dealers:

"We had a barrel of mackerel, whitefish and herring sitting on the pavement in front of the store. We sold some, but they did not go as fast as we wanted them, so I got up the design here given. It is simply a couple

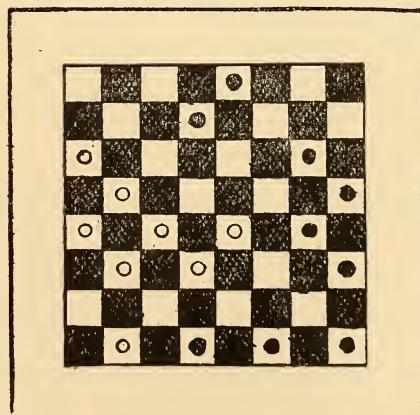
of pieces of thin board tacked together in the shape of a cross with the lower end pointed. While the barrel is full the stick is easily held in place by the fish, but when the fish begin to get low it is necessary to nail the



stick to the barrel on the inside until all the fish are sold. Since adopting this idea we have sold more fish than ever before.—*Mer. Pub. Co.*

### A Novel Window.

The following design is not only very attractive, but easily made, and will be found to be a most profitable window. The design is a checker-board made entirely of groceries, with a problem in checkers laid out upon the board as follows:



(Black to play and win.)

To make this design observe carefully the following directions: Take some thin pieces of board and make the side pieces of a shallow box, that must be exactly 32 inches square, inside measure, and 2 inches deep. Nail

the four pieces together and set the frame in the centre of your show window, fill this box with brown sugar and level off smooth and even with the top of the box. This mass of brown sugar, 32 inches square and 2 inches deep, is the ground work for your design. Now to lay out the squares on the checker board proceed as follows: Take a pencil or small piece of stick and trace a line in the sugar just four inches from each inside edge of the box, when this is done you will have a two foot space traced off in the centre of the box, which is just the right size to contain the 64 squares in a checker board if they are made 3 inches in size. To make the squares, procure some medium heavy cardboard, or a piece of tin would be still better, and make a little box just 3 inches square and 2 inches deep, and without top or bottom. Commencing in the upper left-hand corner of the space marked off in the sugar, press the little cardboard box down into the sugar as far as it will go, then take out about half of the sugar that is inside of the box and fill in its place ground coffee, until it is just level with the brown sugar on the outside of the box. Now carefully draw out the cardboard box and you will have the first black square in the board complete. The next square to the right must be white. Again press the little cardboard box down into the brown sugar, taking care to have it close against the black square already formed. Take out half of the sugar inside the box as before, and this time fill in with granulated sugar, then draw out the cardboard box and you have a white square complete. Proceed in this way until all the squares are laid off as shown in the illustration and you will have a checker-board, with a border of brown or yellow sugar, with black squares of ground coffee and white squares of granulated sugar. Green coffee can be spread over the entire bottom of the window outside of the box in which the design is made and thus hide the sides of the box and make all level and complete. Now place the checkers on the board as shown, using half of a Boston cracker or lemon jumbles for white checkers and girger snaps for black checkers. Above all hang a neat card lettered:

BLACK TO PLAY AND WIN. SEE SOLUTION INSIDE.
--

And in your store have this solution posted in a conspicuous place:

Black.	White.	Black.	White.
1...20 to 24	27 to 20	6...12 to 19	24 to 15
2... 6    10	15    6	7... 7    11	15    8
3... 2    27	31    24	8... 4    11	28    24
4...17    22	26    17	9... 3    8	24    19
5...13    22	19    16	10... 8    12	Black wins.

This explains exactly how Black wins the game. When you get all in readiness, announce in your paper that there is a big game of checkers going on in your window all the time, and call attention to the novelty in several little locals of different kinds.—*Copyright, Am. Advertiser.*

## FURNITURE.

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### A Novel Plan.

An enterprising dealer recently hit upon a very novel plan of dressing his windows. He commenced by placing a board fence across his show window and on one side he placed a dummy of a colored young woman, and on the other the dummy of a colored young man. He fixed the figures in such a position that they appeared to be casting loving glances at each other, and placed sundry household articles in the background, then put up a card reading. "The beginning of the courtship." The window was left in this condition for a day or two, then he placed on the side of the fence on which the girl stood a quantity of carpets, blankets, etc., etc., and placed the girl's hand pointing towards the goods. Afterwards he placed a quantity of furniture on the side of the fence where the young man stood, and placed his hand pointing towards them, supplementing the scene by having an aged colored couple peeping over rolls of carpet and a sign reading, "The progress of courtship." In the next scene he took down the fence and transformed the window into a furnised room, and placed a card up reading, "A happy termination."

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### A Parlor and Kitchen Window.

One of the most attractive displays is to dress your store window to represent a nice little parlor completely furnished, omitting no details which can possibly be filled in, such as a plentiful display of elegant bric-a-brac, etc. To carry out this idea successfully you must imagine for the time being that you are really furnising a room with what seems to you the most exquisite taste, taking care that no objects are placed so as to obstruct the view of others. If your store has double windows let one side be furnished as a parlor and the other as a kitchen or dining room. The effect is very pleasing and gives spectators a much better idea of how you could make their home look than any quantity of valuable furniture piled in your windows in an indiscriminate manner.—*Mer. Pub. Co.*

### A Display that Attracted Attention.

A furniture house in New York recently placed in one of their windows, a bed made up with snowy white pillows and counterpane, with a dummy negro in the bed, his grinning face just peeping out. A card overhead read:

No wonder Miss Mamie lies in bed till  
10 o'clock, when she can buy an elegant  
one like this for \$7.00.

### An Elaborate Scheme.

A most elaborate and venturesome window advertising scheme was originated by a furniture house in one of the larger cities, and was as follows: The entire show window was curtained and festooned gracefully, in which was placed a modest, but attractive set of chamber furniture, and at one side a kitchen stove and cooking utensils, together with a table and some chairs. The whole represented a fair outfit for a newly married couple of limited means. In the window, on a large card conspicuously placed, was the following announcement:

GET MARRIED IN THIS WINDOW AND  
TAKE THIS OUTFIT.

Smaller cards with the following announcements were also arranged in other parts of the window:

Now is your chance  
to get Married.

Five Carriages for the Wed-  
ding Furnished Free.

It was not long before a young couple were induced to take advantage of the offer, thus securing the outfit. Although a costly advertisement, it was found by the enterprising house to be a most effective and paying one.

### Who's Next?

The display mentioned above created such an excitement that the police were called upon to preserve order, and the result was that all the city papers gave this enterprising firm lengthy free notices. After securing the couple and fulfilling their offer, the window was beautifully trimmed, and an elegant plush set placed on exhibition, with the striking placard:

"WHO'S NEXT?"

## HARDWARE.

### A Window Background.

A dealer writes the *Am. Storekeeper* that "He has two screens for his windows made of  $2\frac{1}{2}$  in. poultry netting stretched on frames of wood the size of the back of his windows, which he uses a good deal in connection with goods on platforms covered with cloth and arranged top of each other in pyramidal form. Into the meshes of these screens he weaves paint brushes or tools, chisels or screw drivers, or a lot of rules, or any other goods that you can push through or hang on them. This makes a good background for your windows, and does not shut off the light from the store."

### A Stove Window.

A correspondent of the *Metal Worker* writes his impressions of a window which he saw in New York city.

"There was one stove store that I went by, that particularly impressed me. It had a cooking stove in the front window. The stove was not 'square' but at an angle, and conveyed the impression that it was not put there to stay, but as if waiting the appearance of some kind friend to take it home. There were other articles grouped about the stove in a friendly (artistic) sort of manner, that was pleasant for a stove man to behold. The show window was very attractive."

### A Stove-Pipe Window.

A hardware dealer filled his window entirely with stove-pipe, to which was attached this sign:

.....  
YOU DO NOT HAVE FITS WHEN YOU  
PUT OUR STOVE-PIPE TOGETHER, AS IT'S  
THE PIPE THAT HAS THE "FITS."  
.....

Doubtless those people who have passed through the agony of putting stove pipe together bought largely of this enterprising dealer.

### A Contrast.

A unique display for a hardware window is to place a very sharp knife and a hacked blade side by side, and on a card in the centre say: "Mark the contrast; don't get on the ragged edge by buying inferior tools."

# CROCKERY and GLASSWARE.

## A Dinner Table.

A merchant in Harrisburg Pa., says that he made quite a hit in advertising dinner sets by placing a very nice set on a table in his show window together with all the necessary things to make a complete dinner service all laid out on a pure white table cloth. On the dishes were imitations of meat, vegetables, fruits, etc., and the effect was very good, and a large number of sales resulted from it.

## A Novel Idea.

Glassware is not the easiest article of commerce with which to dress a window. In its unadapted shape it is far from ornamental, to say the least. A novel idea is to secure at a drug store a small amount of each of the substances from a combination of which glass is made, silica, soda, lime, oxide of lead, baryta and alumina. These should be labeled neatly, and a larger card be attached to a box of glass, and might state upon it:

.....  
These substances, when compounded by  
skill and labor, form such glass as this, of  
which we have a complete assortment.  
.....

It may also prove to be a good idea to secure from the factory a good sized lump of glass to display in a window. Glass that has been through a fire, or which has been broken by any unusual cause, or into any unusual shapes, may well be shown in any window.—*Am. Storekeeper.*

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# STATIONERY.

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## A Window That Attracts Attention.

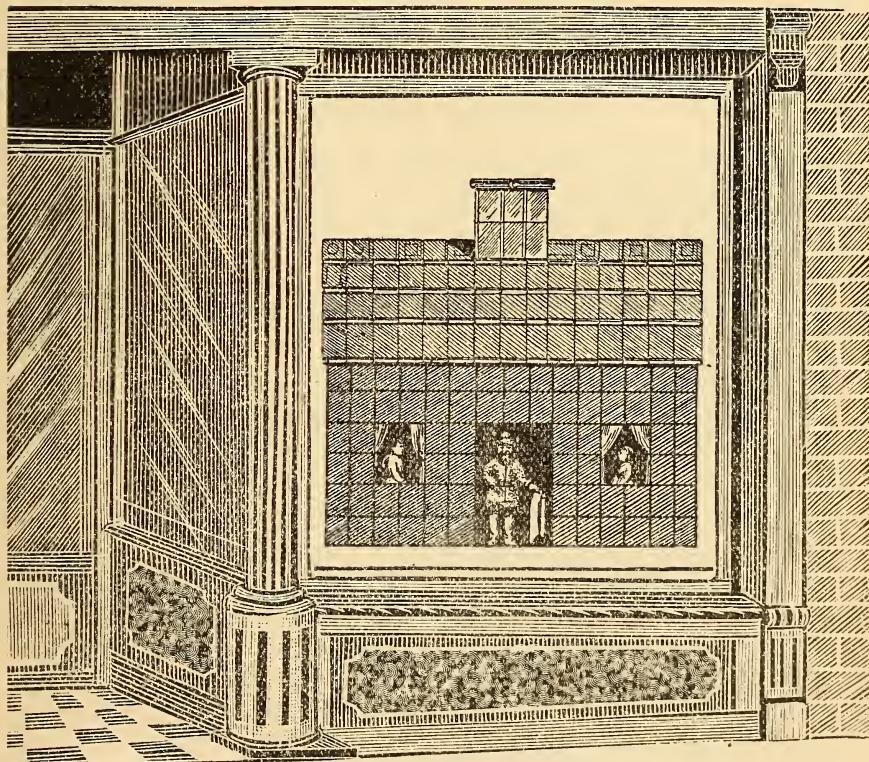
“A window which always attracts our attention is one of a prominent stationer on — street. The bottom of the window is covered with plush (so much used now as a foundation for artistic window trimming), and on it is laid the latest styles in letter paper and envelopes, either in boxes or without. Scattered about are artistic little articles in pen-wipers, ink-stands, paper-cutters, game-counters, etc. On each side and at the back of the window are neat hardwood, open-work shelves, with a cloth background. These are high enough to prevent looking into the store. On these may always be seen the latest books and pamphlets. Alternating in arrangement, one pre-

sents the back title while the next shows the side binding of the same book. Depending from the edges of the shelves hang photographs, either of celebrities, or of interesting bits of scenery. It is quite useless to exhibit things which will not strike a responsive chord in the observer's mind. Calendars, neat etchings or fancy photograph holders are always to be seen there, and there has never been a time when we have passed that window that our desire of possession was not aroused.

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### A Book Window.

The illustration here presented will enable a dealer to make a very creditable display of books, articles that are very difficult to utilize for attractive window display.



The frame is made in imitation of a house and covered at sides and roof with books which will have to be held in place by strings or wires passed from the window-board up each row, over the roof and fastened at the back. The chimney is to be built of books in a similar manner. Dolls look out of the windows, which are open spaces fitted with curtains, while a doll figure of Santa Claus (if Christmas times) stands in the doorway. This design can be made the central figure of a very effective window.—*Copyright, Am. Advertiser.*

## HATS.

### A Good Idea.

Hatters who are at a loss for an attraction for their windows will find the following suggestion one that can easily be carried out with very pleasing effect: Obtain some old play-bills or lithographs of noted actors or prominent public men. Cut out the head and shoulders from the pictures, and paste them on heavy card-board, with a brace or support fastened to the back. Place samples of your nobbiest hats on each picture and arrange them in your window. Another way is to bend the face of the picture in such a manner as to give them an easy, life-like appearance. This can be done by using a card-board for backing sufficiently stiff to stand upright, and yet permit of being bent somewhat. The idea can be further carried out by placing neatly lettered cards in the bands of the hats, with wording similar to this: "The celebrated Actor, ——, wears this style of hat."

### An Easter Display.

By the use of the most simple materials a hat dealer made a very attractive window at Easter time. He made a large golden egg and placed it in his window, the bottom of which was covered with a deep layer of bright yellow oat-straw. On the straw he scattered in a loose and careless manner an assortment of hats, and the effect was novel and striking. The idea could be carried out in almost any line of business.

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## PAINTS AND OILS.

### An Artistic Effect.

It is frequently possible to secure show bottles containing samples of dry colors. These may occasionally be exhibited in a window with good effect. A really artistic effect may be produced by using enough plush of the newer shades, as gendarme blue, olive, or dark old gold, to cover the bottom of the window loosely, being wrinkled enough to give the plush an opportunity to show its beauties. Under it and near the back of the window may be concealed a box. On this as a standard a single can of white lead, of oil, or of mixed paint may be placed. The tin can should be polished "like the handle of a big front door," and the label should be clean and bright.

In a window with paints and oils would properly be exhibited brushes and painters' materials. In one window we saw pumice stone in blocks for cleaning front door steps. Although this particular article would have no sale in villages, the principle of putting an explanatory card on some unfamiliar article will often prove attractive. Raw material often proves interesting to lookers-in, particularly if neatly worded labels are used to instruct the reader as to the ultimate use of the articles.—*Am. Storekeeper.*

## DRUGS.

### Druggists' Show Windows

"How to make druggists' show windows attractive," is a question often asked.

Superficially, it appears to be quite an innocent one, yet a correct answer necessarily requires a more specific statement from its interrogator, and while no doubt whatever is entertained as to the meaning of a pharmacist's show window, we cannot assume this *a priori*, and therefore are obliged to consider and answer this query from several standpoints. At the very beginning, however, we are confronted by another, the real question, to which the above query serves merely as a cover, and this vexed question has been, moreover, a standard conundrum for the several years past, viz: "Is pharmacy a profession or a trade?"

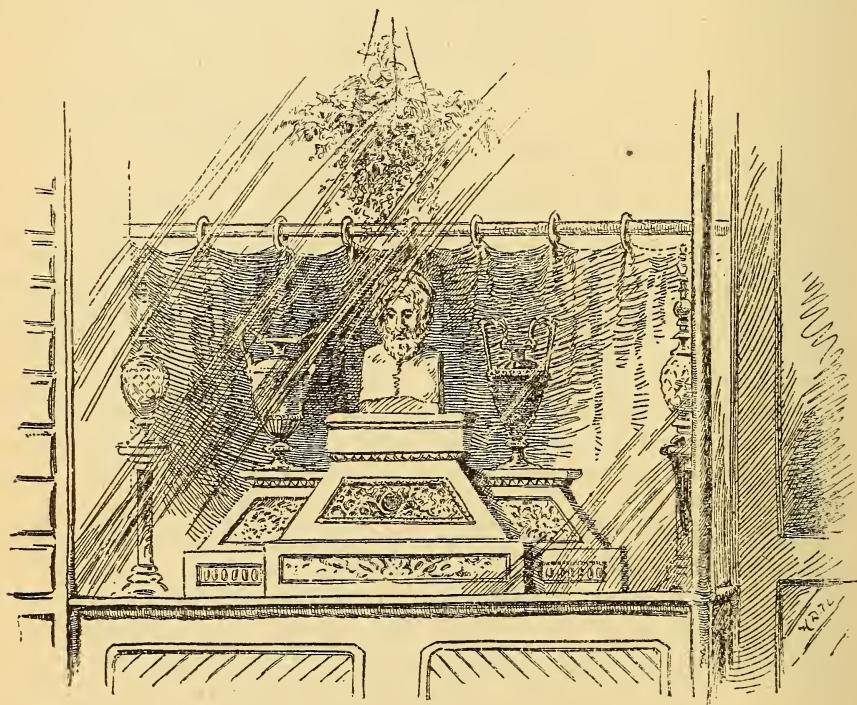
Now, in this latter query lies the answer to this inquiry: "How to make druggists' show windows attractive," because if pharmacy is a profession, why have show windows? Is it compatible with a professional man to make an attractive show, or any show at all? While, aside from the conventional colored show bottles in apothecaries' windows, a display of appropriate insignia of our profession (mortar and pestle, for instance) could certainly not be objected to by even the most exacting hairsplitter and authority upon professional etiquette. It is, on the other hand, only too evident that, in the windows of most of the 30,000 drug stores in the United States, this limit is trespassed; their windows, sanctioned by long usage, are utilized for the purpose of exhibiting merchandise. Some druggists go even so far as to exhibit oil paintings with cards attached "for sale," and prices marked theron; others place a collection of photographs of actresses, etc., with scanty drapings, in their show windows, or engravings of specimen noses, mouths and eyes by some "physiognomical artist."

As "the dress maketh the man," so furnishes, in a great majority of cases, the display in the apothecary's window a tolerably reliable index to the professional standing of the man within.

An indiscriminate exhibition of the hundred-and-one things which are usually kept in drug stores besides drugs and pharmaceutical preparations should be avoided. Contrary to the prevailing idea that the more goods there are crowded into a window the better, we believe exactly the opposite, namely, the fewer objects the better.

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In the first place, never put into a show window articles of a perishable nature, like bottles filled with cologne, bay rum, mineral waters, patent medicines, etc., etc. Secondly, never exhibit goods in the window (and for that matter neither in show cases in the store proper) which could



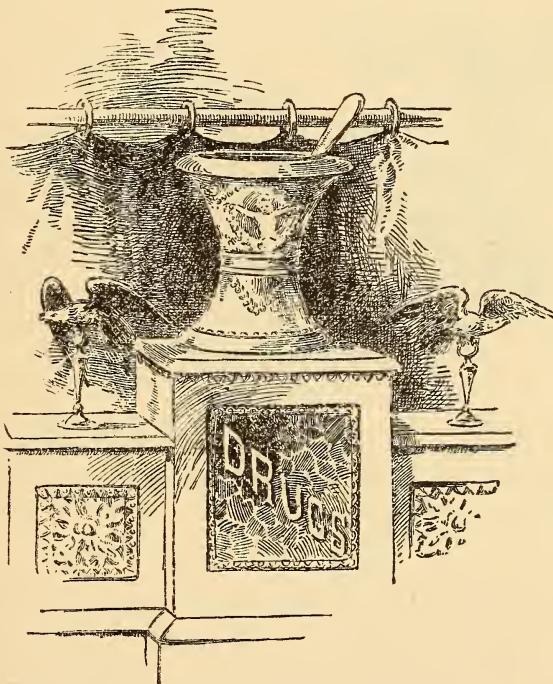
by any possibility bring a blush to a lady's cheek—syringes, nipples, suspensors and the like. Thirdly, strictly professional pharmacists cannot lend themselves to promote the use of patent medicines any more than reputable physicians can, hence show-signs of more or less salable nostrum, no matter how nicely mounted, pleasing to the eye and desirable to be exhibited, should not be placed in their show windows, but may be used to ornament the little sanctums usually found in the rear of drug stores; at any rate banish them from the window.

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What then shall be used? And how can we make our windows attractive? Observe a good engraving or painting: the eyes will be attracted by a prominent, principal group, which catches the vision, *quasi*, as a resting

place, whence, glancing right and left, behold the surroundings at ease. Focussed thus, observation is inadvertently, so to say, riveted to the picture, which accomplishes, in this way, the purpose of its master—attraction. This same rule must be strictly adhered to by every one who wishes to display goods, of whatever nature, effectively.

Our idea therefore of a pharmacist's show window is as follows, illustration of which is given on opposite page: In conformity with the width, depth and height, have for each window colored show bottles to the right and left, their liquids to be of very light and brilliant colors. Above, in the centre of the window, should hang a rustic basket of

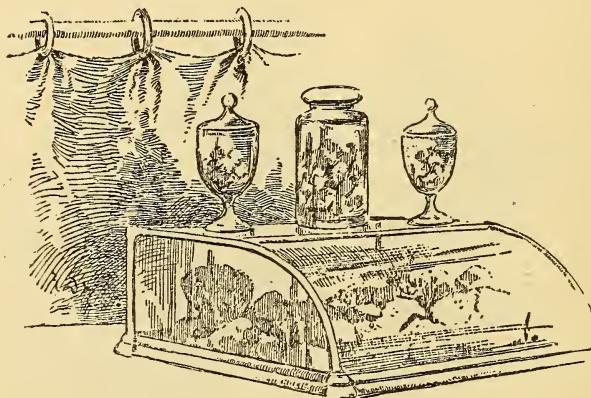


proportionate size, with, if possible, living flowers and plants, otherwise with artificial ones. At the base, occupying three-fourths of the entire width of the window, there should rest a pedestal, also of proportionate dimensions, in symmetry with the height and depth of window, which base or pedestal is to serve as a platform; painted, decorated or enameled in color to correspond harmoniously with the tone of the shop fixtures, ceiling, etc., within. Upon this platform, in the centre, should stand a bust of Aesculapius, and at each side of the bust an urn or a vase of Greek design; which objects, however, must only be three-fourths the height of the centre piece. For a background, hanging upon rings, sliding on a horizontal bar, there should be a gracefully draped curtain of dark colors and of heavy and rich material, about twelve inches higher than the top of the centre figure. And that is all.

For a second window, show bottles, basket, platform and curtain as in the former, only instead of bust and vases there might be displayed a mortar and pestle as a centrepiece, and on each side a little shorter column or shaft, with an eagle spreading its wings upon the top. An illustration of this is given on preceding page.

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For a third window, appointments as previously suggested, but instead of the platform a show-case of same size as the pedestal described, and containing toilet sponges. Upon this case should stand three glass jars, filled with select surgeon's and cup sponges, the middle jar to be one-fourth larger than the other two.



These three windows will show objects sufficiently emblematic of our profession and will in all likelihood prove attractive.—*S. J. Bendinger in American Druggist.*

### The Artistic Decoration of Drug Store Windows.

The ordinary druggist is apt to content himself, in the matter of window decoration, with a phalanx of cod-liver oil bottles, flanked by some ancient sponges and a number of superannuated chest protectors, the whole covered with dust and trampled beneath the feet of cohorts of flies. He arranges his window, say on New Year's day, and, with a few minor alterations, it remains untouched until the following New Year's day. There is no doubt that American drug stores are a long way behind other stores in the matter of window decoration.

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One feels that the druggist either considers the decoration of his windows beneath the dignity of his profession, or else that it is really not worth his while, practically, to trouble himself about such a minor affair as artistic detail of arrangement with regard to his stock of goods. Therein he makes a mistake, and in the course of time his account books will give him a well-merited lesson on the subject.

In arranging a drug store window, there are two elements to be considered—the artistic and the practical; the first must attract and please the passerby, the second must lead him to purchase or to think of purchasing. Let us first consider the artistic element. It is agreed among the highest authorities that the best art is also the simplest, and the most universally intelligible. No druggist need fear that by observing the principles of good artistic decoration he will overshoot his mark and repel the public instead of attracting it. The pictorial instinct is strong in every human breast. The love of color and the love of form, in some shape or other, enters into the composition of each individual intelligence. The window should be considered as the canvas on which the scheme of the picture is to be first outlined and then painted in, in broad masses, the details being left until the last. Color, form, composition of line and masses, must all be considered in the construction of a scheme of decoration. In color every drug store window should be rich. The large jars of colored water which form the trade-mark of the profession, and are seen in every drug store window as a matter of conventionality, are, in themselves, fine color decorations. It is a very easy matter to take the solid colors offered by these jars—ruby, topaz, violet, or emerald green—for the key-notes of the color scheme, or, on the other hand, to form with the liquids such chromatic effects as shall be in harmony with the other objects of the decorative arrangement. One excellent decorative quality of these jars is the effect of broad masses of color which they present. Placed one above the other at the sides of the windows, they "compose," as artists say, very well. When in this position, they should, if possible, be balanced by a solid mass of objects in the centre of the composition, something more than half as high as the lines formed by the jars. If the window be large, the treatment should be broad, and large objects should form the foundation of the decorative scheme; if small, the objects should be smaller, and more attention should be paid to detail. Avoid placing two conspicuous objects of a kind in juxtaposition; beware of rows of things; cultivate a holy horror of successions of narrow bottles forming straight lines, either horizontally or vertically. A yearning for bottles in their windows is a common failing among druggists. These bottles are generally of the meanest, most utilitarian, and most medicinal order. No self respecting person will look twice at a window that contains only a hundred or more repulsive phials of "Dr. Slow's Specific;" neither is the spectacle sufficiently enticing to warrant a prolonged gaze.

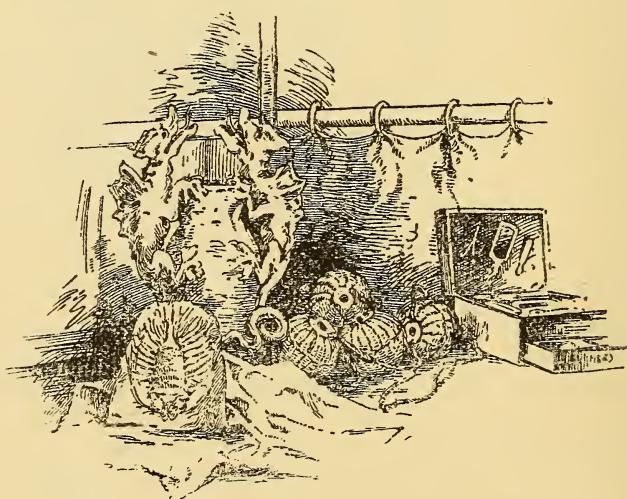
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Let the druggist choose from the resources of his store those objects which seem to him most artistic and decorative from his own standpoint. Let him follow his own instincts in the matter, without distrust of his personal ability. The next step to consider these objects carefully in their elementary relations of form and color, and to dispose of them to the best artistic and practical advantage, according to the primary canons of composition.

A druggist's window should be primarily bright, cheerful and attractive. The drug store is apt to be associated in the public mind with disease and death, and everything should be done to weaken the necessarily disagreeable impression produced by the sight of a place connected with the physical trials of humanity. Every drug store contains the elements necessary to the artistic decoration of its windows, but few druggists know how to combine or select the materials at hand. Every drug store owns jars and pots of various sizes, pure and correct in general form and style, though intended solely for practical uses. They are quite as artistic as those sold confessedly for decorative purposes by manufacturers of drug store goods.

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A good example of artistic window decoration is offered by the small illustration, showing a bronze vase, a geological specimen placed against a yellow chamois skin, some South American water bottles and a toilet case.



These several objects form an admirably arranged group, the idea of renaissance grotesqueness in decoration being skilfully, though probably unconsciously, used as the key-note of the group. It is so good a bit of decoration, both as to form and color, that the incongruity of the toilet-case in idea and composition of line is made all the more apparent. The group might end with the last water bottle. This illustration does not solve the problem of arranging every-day wares artistically. On the contrary, it distinctly separates the two ideas. It offers an artistic group composed of practically irrelevant objects, and makes the toilet-case, which represents the practical elements of decoration, a mere afterthought.

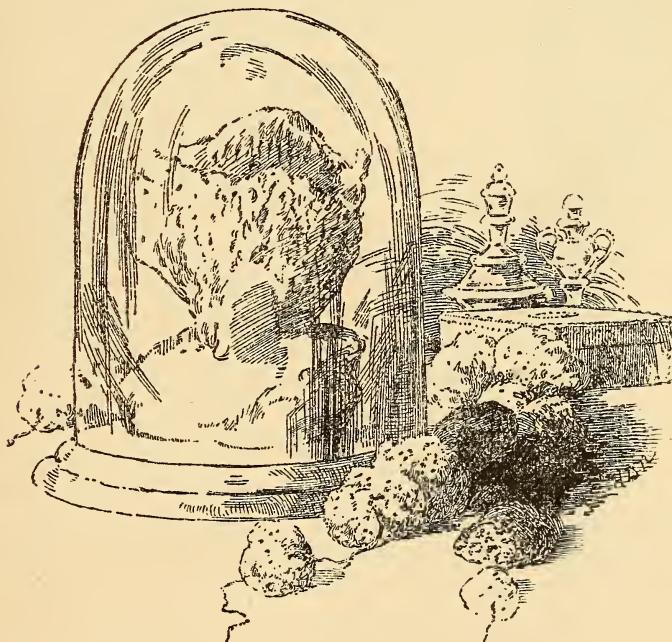
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In the matter of window decorations, as in many other cases, cleanliness may be recommended as a primary essential of artistic treatment. The brass ledges which inclose the windows of most city drug stores may be re-

garded as forming the frame of a picture. The more harmonious the relation between the frame and the picture, the better the impression produced on the spectator. These brasses should be polished until they shine like gold in the brilliant American sunlight. Observation proves that even the best city druggist frequently neglects this artistic essential—cleanliness.

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A mass of sponges, simply thrown together without apparent intention, or hanging in garlands about a window in such a way as to furnish gradations of tone and color and agreeable combinations of form, constitutes a good, simple scheme of decoration. It symbolizes the higher side of the druggists' calling, and carries the mind of the spectator back to the primi-



tive relations of humanity with nature. Then, too, a sponge, in its tangible aspect, is an essentially decorative object. The illustration herewith of a window decorated with sponges offers an excellent model. The group is well composed. The mass of sponge on the rock forms the key-note of the scheme. The arrangement of the strings of sponges, used as accessories, is effective and in good artistic proportion. The toilet articles at the back carry out the significance of the idea, and in the matter of line and mass are well adapted to throwing the main object—the large sponge—into bold relief. The simplicity, breadth and harmony of this composition are much to be commended. This idea of sponge decoration may be applied in many ways, and may be adapted to any kind or shape of window, with the certainty of producing a satisfactory because natural and simple, result.

Large branches and masses of coral are also desirable as window decorations because they represent the natural forms, and are valuable both for their composition of line and mass, and for their delicate neutral tints, which form a fine contrast with the strong elementary colors generally seen in druggists' windows. The simpler, broader and more striking the general effect of the window, the better the impression upon the mind of the casual passer-by, and the greater the likelihood that he will stop and look in and allow his imagination to oscillate between the possibilities of his purse and the seductions of the artfully arranged objects before him.

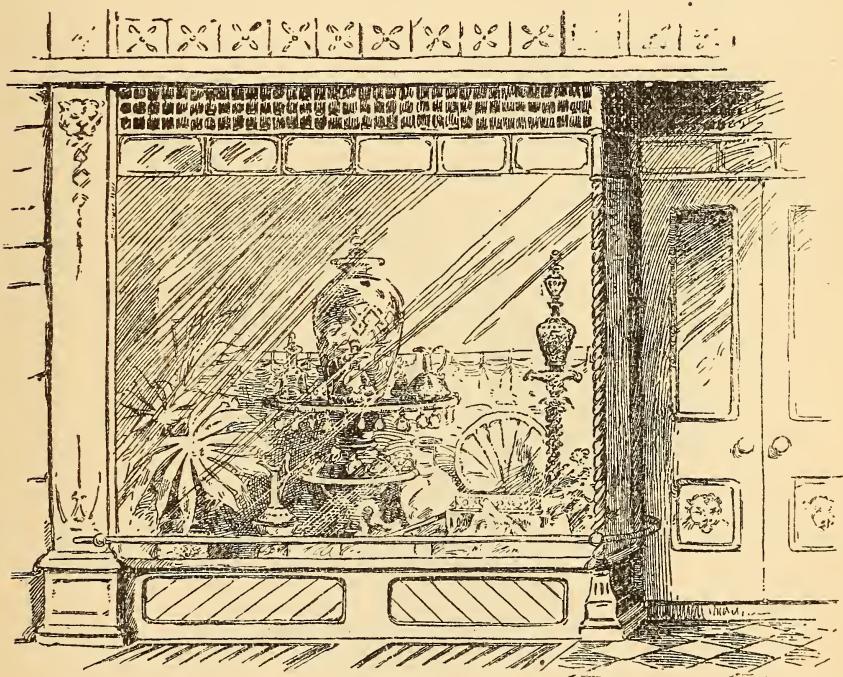
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Floral accessories are always valuable in decoration, and nowhere are they more appropriate than in the adornment of drug store windows. Large-leaved tropical plants, ferns, palms and flowering shrubs may be used to advantage for decorative purposes. The cost of a few plants is trifling in comparison with the artistic and practical value of the results produced by their use. A fine ivy in a handsome jar forms a highly decorative accessory, and one that can be altered in arrangement to suit the disposition of the solid objects. In country neighborhoods, every garden offers a wealth of material from which the druggist may choose what best suits his purpose. Every meadow and bit of woodland has a thousand decorative floral forms awaiting the appreciative eye and hand. The simple, common flowers are as decorative as exotics and much more lasting. When flowers are not procurable, some green growth can always be found to take their place, either in city or country.

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Another point to be considered in connection with the composition of a show window is, the practical idea of displaying objects as wares, to the end both of selling them and adding to the general reputation and professional prestige of the druggist. It is perfectly possible to combine the artistic idea of decoration with the practical idea of utility by the exercise of a little thought. At no time is this more feasible than when the approach of the holidays leads druggists to wish to exhibit the wares appropriate to the season in the manner most likely to lead to their sale. All sorts of elegant trifles, such as people buy for holiday gifts, lend themselves readily to the exigencies of decoration. Handsome cut-glass phials, cases of perfume, cosmetics, toilet goods, may all be appropriately combined with more practical objects. A drug store is not a bazar, but all goods bearing in any way upon the care of health, may legitimately be displayed with an eye to commercial interests. At the holiday season the æsthetic side of the subject of physical well-being should come uppermost. The druggist should then bestow the same attention upon the arrangement of his windows that his neighbors do upon theirs. Only by so doing can he hope to rival with them and keep his business interests on a satisfactory footing.

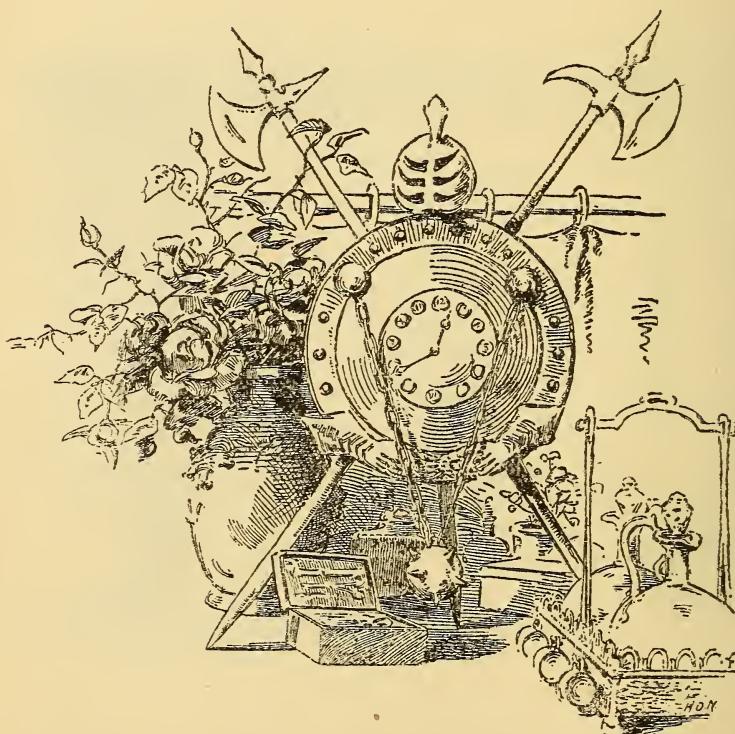
An admirable design for a ho'iday arrangement of a druggist's window is to be found in the following illustration, in which the artistic form is everything that is desirable, and the composition is such as to display the goods to the best practical advantage. This druggist has had the good taste to balance the jar at the right with a mass of palms at the left, instead of with another jar, as a person of inferior artistic instincts would certainly have done. The forms of the palms, again, are repeated in the large jar in the middle and the round object on the right. The numerous small articles, representing details of composition, are arranged in a most skillful manner.



The whole impression of the window is that of richness, brilliancy, good taste, and the holiday magnificence proper to the season. From a distance, such a window as this would sparkle in the winter sun like a great jewel, and invite attention from far and near. The materials that compose it may be either of the richest or the humblest, but the effect they produce is that of a brilliant street spectacle.

Another example of arrangement of holiday goods is seen in the illustration on following page, which has for its principal object a large clock of a tasteful character, made to simulate a trophy of armor. This is very modern and decorative, but at the same time so important a factor in the scheme of decorative composition as to require corresponding accessories. Small

knick-knacks, pretty little perfume bottles, colored plush boxes, and similar pleasing trifles; jars of flowers and porcelain ornaments are not in harmony with the clock, being of too light and frivolous a character, as well as too small in bulk to act as satisfactory accessories. They are out of place among battle-axes and similar objects that form the clock. Decoration does not mean simply taking objects which are individually decorative, and throwing them together haphazard. It means bringing objects together in their proper relations of color, form and other attributes. It is not necessary for a druggist, in order to make his windows popular at the holiday season, to lay in a supply of photographic accessories for decorative pur-



poses, or to ruin himself in imitation antiques that nobody will buy of him. Let him choose pretty, tasteful goods for which there is always a market, and display them to the best advantage, observing the artistic unities carefully, adapting his scheme to the size and shape of his window, and above all things avoiding obtrusiveness, which is as vulgar in the decoration of a shop window as in the dress of a woman.

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A druggist may, it is true, carry on his business as a dispenser of medicines without regard to the appearance of his windows, because so long as there are sick people in the world the drug business must flourish. But half the dealings of the modern American druggist lie with healthy people,

in the full glow of animal spirits, and such people are not likely to enter an establishment the windows of which suggest the charnel house. As many persons go into a city drug store in pursuit of the mild intoxication of soda water in the course of a day as go to have prescriptions put up for sick relatives. Toilet articles alone call into every drug store a large amount of the custom that falls to its share. The more seductive the display of such goods in the windows, the greater is likely to be the demand for them in the store.

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Suggestiveness is another element that should be considered in the decoration of windows, both artistically and practically. The druggist should, if possible, so contrive to arrange his decorative scheme as to suggest the different goods that he is able to supply to the public, at least in an elementary fashion. The simplest scheme of decoration which combines in itself the goods the druggist has for sale in his store, so long as it is in correct taste, is far more valuable than a pretentious adornment that has no relation whatever with the calling of the druggist or the material that forms his stock in trade. Genuineness and sincerity are as important in the artistic decoration of drug store windows as they are in every other form of art and life.—*American Druggist.*

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### Arrangement of Objects in Pharmacists' Windows.

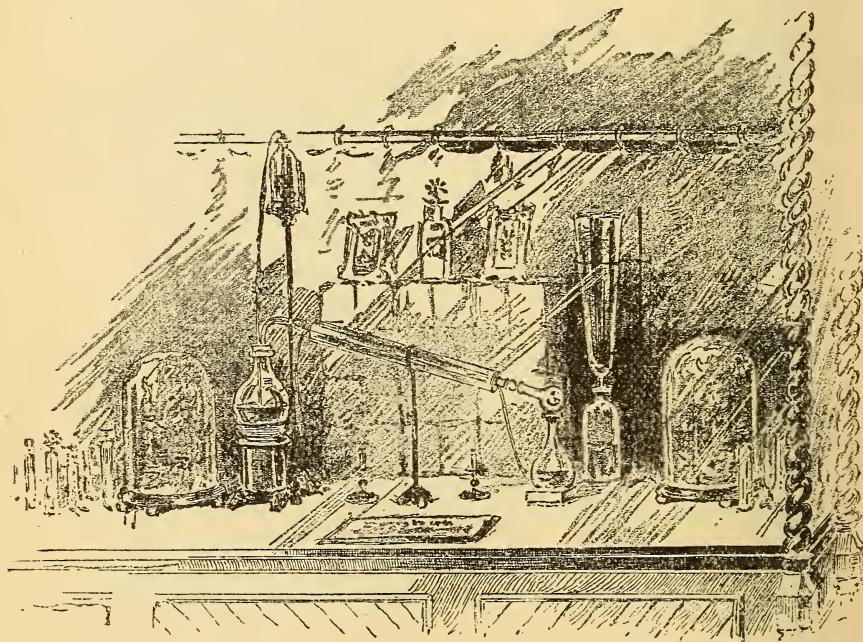
“One of the most difficult subjects for a professional pharmacist to attack is the proper arrangement of the windows. In our larger cities, in the general stores, ‘window dressing,’ as it is termed, is in the hands of educated men, who earn a comfortable livelihood at the ‘profession.’ It is far easier to note the objects which should not be exposed than to indicate those which are suitable.

“Legitimate and proper objects are always found in the products of the pharmacist’s own skill and labor. Many rare and beautiful chemical salts can be crystallized in thin glass dishes; these, if the salt is colorless or white, can be shown to advantage on a back-ground of black velvet; If the salt is dark colored, like chrome alum, a white back-ground should be chosen. Masses of crystals of various colors, like alum, sulphate of copper, ferrocyanide of potassium, etc., etc., form attractive objects, if they happen to be novelties in the neighborhood; these may be obtained from the manufacturing chemists.

“Chemical or pharmaceutical apparatus, tastefully displayed, rarely fails to excite the admiration of some passers by, whilst if some simple pharmaceutical process is shown in actual operation, like the distillation of water or colored liquids in glass retorts, with a glass Liebig condenser, two objects will be gained—a supply of the distillate will be secured, and the reason for possessing the window is legitimately realized. Growing plants of the *Materia Medica* can often be secured by applying to conservatories, or with

a little patience and care some of these may be easily grown at home. If these plants be rare or of foreign origin, the interest is greatly enhanced. This point, however, should always be kept in view—the object should always have a bearing or connection with pharmacy. Appropriate labels should always accompany the objects exhibited, or the annoyance of having to answer trivial questions many times in the day will be experienced.

"An instructive series of window exhibitions may be devised as follows, the series to extend through many months. To illustrate: An empty ceroon which has held cinchona bark should be obtained and a reproduction, through some friend clever with the pencil, of some of the prints to be found in the books, of natives gathering cinchona bark, and also enlarged photographs or drawings of the cinchona tree; some large, handsome pieces of



the bark should be selected, showing the different grades and qualities; then there should be exhibited, in appropriate bottles, a series of all the home-made pharmaceutical preparations of cinchona bark, and, for the centre-piece, choice specimens of all the cinchona alkaloids; then the pharmaceutical preparation of the alkaloids in the back-ground, etc. A clearly written statement should be shown in the window, giving popular and useful details of each object. When the interest in this subject has waned, the same method may be applied to nux vomica, coca, rheubarb, opium, eucalyptus, senna, etc., etc., and other similar subjects.

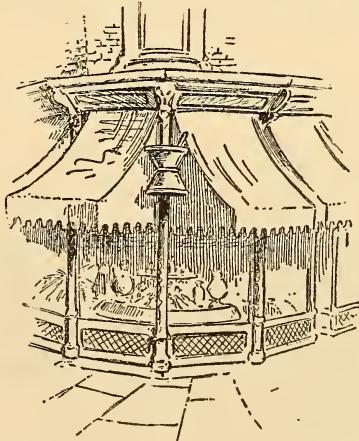
"The illustration herewith is intended to represent the manufacture of cocaine hydrochloride in the window. The percolator at work shows the mode of preparing the alcoholic fluid extract or acidulated tincture. The distillation represents the recovery of the alcohol; the reservoir bottle an

syphon enabling the flask to be constantly fed with the percolate, while a syphon, not shown in the illustration, may be connected with the flask, and the distillate syphoned off as fast as it collects. The large object in the back-ground is intended to represent the package in which the coca leaves reach the market, but it has been somewhat idealized by the artist to the extent of resembling more nearly a cotton bale. In one of the glass globes the bright green leaves are shown, and in the other the darker, brownish-green or inferior leaves. Standing on the bale are two drawings or illustrations of the growing plant (taken from Baillon or other authorities), and between them stands a precipitating bottle. The small bottles on the stands are intended to exhibit the wonderful alkaloid and its solution, while the larger bottles, on either side, contain the fluid extract, tincture, wine, infusion, elixir, etc., of coca. A carefully-written explanation of the objects exhibited occupies the fore-ground.

"It will be readily seen that the purpose of exhibitions of this character are to impress the community with the fact that the proprietor of the store is not only a merchant and dealer in the products of others' skill, but that he is a manufacturer himself"—*Jos. P. Remington, in Am. Druggist.*

### The Artistic Decoration of Drug Stores.

A more or less difficult architectural problem is always presented by a corner drug store. A symmetrical and artistic bit of architecture is found in the illustration herewith, in which the corner is so handled that there are no positive angles presented, and the outline rounds itself into the suggestion of a semi-circle. The large gilded mortar, emblematic of the pharmaceutical profession, is here used in a decorative manner to define the position of the virtual corner of the street. The awnings curve away from this central point after the graceful fashion of Arab tents. There is something particularly pleasing about the composition of line shown

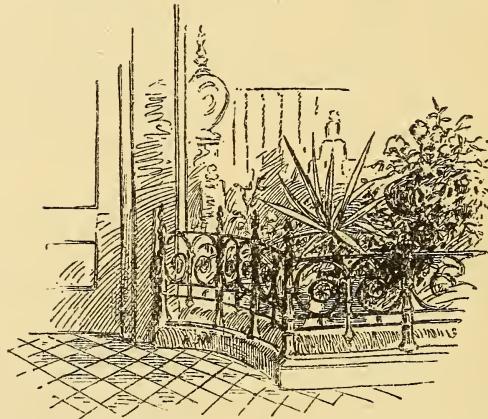


in this design. It is far from weak or insipid, and it is noticeable for the absence of finical ornament. The panels of lattice-work inserted in the lower part of the windows are in complete harmony with the upper part of the design. As for color and light, the gilded mortar concentrates

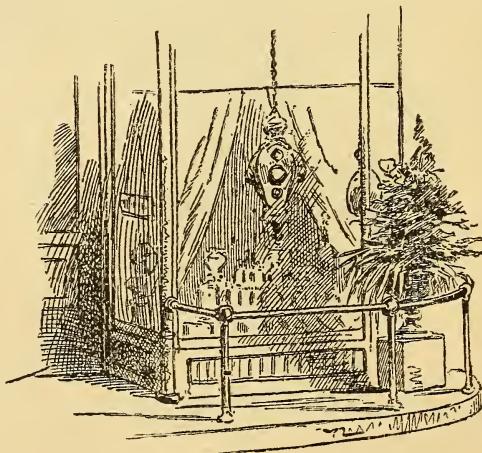
the rays of the sun and sends them playing over the brilliant goods in the window when the awnings are drawn up. When they are down, they form of themselves desirable masses of color. The practical value of such a front lies in the unusually fine effect offered by the sweep of vision. The whole interior of the window is revealed to the passerby at a glance. With such a front as this, spherical goods and accessories forming graceful curves would be particularly appropriate as window decorations.

## How To Utilize Vacant Space In Front of Drug Stores.

It frequently happens that the position of a drug store is such that outside the window or the front there remains a vacant space of ground which properly belongs to the store. It is an excellent plan to fill in this space with ornamental shrubs or plants growing in the stone or metallic urns sold for the purpose. A handsome railing should extend about the window or



front. Wrought iron of elaborate design used in this way would give a sumptuous look to any drug store front. A very artistic example of such an arrangement is offered by an accompanying illustration than which nothing could be more decorative nor in more correct taste, the scrolls of the iron work well harmonizing with the lines and curves of the plants and the goods in the window.

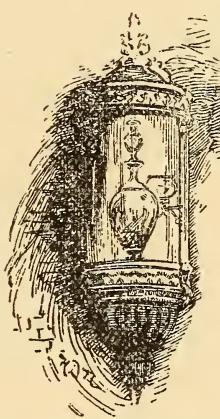


A simpler design of the same kind has a plain brass railing and an urn filled with growing plants at the right-hand corner. The window decoration in this illustration offers excellent suggestions. We will imagine a large antique brass lamp, such as one sees in studios and bric-a-brac shops, suspended from

above by a brass chain. Curtains of yellow India silk fall in long folds on either side. If a few yellow flowers of the hardy decorative varieties, such as wall flowers, careopses or chrysanthemums should appear among the mass of green vines or large leaves, the artistic quality of the effect would be greatly increased. Flowers and shrubs are as valuable for external accessories of drug stores as for internal.—*Am. Druggist.*

### A Novel Idea For a Corner Store.

An original and practical idea is that illustrated by the small design we show herewith—a sort of lantern window projecting from a wall, with the double intention of affording a decoration and attracting attention from a distance, on either side, by its projection beyond the line of the wall. It is especially adapted for the side of a corner store, in which the show window on the front is hardly to be seen by persons approaching also from the stand-point of significance, for a drugstore front.—*Am. Druggist.*



### A Window That Attracts.

A writer in the *Pharmaceutical Era* says: “A window in a drug store on Chestnut street, Philadelphia, attracts every passer by. I always go out of my way to notice this window. The first time that I saw it it contained a clean gunny sack, apparently filled with tooth and nail brushes. The next time I saw it—two days after—a transformation had taken place, and the window was filled with the druggist’s own make of beef, wine and iron, in pint square bottles, with purple wrappers, and white label with black letters, producing a beautiful effect. A little attention paid to druggists’ show windows will repay them ten-fold, as the day for old-fashioned displays has passed by.”

### How a Drug Store Window Was Dressed.

A friend of mine in Boston had a very large window, the glass measuring ten feet high by eight feet wide. This window was on a very prominent corner, and was a source of worriment to the owner. I noticed that passers-by hardly looked at it; so I said to him that if he would allow me to spend

\$10 I would try and arrange the window the next day. Calling upon one of my wholesale friends, I noticed that he had in a upper loft through which he was showing me an old liquor barrel, one of the many-hooped kind that were used years ago. I said to him: "I want to buy that package." He asked for what. I said: "I want it for one of your customers," and I bought it and sent it to the store. During the forenoon I called on an upholsterer and made an engagement to meet him at the store of my friend, and on going to the store I found the upholsterer and the liquor barrel. My friend, the proprietor, smiled when he saw the combination; but, tacking a sheet of paper in front of the window, we went to work. Cleaning out the large assortment of stuff, such as soaps, perfumes and a hundred lesser articles, I had the upholsterer take the measure of the window for a lambrequin reaching forty inches from the base, to be made of heavy creton. Measure was taken for a piece of bright red carpet to fit in the bottom of the window, and the mechanical part of the work was finished; so the next day, after the upholsterer had finished, without anything in it, the window looked 100 per cent. better. Then taking the liquor barrel, after the ends had been nicely varnished, it was placed in the window on a neat base made of two boxes nicely covered with the carpet. A card, neatly labeled, "Perfectly Pure Imported St. Thomas Bay Rum," was placed upon the barrel, and about four dozen pint bottles of bay rum, neatly labeled, composed the show. The paper screen was taken down, and 300 pints of bay rum were the sales of the following six days. That window has been changed weekly since. The week after, with an original rose-water can, arranged in same manner, and rarely more than one article at a time.—*John Moffitt.*

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### A Unique Display.

A novel and unique display was recently seen in the window of a leading Baltimore drug store. It was intended to advertise a new ointment, and, judging from the attention the display attracted, it is reasonable to suppose that the effort was productive of satisfactory results.

In the centre of the window was a large copper kettle suspended by a chain from a tripod. The kettle was filled with roots and herbs, while underneath was arranged firewood, etc., all ready to be lighted. The bottom of the window was covered with small tin boxes of the ointment, scattered about in a careless manner, and two or three layers deep. On either side were large pictures illustrating the use for which the ointment was intended. One of the pictures was that of a man with a sprained or cut wrist, and to which he was applying the remedy; the other was that of a man with a cut foot, and he likewise was making use of the panacea.

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### A Map Window.

I recently adopted a plan that is now in my window, and which can be varied to an almost unlimited extent with means at hand in any store, and the objects used can be in no way damaged. I simply placed in my window a map of the Western Hemisphere, with straight lines drawn to

points, from which well-known drugs are received, at the end of each line placing a number which refers to a list placed below the map giving the name of drugs obtained from that point. Then I placed around in no particular order, specimens of roots, herbs, etc., as well as a few pharmaceutical preparations of my own manufacture made from these drugs, also pictures of plants, etc.

The window never before had such an interest to passers-by, and I have heretofore spent considerable money, and many hours of labor, with but little effect comparatively."—*F. B. Kilmer, in American Druggist.*

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### An Excellent Idea.

"I think an excellent idea is that of conducting the practical operations of pharmacy in the window, such as percolation, filtration, distillation, etc. A friend of mine conducts all such on a marble top counter in his store in full view of his customers, having for the purpose a very handsome array of porcelain and Bohemian glass apparatus.

A few neatly arranged percolators, funnels, etc., with practical work going on, will secure an audience at all times, who will gaze in wonder at seeing the menstrua enter the percolator clear and colorless, and come out in the receiving jar laden with color. And if one should put a glass retort in actual operation over a gas stove, which could be easily arranged, he would probably have to secure the service of the police to keep the crowd away.

Of course, in such displays as this, neatness will be of utmost importance. Fine apparatus is not necessary; old ones cleaned and polished will answer every purpose. Retort stands and other iron ware can be painted and varnished, or easily decorated with the familiar bronze paints. I might also suggest that in many of our pharmaceutical journals occur illustrations that would make good window shows. Take, for instance, a picture of 'the ancient apothecary.' The quaint utensils, seeds, reptiles, bunches of herbs, etc., that abound in the picture could easily be found or imitated, and 'ye ancient shop' would make an attractive window picture. This could be followed by a display of the utensils (coated pills, elixirs and emulsions) that characterize modern pharmacy."—*A writer in American Druggist.*

## JEWELRY.

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### Artistic Window Dressing.

One of the great secrets of success in a retail business is the making of an attractive display of the goods offered for sale. A beautifully arranged show window has been the foundation of many a wealthy man's success. That this fact is thoroughly appreciated by some of the largest firms in the country is evidenced by the time and money they spend in this direction. It is customary in many of the large retail houses to employ men whose sole occupation is the arranging of goods in show cases and windows. One of the largest and most successful of these stores, in Brooklyn, N. Y., not long ago sent a man over to Europe to travel for several months, and study the art of window decoration as practiced there in the principal cities. The money so expended has, no doubt, been returned to the firm more than a hundredfold, for one cannot pass its establishment without finding a large and admiring throng examining the really beautiful display in its show windows.

A love for the beautiful seems to be inherent in mankind. An artistic display of goods will, therefore, always attract the attention of passers-by, and it is but a step from admiration of an object to desiring its possession. Therefore, time spent in the thoughtful consideration of how best to arrange a show window so as to lead the observer to desire an inspection of the goods within the store is never wasted.

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For some reason which it is difficult to understand, the jewelers of this country do not seem to have devoted so much attention to the art of window dressing as those in some other branches of trade. No business possesses in itself greater facilities or better variety of material for the production of fine and attractive displays, and it is equally true that no class of merchants has a greater number of men in its ranks who have genuine artistic tastes than may be found among the jewelers of the United States; so there is no good reason why, if they as a rule devoted more attention to the arrangement of their show windows, these should not be "things of beauty" and joys forever.

We purpose, therefore, to give our readers some hints as to the most advantageous manner of displaying goods in windows, which, we trust, will prove of some service to them in their business. For this purpose we have selected plans of a number of windows which, owing to irregularity of shape, obstructions within or without, or other causes, offer difficulties in the way of successful decoration, and shall show by means of engravings and descriptions how goods may be placed in them so as to secure the most striking and artistic effects.

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It may be well at the start, however, to say a few words on the general principles which should govern the art of window decorating. In the first place, the arrangement of the goods should be bold, so as to strike the eye of the observer at once. No matter how elaborate this display may be, if it is arranged in a small and finical manner it will entirely fail of the desired effect. The whole display should be harmonious—silver watches, diamond bracelets and gold jewelry cannot possibly be made to look well together. A good plan is to have in the window some large central object, with which all the other articles will be in harmony, thus attracting attention to it.

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No matter how well the objects are arranged in the window, the effect will not be pleasing unless there is a good framework and background to the picture. The best way to obtain this is to cover the bottom and back of the window with silk plush of some dark color, than which there is nothing better on which to show off jewelry and precious stones.

The plush should, as a rule, be laid smoothly on the bottom or steps of the window. At the back it should be hung on a rod, curtain fashion, by means of rings. Dark blue, seal brown and maroon are generally the best colors for the purpose. Where silk plush is considered too expensive, some of the soft woolen materials or canton flannels which are now so extensively used for curtains will make a good substitute.

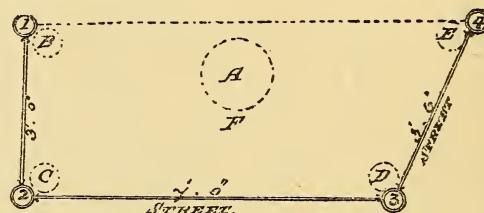
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Laces, fans, statuettes, plants, flowers and pottery will often be found useful auxiliaries to the decoration of a window, but they must not be used too freely, it being borne in mind that the jewelry is to be advertised, and that these articles are only used as a background to it or to attract attention. Change the window display frequently. The only way to attract the attention of the public is constantly to place something new before it. Above all, do not commit the fatal mistake of putting too much in your window. In Paris the jewelers put nearly their whole stock in their show windows, which may perhaps in some degree account for the dullness of trade of which they complain. Too many jewelers in this country fall into the same error. The object of displaying goods in a window is to attract buyers into the store. Suppose a man wants to buy a piece of jewelry. He sees a show window filled with a heterogeneous collection of watches and jewelry of every description. He naturally supposes that he sees before him samples

of everything in the store, and if he does not observe among them what he wants he passes on. The chances are that the very article which would have pleased his fancy had it been displayed in a different manner may be in that very window, although rendered unattractive by its juxtaposition to inharmonious objects.

The prospective buyer arrives in front of another jewelry store. There is not very much in the window, but what there is to be seen is neatly and artistically arranged and at once attracts his attention. "Ah!" he says to himself, "these things look very pretty; perhaps I can find what I want inside." He goes into the store, and the chances are ten to one that he makes a purchase before he leaves. Display your whole stock in your windows if you please, but do so by instalments.

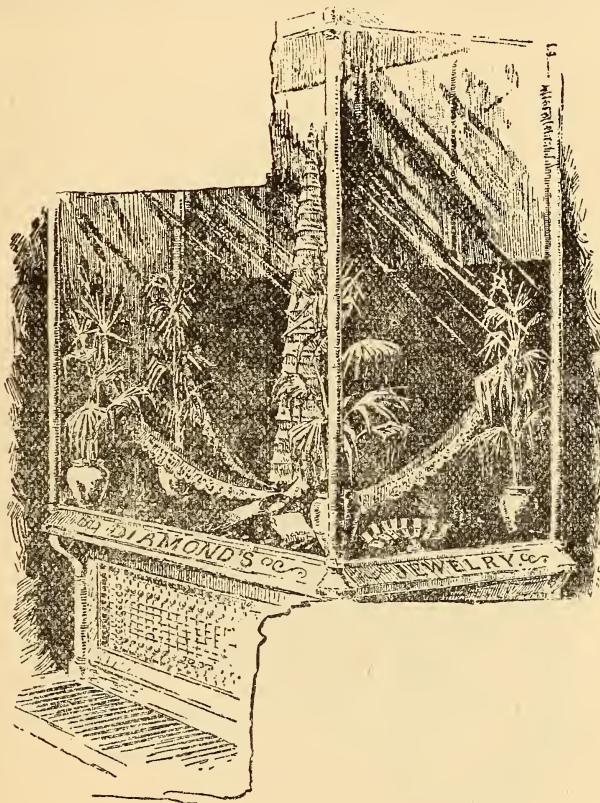
The first window which we have selected for illustration, a ground plan of which is given herewith, is situated at the corner of two streets forming an obtuse angle. It is 3 feet wide from 1 to 2, 3 feet 6 inches from 3 to 4, 7 feet from 2 to 3, and 10 feet in height. At each corner are iron columns.



A very effective arrangement of goods in this window is shown in the illustration on opposite page. The back and bottom of the window are draped with very dark blue plush. In the rear of the middle of the window—at a point marked F in the plan—is a pyramid 8 feet high of Indian baskets, made by Modocs and other Californian tribes. They are of a dull yellow color, intermingled with brownish tints. At B, C, D and E are pots containing growing tropical plants, none of them less than 3 nor over 6 feet high. Radiating from the bottom of the pyramid of baskets toward the four groups of plants are drapings of Mexican and Indian embroideries, so arranged as to show the designs effectively without concealing the baskets. At F is a small black Spanish lace mantilla, carelessly bunched and set on a cream colored silk scarf of Mexican make, upon which rests a brooch containing three large diamonds. A few other articles of diamond jewelry—some in morocco cases and some laid loosely on the plush—complete the display.

This design has been submitted to a practical test, and has proved specially striking and attractive. With a few variations, which will at once suggest themselves to a person of ordinary good taste, the same designs may be adapted to almost any show window of moderate size. The methods of

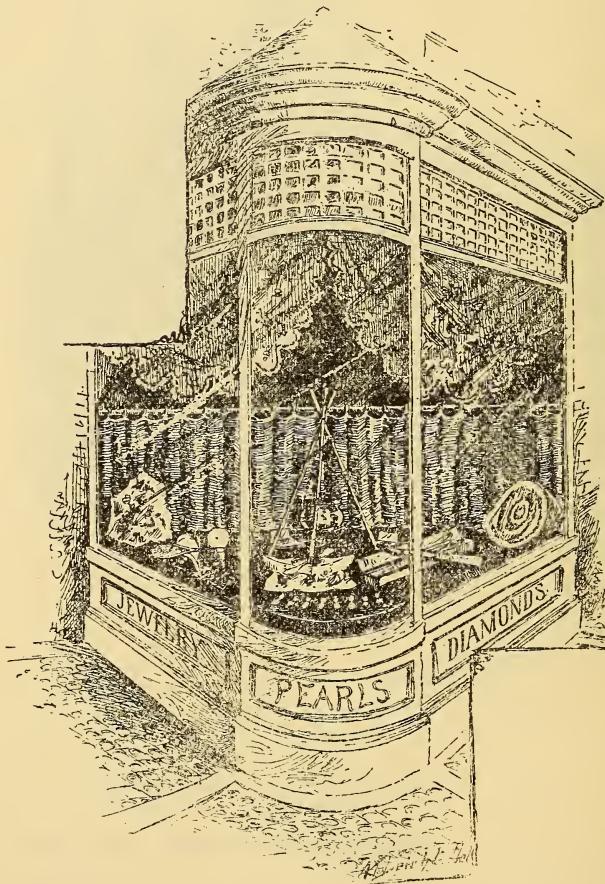
window decoration here described are not, of course, intended to be followed precisely, for there are many circumstances that would render that impossible in numbers of cases. They are merely intended as hints which any dealer with an average amount of intelligence and taste will be able to turn to his advantage.—*Jewelers' Weekly*.



### Seasonable Window Dressing.

Windows as well as people should be dressed seasonably, and it is important in both cases to observe this rule: *Dress lightly in summer and heavily in winter*. If a summer window, such as we give in the illustration on following page is to be dressed, let the hangings have little weight, make the background tints cool, and above all display articles suited to the season. An overdressed window during the warm season tires the observer, and one even feels sympathy for it, as it seems to bear too heavy a burden. But in avoiding overdress great care should be taken to keep clear of the other extreme, which may give passers-by the impression that your store is closed or that your stock is at a low ebb. In the window illustrated the arrangement of goods will show what we mean, perhaps, more clearly than we can express the idea in words.

This window is on a corner, forming an almost equilateral triangle. The street sides are each 6 feet in length, the diameter of the arc forming the central front is 4 feet, and the length of the back is 10 feet. All the articles displayed in this window have some relation to the summer. The centrepiece, as will be seen at once, is a handsome parlor ornament of silver or bronze, suggesting the camp ground, and the Indian canoe in silver resting on a gilt shore carries out the rural idea still further. The idea of



ruggedness and distance from city life is well represented in the large blocks of partly polished amethyst and agate placed in the rear corners. To the left and right of the centrepiece are tributes to sporting tastes in the shape respectively of a silver or silver plate base ball bat and a lawn tennis racket, prizes, no doubt, for local competition. These could be varied with prize cups, medals and the like, of which there is generally not a dearth during the summer. Novelties in jewelry, watches and diamonds are, of course, distributed through the window to the best advantage.

Notice the surroundings carefully, as they are of great importance. The curtains hanging looped above are of fine Nottingham. The draw curtain at the back is of light blue silk plush, and the ground is of dark blue cloth. The blue imparts to the scene an appearance of coolness which invites attention on a warm day.

In selecting a centrepiece the utmost care should be taken, for in a well dressed window it must give the motive, so to say, of the entire show.

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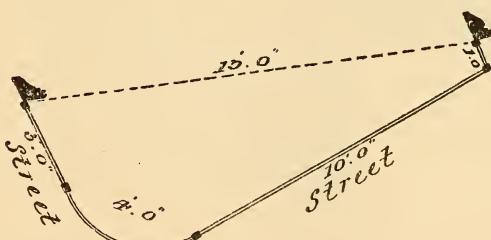
It is often noticed that passers-by will hesitate, then stop and examine a window in which the display is of less value than others they have passed with only a glance. Why is this? It is simply due to a "something" in the arrangement of the window which attracts them. This "something" may be summarized in three words, *harmony, synchronism and care*. We cannot urge you too strongly to remember this whenever the impulse seizes you to take too great liberties with your window.

Of course, in dressing a window you are not hedged in by any explicit rules as to just what you shall put in it, but there is danger that, if no care is taken, the tendency will be to crowd the window with heterogeneous articles, which, to use a cant artistic phrase, will kill one another. The window described on preceding page is a good example of what we mean by harmony. Of synchronism or agreement with the season it is an equally good specimen. The third requisite, that of care, including neatness and cleanliness, commends itself to us without argument.—*Jewelers' Weekly*.

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### A Neat Arrangement of an Ill-shaped Window.

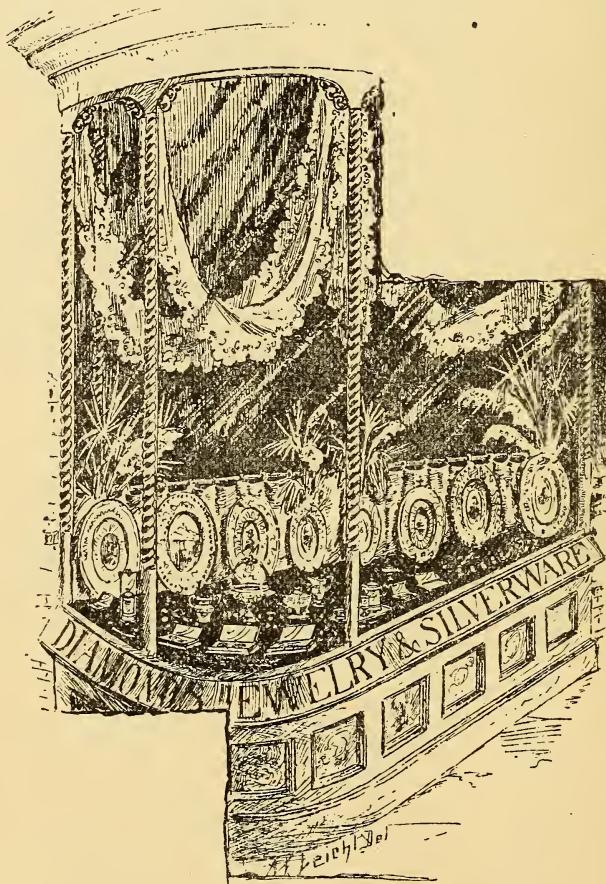
In the window shown below the ground plan, as will be seen by the accompanying diagram, is unusually awkward in its form. It is on a corner, but it lacks symmetry, and makes the exhibition of a large centrepiece



impossible from an artistic point of view. Its base line measures 13 feet in length, while its street sides are going from left to right, 3, 4, 10 and 1 feet long. The care necessary in handling a window of this kind cannot be overestimated. Yet, as is shown in the illustration on page 168, its very awkwardness may be rendered attractive by the arrangement of its contents.

The display in this case emphasizes what we would urge strongly, viz.: the necessity of harmony; for, with the exception of a handful of loose jewels scattered about, and a few gold chains in the foreground, the whole window speaks of the table.

In the rear, along the base line, and standing against a silk plush curtain as a background, is displayed a handsome line of silver platters, arranged symmetrically and increasing in size toward the extremities. It is not necessary that these plates should be of metal, for a very pretty and at the same time harmonious effect may be gained by having them of Dresden ware, Royal Worcester or other makes of art pottery which jewelers now carry.



In the middle centre of the window is a silver tea service; to the left stands a cut glass pickle jar in a silver frame; to the right is a water set, pitcher, goblets and slop tray resting upon a waiter to match, while in the foreground are three cases containing knives, forks and spoons. Further along to the right are two other cases holding nut crackers and picks, and far up in the left-hand corner is still another case which holds some richly engraved napkin rings.

It is not absolutely necessary to use just such things as described. In fact, the same general beauty in effect may be obtained by totally different articles. If you haven't a handsome tea set perhaps you have a dinner service; if not, use something else, always bearing in mind the watchword, "harmony." Perhaps you will say: "The diamonds and gold chains are inharmonious, having nothing in common with tableware, and it would be as appropriate to display a tray of watches." Not at all. Jewels and chains are so often seen in profusion at a board that it is not inconsistent to group them with tableware; but one rarely sees a watch display at table, and hence its incongruity here.

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In draping this window the general flatness of the display has to be regarded and relieved. For this purpose plants—ferns, golden rods or the like—are called into use, and with what success the reader can judge for himself.

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The upholstery of the window offers abundant latitude. The ground mat may be of cloth, colored silk plush or satin. It may be laid smooth, quilted or irregularly indented. If any color except black is used for the bed, the background curtain must harmonize with it in tint, but even when black is used, it is well to have the background of the same shade. If the window is high, there must be some drapery to relieve the gaunt effect otherwise noticeable. For this purpose some depending laces may be brought into use or a hanging ornament, and on this point, as on the body dressing, the owner's discretion must teach him the proper means to bring about the desired result.

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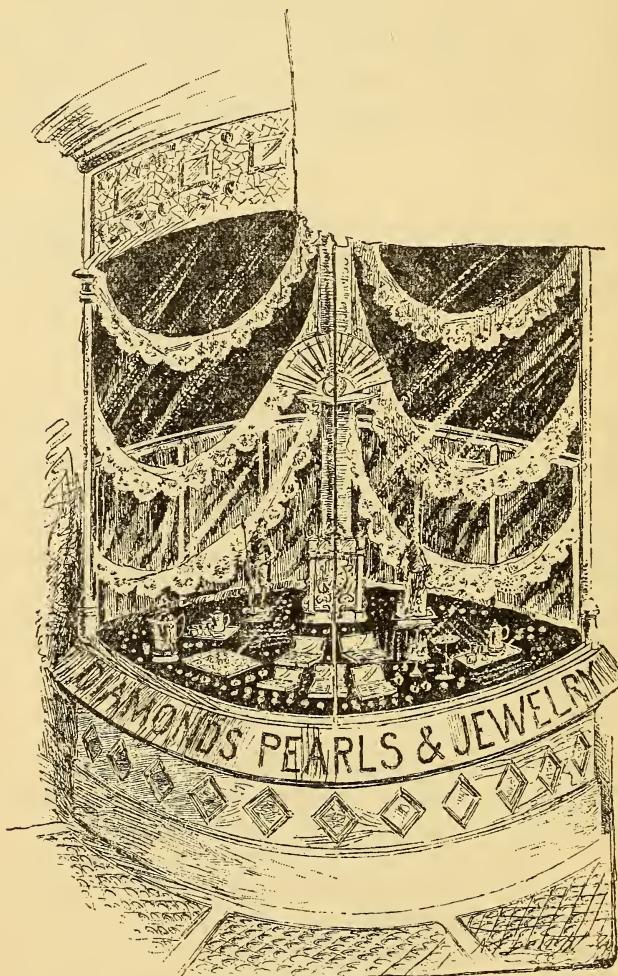
It will be seen that the window described herewith is constructed of plate glass, with a view to allowing the observer an uninterrupted view, and if your present window is not so, and you are thinking of altering it, have it constructed in this way. It will soon pay for the extra expense incurred. You will notice the neat effect produced in the illustration by the use of the slender fluted columns at the intersections of the panes. The columns should be as narrow as is consistent with strength, and their ornamentation, if there is any, should be carefully adapted to the rest of the window's structure.—*Jewelers' Weekly*.

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### A Lack of Harmony.

In the preceding articles we have described windows which, though awkward in their form, have been made attractive by the exercise of skill in their dressing, and it has shown how advantageously goods may be displayed under adverse conditions.

In this article we have, on the other hand, to deal with a window perfectly symmetrical and capable of showing goods to advantage, but which does not do so, simply because the principle of harmony is utterly disregarded. The ground plan is elliptical, and has a greater diameter of 11 feet, with a lesser 5 feet in length.



The accompanying illustration admirably points out the errors which carelessness or ignorance is responsible for. At the first glance a startling blunder is noticeable in the arrangement of the three most prominent pieces. The clock is a light polished bronze (*cuirre poli*), while its flanking statuettes are dark and violet tinted (*renaissance*). The juxtaposition of these colors is fatal to the group, as the statuettes heighten the color of the clock, making it appear brassy, while the figures themselves are rendered dull by the contrast. In any group of this kind all three pieces should invariably be of the same color.

Notice the arrangement of the articles in the foreground, beginning at the left. First, we have a few jewels lying at random, then a water ewer, next a tray of rings, three watches, followed by three cases of tableware, which are fronted by a line of watches; then a castor, a card receiver, a water set, a few gold chains and another handful of scattered stones. In the middle foreground we have two cases of table ware and another water set, while the blank spaces are filled in with groups of chains, stones and watches. The display is certainly sufficiently varied, but the spice of life is not always the spice of window dressing, and the cardinal principles of the art rise up in mute protest against this violation.

As we have urged before, so again we urge not to overload your windows with ill assorted goods, which not only destroy the effect of the show itself, but are themselves lost sight of. There is an old and homely, but ever pointed, saw which tells us that "enough is as good as a feast," and it is well to bear it in mind.

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Sometimes even a scanty display has a most surprising effect, as we could not help realizing a few days ago when passing the window of a Maiden Lane jeweler.

The window was upholstered in plain black cloth; in the foreground was placed a single tray of diamond rings; at each side, on a white velvet mat, lay nine watches in the form of a Greek cross; in the centre of the window were two watches side by side, flanked by three light blue velvet cases of diamond earrigns, while at the rear, in an arc, were placed sixteen similar cases. It was a simple display, but in its simplicity there was remarkable richness.

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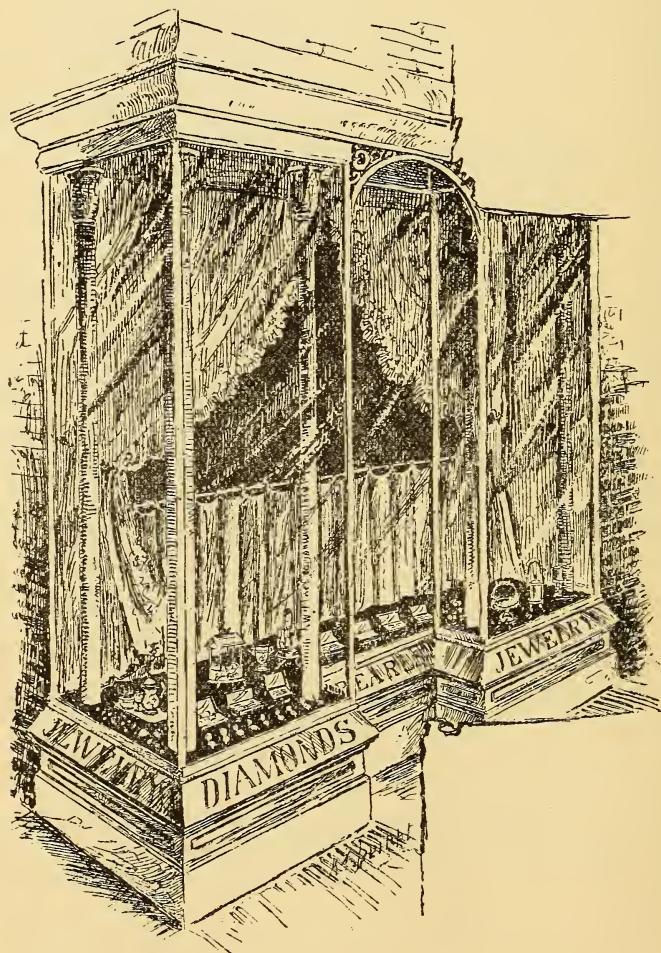
In the draping of windows as much care should be observed to avoid a top heavy as a bare appearance. In the illustration, it will be noticed that the festoons of lace, being too numerous, have much the former effect; while the introduction of a fan on top of a high column is inexcusable. Why? Because it means nothing and only increases the top heaviness. If the upper festoon had been omitted the effect would have been much better, but even then it is to be regretted that any draping was employed; as the stained glass at the top furnishes all the relief necessary.

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### Another Badly Arranged Window.

The window given on following page is situated on a corner. It has a frontage of 15 feet on one street, with 5 feet on the other, and a width at the smaller end of 2 feet. The front is divided into three equal parts, and the central section is sunk 1½ feet.

A window of this kind should offer no very great difficulty to the dresser, although the form of the window is not particularly graceful. If instead of overloading it with so many different kinds of goods, a suitable and large piece had been placed in the centre of the largest section, there would have been little trouble encountered in filling in around it. A bronze or a clock might have been put in, and, by the exercise of a little thought, an attractive and appropriate selection of surrounding articles might have been made.



The flat appearance of this window is due as much to the general equality in size of its display as to its faulty dressing. Handsome enough in themselves, the articles seem to have been dwarfed in some mysterious way, and the absence of any centre piece renders the high window even higher in appearance. The dwarfing and gaunt effect could both have been easily avoided at one and the same time by the introduction of the centre piece alluded to.

It will be noticed that the background drapery tends also to destroy the general appearance of the display and make it appear flatter. The curtain along the base line is too high and stunts the wares exhibited before it, while the parted curtains at the back strike one as hardly light enough for their purpose.

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An' excellent display for such a window would have been one divided into three distinct sections. In the larger section a large centre-piece could have been surrounded by silverware, the pieces of a coffee set or tea set flanking it on either side, while tableware could have been tastefully arranged along the window front and side. Nothing else should be permitted in this section, as the effect of unity would be destroyed.

In the central section watches could be displayed in any form of arrangement preferred. They could be laid along in parallel lines, or arranged in arcs, crosses or other designs as best suited the fancy of the dresser; but here, again, the section should be entirely devoted to watches, not even a chain should be allowed to creep in and break the harmony of the whole. But in the third section might be placed any miscellaneous articles of jewelry that you wish to display. By this arrangement you secure variety and at the same time do not offend good taste.—*Jewelers' Weekly*.

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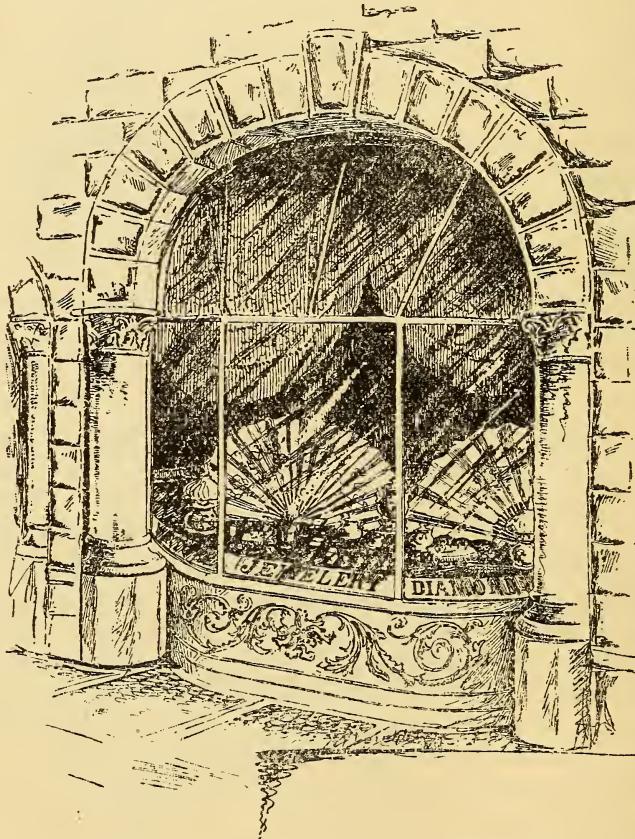
### The Proper Mode of Dressing.

In decorating a window it must be borne in mind that the shape and its location have much to do in determining the mode of dressing. A triangular window must be dressed in one way, while a high and narrow rectangular one will require an altogether different treatment. Furthermore, the arrangements in a window on the corner of a street must be made with reference to the requirements of its locality, in order to secure a tasty, harmonious and effective display in two directions.

The window illustrated on page 174 presents no irregularity, and therefore the matter of decoration is a more simple one than if it were one of irregular shape. It is inclosed in a stone arch, having columns on the sides with ornamental capitals. The relief is sufficient for a display from the sides as well as the front. The middle pane of the window is 5 feet wide and straight, corresponding with that much of the back. The side panes curve backward 3 feet to the point of meeting with the back, which extends forward on each end, making an obtuse angle.

The shape of the window admits of most harmonious dressing. Japanese hangings and curtains are tastefully arranged in front of a surface of dark maroon plush. The Japanese decorations, by their oddity, arrest the attention of the passer-by, while the variegated hues of the drapery form a fine contrast with the dark background.

The floor is covered with black of the same material. Large artistic fans are placed as shown in the illustration. The fans are in keeping with the hangings, and in themselves make a very pretty display. They serve, furthermore, as an effective background to the other articles in the window. As most first-class jewelers have wisely pieced out their stocks with assortments of fans in rich mountings of Oriental pearl, tortoise shell and silver in combination with gauze, lace and ostrich feathers, they will no doubt find in the illustration a welcome suggestion for displaying these goods without doing so at the expense of their regular stock.



The centre of the window is occupied by a large silver urn, raised above the level on a neatly constructed plush covered pedestal. Before it, in the arc of a circle, are arranged—with careful reference to size—other and smaller pieces of the service to which it belongs. In the foreground various kinds of watches and jewelry are tastefully arranged; while in the extreme right and left hand corners are handsome table lamps.

Though the variety of articles in this window is quite extensive, yet the effect produced by this arrangement is in the main good. It must not be forgotten that the principal object is to attract attention to the stock displayed, and the merely decorative objects must not detract from it.—*Jewelers' Weekly.*

### A Very Effective Display.

A very effective display was recently seen in which no accessories nor drapings whatever were used. The groundwork of the bottom of the window was green plush, and the only articles employed for decoration were the goods themselves—watches, chains, charms and lockets. In the centre was a letter, T, the proprietor's initial, formed of lockets inclosed in a circle of the same articles. From this circle chains radiated toward the sides of the window, the spaces between them being filled in with watches gradually increasing in size toward the outer edge.

This window is a good illustration of what can be attained as to variety, although many of the same articles are used each day. They are, however, so skillfully arranged that the window is constantly exhibiting new forms and apparently new goods.

At another time a display was noticed in the same window which was especially striking. The ground was still green plush, raised a few inches at the back, on which was formed in the middle a large double cross, composed of small watches, pendants and chains. Three groups of watches, flanked by rows of pendants, formed the upright, and four other groups the two arms. Each group of watches was inclosed by two chains in the form of an ellipse. Between the ends of the arms on each side were two other groups of larger watches, with pendants outside, forming half an ellipse. The decoration was appropriately completed by rows of very large watches at the corners with chains between radiating toward the ends of the window.—*Jewelers' Weekly.*

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### A Showy Window.

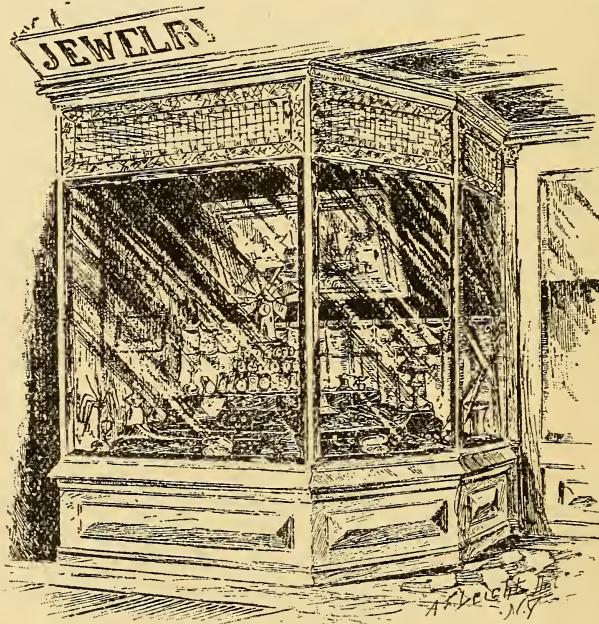
The window given on following page, on account of its shape, admits of the production of some very striking effects, as a good view of it may be obtained from three sides. It is of plate glass, 8 feet high, and the top is decorated with a band of stained glass 3 feet wide. There are five sides, the front one being 6 feet wide and the oblique inner one 4 feet. The width at the back is 8 feet, and the outer and inner sides are 6 and 3 feet wide respectively.

At the back hangs an old gold and tinsel curtain, which forms a very pretty contrast with the dark curtain hung from the ceiling. The latter curtain forms the background for a large painting of a marine view in which a ship is a prominent object, while the side wall, which would otherwise look bare by reason of the elaborate decorations at the back, is hung with smaller paintings,

The base is in three inclines with a ground of dark plush, on the top of which is a pyramid consisting of small fancy clocks surmounted by a windmill clock. The latter is entirely in keeping with the marine view. The mill wheel is constantly in motion, and thus attracts the attention of the passer-by. At the inner corner of the second incline appears a large bronze lamp, and at the other a toilet bottle and powder box, the intervening space being filled in with a well arranged collection of jewelry, chains and her small articles. The third incline has an umbrella or cane stand at

the inner corner, and a vase of ferns at the other. These articles add materially to the decorations, but are so placed as not to attract too much attention from the stock displayed. They are also consistently suggestive of outdoor life, the idea brought to mind by the ship and windmill.

In this connection we would urge the advantage of displaying these mechanical clocks. They are made now in great variety, from the completely appointed engine with moving machinery to the automatic figures of lordly cavaliers and handsome ladies. The motions of these figures arrest the eye at times when the neatest show of inanimate things would be passed unnoticed. It should be unnecessary to say that these mechanical clocks—as indeed all other parts of the window display—should not be used more than a few days at a time. Frequent changes in the decorations, goods and



general appearance of the window must be the rule if one wishes to be successful in this important branch of the jeweler's business.

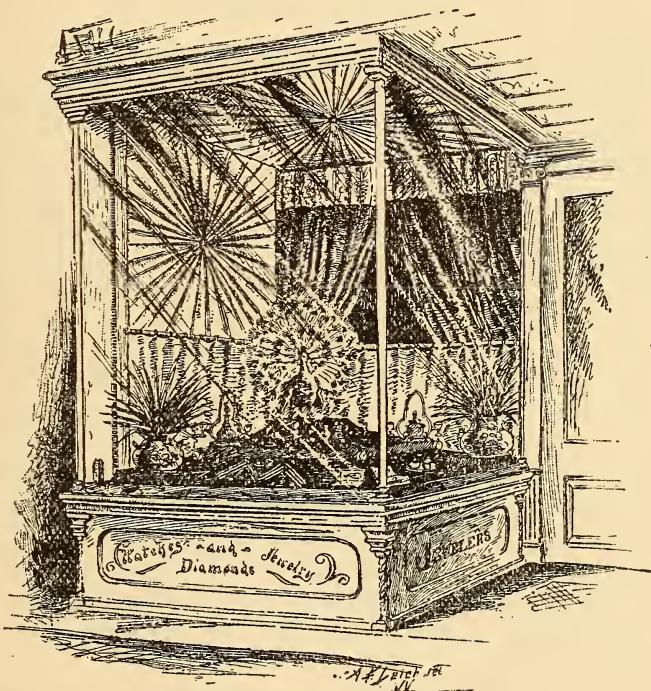
It is not necessary that the dealer should have a large stock in order to obtain variety. With the exercise of a little ingenuity he can rearrange his window from time to time, and give it an appearance of newness equal almost to that obtained by a change of the goods displayed.

He should observe the example which Nature sets him. She does not weary the eye with sameness, but presents in succession hills, valleys, rocks, water-falls, wooded country and open fields. She is rich in the varieties of her combinations and tints. So in window dressing, the choice of objects to be displayed, their grouping with reference to size and color, the arrangement of the merely decorative ones, the effects of different backgrounds, all furnish opportunity for most interesting study and the attainment of an unending variety of combinations.—*Jewelers' Weekly*.

### A Large Window Tastefully Arranged.

The prominent features of the window shown below are its generous proportions and the consequent good view which it affords to one some distance away. It is 7 feet square, both at the base and at the ceiling, with plate glass 12 feet in height on two sides. The decorator can here employ all his art in the way of adjustment of drapery, contrasts of colors and arrangement of objects.

On account of the height of the window the use of a large amount of drapery is practicable—in fact, it is well-nigh indispensable. The decorator has arranged it with extreme care, in order to obtain the most striking and



harmonious effect of which his material was capable, and one can profitably study, even to the smallest details, his manner of working out his plan. The ceiling and more than half of the side wall are covered with dark plush, laid in radiating pleats. This adds richness and tone to the decoration, the artistic effect being much better with the pleatings than if the material had been left perfectly plain. It strikes one favorably also by its novelty as well as by its beauty. At the back light curtains are gracefully parted in front of a dark plush ground. Light curtains are also strung from poles, and fill the lower third of the rear and the same portion of the side wall. It will be observed that these relieve the sombreness that would otherwise result from the dark walls and ceiling. Under the circumstances, what more fitting ground for the display could have been chosen than the dark plush with which the inclines are covered?

On the top of the raised platform, in the angle formed by the sides having the pole curtains, is perched a stuffed peacock with spread tail. Without changing the character of the hangings, there is no other place in the window that could have been assigned to it, and still preserve the necessary proportion. The attentive observer will see at once the pleasing effect produced by the peacock in this corner. The gorgeous plumage shows off to good advantage against the light curtain, an equal portion of which is seen on each side of the bird. It is likewise a striking and beautiful object that may be seen a long way off, and thus aids greatly in accomplishing the real purpose of the decoration, arresting the attention and leading it to the goods displayed. The decorator shows his originality in the arrangements of the drapery in several ways, but we consider the use of the peacock as his master stroke.

The Oriental ferns in the corners on each side of the peacock are in keeping with that idea of Eastern splendor which the bird so beautifully typifies. They also help to maintain the just proportion of the picture which the decorator has elaborately worked out. The same remark would apply to the toilet bottles which are placed at corresponding corners of the first incline. The intervening space is filled in with diamonds, chains and jewelry, tastefully arranged.

At first glance one would be apt to remark that these decorations are too elaborate, and that their tendency would be to engross the attention to the neglect of the goods displayed. It will be seen after a little reflection, however, that this is not the case. Objects of such brilliancy as diamonds should have a handsome setting, which it would be hard to make too beautiful or elaborate. Such a setting is furnished by the dark ground, the light curtains, the plaited plush, the peacock and the ferns. Small articles like diamond jewelry, although displaying all their brilliancy and fire by reason of the abundance of light let in by the two large plate glass sides, would not make near so good a show in a window of this size without the use of some large articles as accessories. It should be remembered that the dewdrop sparkling so beautifully on a rose leaf has a generous setting of roses and green foliage.

One point to be especially noticed in connection with this display is its originality. This is a quality that yields generous returns in any field of activity, and particularly in that of window dressing. The placing of articles in a haphazard manner will not do. The following of the same old plan month after month will yield poor results.—*Jewelers' Weekly*.

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### A Novel Window Display.

A novel means of displaying diamonds was recently adopted by a State street jewelry dealer. One window was completely lined with black cambric, the lustreless side within. The bottom, ends, sides and top were of the plain black cloth. This made a dark compartment. In the side next to the plate glass window, and at a convenient height from the sidewalk

level for sight-seers, holes were cut, perhaps eighteen inches square. Inside the cloth compartment rocks and earth were sprinkled over the black cloth bottom, and diamonds, unset and set, were scattered about so as to reflect the light from the openings. The effect was to give the stones and their settings greater brilliancy than they would possess in a stronger light. The contrast between the diamonds and the rocks and gravel also heightened the effect, while the peculiar appearance of the window from the street, the jewelry not being visible from a distance, caused many persons to stop and look through the holes. It proved a good advertisement.—*American Storekeeper.*

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### A Novel Window.

A recent display in a jeweler's window attracted a great deal of attention, and a brief description of same is given here for the benefit of others who might wish to adopt a similar idea. A toy pony and cart was utilized, and which can be obtained from any toy dealer, the larger the pony and cart the better the opportunity for display. The pony was covered, wherever possible without hiding him, with bracelets, ear-rings, droops, pendants, etc. The cart was filled with dressed dolls, all decked out in jewelry, and the hubs, wheels and sides of the cart were hung with rings, bracelets, pins, etc.

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### A Simple, Yet Effective Window.

A simple, yet very effective window display can be arranged by taking two triplicate folding mirrors and standing them together so as to form a square. Bright lights should be introduced within the square, electric lights being preferable, if they can be had. White cotton should be spread over the bottom and brilliant stones and jewels placed carelessly on the cotton. The lights reflected from the mirror surfaces give a brilliancy to the display which would be thought impossible to secure in daylight. The idea is to keep the lights burning during the day as well as at night.—*American Storekeeper.*

## MISCELLANEOUS.

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Under this heading we have classed all suggestions that are not specially adapted to any one line of business. In most cases they may be used for any class of trade. Intelligent window dressers can, with some modifications, make many combinations that will prove attractive.

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### Electrical Appliances.

Attention can easily be secured to your store by the use of cheap and inexpensive electrical appliances. If you could have one plank of the sidewalk in front of your store so arranged that by stepping on it the weight would make an electrical connection which would ring a gong in front of your store, the effect would indeed, be striking. Figures can be obtained that tap on the glass, by use of a small electrical battery, (or even clock-work,) so that persons passing invariably look to see what causes the tapping, and in making the discovery, also observe the window decorations.—*A m. Storekeeper.*

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### White Rats For Window Display.

“At one time I had a family of white rats in my window, and which attracted a great deal of attention and brought many customers to my store. The rats were placed in a glass case with a pole in the center, and a platform on top for them to climb upon. The following was inserted in the local column of one of the morning papers:

“A family of almost extinct species of white M. Alexandrinus will be on exhibition in the store window of M. Goodman & Co. for a few days. They are on their way to England to be placed in the Zoological Garden in London, and have been detained at considerable expense to give the people of this city an opportunity to see them.”—*S. G. in Boots and Shoes.*

### Aquaria in Store Windows.

There are few articles that can be put in a show window that will attract as much attention as an aquarium, writes a correspondent of *The Metal Worker*. It makes little difference what is put in the water as long as it is alive. A small fish and a pollywog will draw crowded houses—or rather sidewalks, only one should not get too many creatures in the aquarium, or the water will be deprived of its oxygen too rapidly, and the swimming things will suffer accordingly. If a piece of sod can be obtained from the bank of a river, it can be placed in the bottom of the aquarium, and a few stones or shells placed on top. The grass should have time to settle before putting in any water, and if the first water put in becomes turbid it should be removed with care, and this operation repeated until the water remains clear; then when the fish swim about they will not kick up a dust, as it were. When there is a proper balance of vegetable and animal life, the water will remain pure, but if not so arranged, fresh water should be supplied every day. An aquarium can be made any desired size. The first step to take in the construction of such an article is to get a piece of heavy glass of the desired shape. A tin hoop can be made, and the edge turned over to hold the putty. It will be convenient to leave the top open. After the body is made the putty is to be placed in the turned edge and the glass pushed into position, after which the strips can be put on so as to hold the glass in place, and also keep the water away from the putty. The corners can be covered with shellac varnish after the putty becomes hard. As water animals are very sensitive, the material used for cementing in the glass should become dry before using, and it is a good plan to fill up with water a number of times to remove any odor that may be present. Another way of making such an aquarium would be by using a piece of glass for the back; then a picture could be fastened to the back glass, so as to produce a fine effect, or pictures of birds could be used, so it would appear that the birds were in the water with the swimming animals. A good putty for the purpose can be made by mixing common white lead with the dry until it is thick enough for use. There are also various cements for the purpose.

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### A Novel Window Device.

A simple device that could be used for any line of business was recently adopted by a prominent retail boot and shoe store. The following sign was placed in their show window:

\$1.00 SPENT WITH US BRINGS MORE  
RESULTS THAN \$2.00 SPENT ELSEWHERE.

The catchy and unique point in this device was the use of crisp new \$1 and \$2 bills pasted on the sign where the figures are shown above.

### A Clock Sign.

An excellent means of popularizing your store is to place a large clock in the window, and let it remain there as a permanent advertisement. Or better still, place a double-faced clock on a pole in front of your store, so that it can be easily seen a square away. Either of these methods can be carried out without entailing a very great expense, and you will be more than repaid for the investment by reason of the popularity of your store in thus benefiting the public.

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### Umbrella Display.

By means of a four-inch scantling, cut as long as your window is broad, with one-half inch auger holes bored at the right angles and distances, a word, the number of your store, or your name, may be spelled with letters made from umbrellas, canes and parasols. Letters requiring crosses could be made by attaching umbrellas horizontally to the vertical ones with stout rubber bands. It would be advisable to lay the letters out on a counter just as you wish them to appear, and then mark the angles on the scantling, so that the holes will be correctly placed. Other modifications of this idea will readily present themselves.

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### Canes and Umbrellas.

A very neat way to exhibit canes and umbrellas is to build a fac simile of a rail fence with them. Or one cane may be placed in the window, standing in a reclining position, and the others built criss-cross upon it as a support, forming one corner of a simulated rail fence.

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### To Exhibit Umbrellas, Etc.

A novel and inexpensive method of displaying umbrellas, canes, parasols, etc., is to insert six screw-eyes, fairly large ones, in the wood work at the side of the window, parallel with the glass, and about six inches from it. They should be one above the other, and about one foot apart. The small end of the umbrella can be inserted in the eye, and supported at such an angle as you may desire. This is a striking and effective method of displaying these articles.

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### A Pony Window:

A firm in a Canadian town covered the floor of one of their window with sawdust, made a stall of ribbons, and exhibited a very small pony. On the blanket covering the animal's back was announced: "We sell goods at pony prices."

### A Picture Window.

"We have seen in a dry goods window a decoration which might serve as a hint for shoe merchants. It is a picture representing the New World in 1492, and the landing of Columbus at San Salvador; also, New York Harbor in 1888, with a vessel afloat laden with boxes consigned to — & Co. Dealers who supply foot wear for dudes might adopt this idea, insert their own names in the blank, and thus suggest to the youthful swell who scorns American products that they have goods for sale which are "English you know."—*Boot and Shoe Reporter*.

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### A Baby Elephant.

One of the most novel and taking attractions for window display is to make a baby elephant, and those who have tried it have found it a genuine success. The animal can be built up in the manner described on page 58, with such changes in detail as may suggest themselves to the "builder." In this case, however, it is necessary to make the trunk in a somewhat different manner than described in previous article. It should be so hung as to admit of an easy motion, and slightly weighted at the end. The ears also should be attached in a similar manner. By means of waxed silk or very thin but strong cord, the trunk and ears can be kept in motion by some one back of the window in the store. A carelessly laid bed of hay adds greatly to the deception. An elephant is not a very familiar object to the average person, and his bulkiness and stolidity of pose are susceptible of ready counterfeiting by any ingenious storekeeper. In working the trunk and ears it should be done with a slow, constant motion. If properly done it will greatly puzzle the beholder, and many persons will look in your window and go away feeling satisfied that it is a live animal that they have seen.

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### A Novel Idea.

A very novel idea in window dressing was seen recently in the window of a leading retail store. A handsome center table was placed covered with a pretty spread, and around it a few chairs were placed. Seated on one chair was an elegantly dressed dummy of a lady and at the table stood another lady. The one seated was supposed to be a visitor and the one standing up, who had thrown her bonnet and jacket on a chair was supposed to have just returned from shopping and was showing her friend the purchases she had made. In one hand she held a card reading, "Twenty per cent. saved by buying my goods at — & Co." The display drew large crowds and was considered by all as being very unique and novel. This idea would do well for dry goods stores, boot and shoe dealers, and also other lines of business.

### Pigs for Window Show.

A storekeeper, who wished his patrons to understand that he was satisfied with a small profit and a fair share of trade, adopted a very amusing and original method of advertising the fact to passers-by. In his show window he fitted up a small pen, and placed two little pigs in it with a trough of food. Over them he placed a card reading :

.....  
“WE ARE NO HOGS!  
A LITTLE SATISFIES US.”  
.....

The idea was an immense hit, and brought lots of people to that merchant's store. It was well talked about, and all the folks came to carry away a few bargains and see the little pigs feed.

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### A Window That “Took.”

There was a great sensation caused on State street a few days ago by the exhibition of a beautiful, exquisitely dressed young lady, mounted on a wooden figure made to represent a dappled gray steed. The boldness of the design, the beauty of the young woman, her statuesque pose, and the perfect taste of her habit, caused the street to be blockaded with admirers. The strain upon the young lady was great, of course, and obscured by a screen was a man who drew the curtain when she wished to dismount and rest.—*Chicago Paper*.

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### A Double Display Window.

Many merchants desire to display more than one kind of goods at a time, and this is best accomplished by the following arrangement: Make two light V shaped frames out of rough one-inch boards and high enough to reach to the top of the window. These are placed in the window with the open part to the front, forming two separate compartments, thus VV, which taper to a point in the rear of the window. This gives opportunity to display two varieties of goods in one window in the best possible manner and at the same time have each class entirely separate and distinct. The frames should be made the right width to fill the entire window. When they are covered with a tasty display of goods the effect is very pretty, as the window has the appearance of two small rooms whose walls are composed of the latest style of goods. Clothiers can use one compartment for pants and the other for coats and vests, filling in and brightening the darker shades of clothing with Gents Furnishing Goods. Dry Goods men can use one part for dress goods and the other for prints or white goods. It is a plan that can be utilized for other lines of trade with equally good results.—*Am. Advertiser*.

### A Brood of Fancy Colored Chicks.

A novel display was recently seen in the window of a leading clothing store. It was arranged to represent a barn-yard, with the old hen and a brood of little chicks. In different parts of the window were arranged nests, in which were bright colored eggs, each nest containing eggs all of one color. By the use of some bright aniline paints, the merchant had painted the little chicks in colors to correspond to the eggs. There were blue, green, red, yellow, orange and various colored chicks. Passers-by puzzled their brains to find out whether the peculiar colored eggs produced such novel looking chickens. The front of the window was thronged from early morn to late at night to see this novel display.

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### A Yacht Deck.

A very attractive window dressing can be made by using a few stained pine poles to imitate masts, and some canvas for sails, to make a representation of the deck of a yacht. Holes could be cut in the bottom of the window, and the masts placed in a sloping position. The dummies used in the display should be dressed in nautical costume, but a few others may be introduced with good effect.—*Am. Advertiser.*

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### A Hen With Ducklings.

A clothier made a good hit by the use of a novel idea for attracting attention to his store window. After dressing the sides and back of the window he covered the bottom with sand, and in the center placed a large tank of water. He then secured a number of ducklings about a week old, and an old hen, who at once proceeded to matronize them. It was a pretty sight and drew a large crowd.

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### Window Telegrams.

In times of great interest, as during County or State Conventions, Elections, Railroad Accidents, Floods, sickness of great men, etc., an excellent way of attracting a crowd to your window (and which, by the way should be tastefully dressed) is to make an arrangement with the telegraph company to furnish you with copies of telegrams containing the news, and then paste one or more of them in the inside of your window, changing as fast as received. Nothing excites greater attention and interest than a piece of important news at first hands, and you will surely get credit for being enterprising if you adopt this suggestion.—*Am. Storekeeper.*

### Window Bulletins.

A very useful method of attracting attention to one's window is to write a short and pithy advertisement on a telegraph blank and paste it to the inside of the glass just at the height of the eyes. For instance:

BULLETIN 34.

Before you pass by, drop in and see this  
glove, which we offer, in all shades, at 90  
cents.

Such a bulletin should not be left up longer than one day, at the farthest, and again, if used too often, will fail to attract attention. Once every two weeks or so, when you have some special bargain to offer, or on some special day when a large number of visitors are in the city, are the times best suited for using such a window attraction.

It is one that can be adapted to any line of business with equally good results.

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### A Useful Device.

A Chicago milliner recently astonished people on Wabash avenue by the use of a mechanism not heretofore employed in exhibiting goods in windows. The idea adopted is that used in the automatic race mechanisms at fairs, etc., and called "The Little Races." Card-board horses work in parallel grooves round a track being propelled unequally by a clock-work. Bets are placed on the horses, the machine started, and the horse nearest the goal when the machinery runs down is the winner.

The milliner made an elliptical track in his window, in which travel the bases for holding hat stands. The stands being placed and suitably trimmed, the mechanism is started and the hats pass in procession before the gazers. This device is particularly adapted to clothiers, but may be used by any merchant, and the power applied may be in the form of a water motor, steam, electricity or a strong spring.—*Am. Storekeeper.*

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### A Barn-Yard Window.

A writer in *Boots and Shoes*, describing how he dressed his window for Easter says: "I made a miniature barn-yard of the window. It included a chicken coop made of an old shoe box covered with tree bark, and a live hen with a brood of little chicks in the center. For days the front of the window was packed, and the interest was unabated all the time it was there, but I took it out at the end of a week, before the interest of the public flagged."

### A Windmill.

A unique device suitable for any line of business is a mechanical windmill in the window in full operation, and bearing the sign: "We are bound to raise a breeze with our low prices." Such a mill can be obtained from any toy store, or a suitable one can be constructed without difficulty.

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### Greenbacks and Coins as Price Tickets.

Perhaps the latest and best device to catch the eye in show windows is to substitute greenbacks and coins for lettered price tags. Thus, a hat usually marked, "Price \$2.00" has instead of a price-card a two-dollar bill stuck in the band; or a suit of clothes, a five or ten dollar bill pinned to the lappel. A display of money always catches the public eye, and a few coins and bills well scattered over various articles makes a pretty contrast to the formal printed price tickets.

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### An Ice Pond.

An excellent representation of an ice pond can be made by taking a large sheet of glass, lay it flat down in your window, and sprinkle the edges with flour in imitation of snow, and place small dressed dolls in various positions. At night such a display when the light is reflected from the glass, makes a most unique and attractive window.

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### A Smoking Head.

A design more particularly adapted to cigar stores, but which is also suitable for other lines, is a head or figure with a lighted cigar in its mouth, and connected with which is a tube leading into the store and hid from view. A person drawing on the tube can make the cigar smoke, thus making it appear that the figure is smoking mechanically.

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### A Five Cent Window.

An effective window display can be made by covering the bottom with white paper. In the center place a plain dish, in which place a card with a five cent piece attached. The following should be printed on the card around the piece of money; "This is all the profit we ask on every dollar's worth of goods retailed at wholesale prices," or other suitable wording.

### Who Threw The Brick?

A novel expedient for attracting attention to his show window was recently adopted by an enterprising house furnishing dealer. In the center of his window he placed a brick, in such a manner as to have the appearance of being thrown there, while all around were overturned goods in wild disorder, and the sign:

“WHO THREW THE BRICK? IT KNOCKED  
OUR GOODS DOWN AND SMASHED  
HIGH PRICES IN TWO.”

### Mirrors in Show Windows.

Mirrors will be found to be very effective aids in window display and form the basis of the same as they reproduce and intensify bewilderingly where ingenuity and precision guide their arrangement. An effect of double frontage is made very delusive where these are placed at proper angles and they likewise give clearness and variety of view and extent to the articles displayed.

### A Business Ladder.

Some of the commonest objects of every-day life offer excellent subjects for window decoration. One of these is the ladder. This may be carried out in almost any line of goods, and in a great many different ways in one line. All that is necessary is to knock a frame together which will bear a well-proportioned size to the window, and trim it up with some of the stock on hand. We give no special directions regarding the dressing of it, on account of its simplicity and also the many ways in which ingenious clerks can do so themselves.—*Am. Storekeeper.*

### The Nimble Dollars.

An effective window display may be arranged by glueing a number of silver dollars on stiff card-boards cut round to the shape of the dollar, and then hanging these on a string across your window. To the centre of the string fasten a piece of waxed silk or thin cord, running it over a small pulley in the top of your window, and then down inside the store. By a slight pull on this string the cord containing the dollars can be kept in motion, producing a pretty effect. Suspended over the centre should be a placard with the following announcement: “Nimble dollars here.”

### Extraneous Decorations.

Very useful decorations for windows are often found attractive when selected from sources entirely distinct from your business. They thus possess a contrasting value:

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**ONE WAY.**—A good stroke is to go to some artist of local reputation and ask for samples of work to be placed in your window.

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**ANOTHER WAY.**—Is to secure some cases of old and rare coins or stamps, placing on them descriptive cards. Or secure some rare autograph letters or curiosities of any kind. Such attractions are sure to cause comment, and serve to advertise your store. In Chicago the window of a large clothing store was constantly surrounded for weeks on account of containing a Programme of the play at Ford's Theatre, Washington, the night President Lincoln was assassinated.

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**ANOTHER WAY.**—Is to secure large photographs of people who have recently been brought prominently before the public, placing them in a conspicuous place in your window. There is great curiosity to see the pictures of people whose names have been prominently noticed in the papers of the country.

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**ANOTHER WAY.**—An excellent plan is to obtain full page illustrations from *Puck*, *Judge*, *Frank Leslie*, etc., and display in your window, pasting to the inside of the glass. By doing this every week, your windows will become a center of attraction, and your name and store will be in everybody's mouth.

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### A Banner Display.

A most beautiful and artistic window advertisement was recently seen in a shoe store window. It was a hand painted plush banner suspended on a brass standard. The work was evidently done by an artist, probably the wife or daughter of the storekeeper. The design was floral and the lettering on it was, "Integrity of purpose and fair dealing our strength." If any storekeepers have one or two daughters who are amateur artists, here is an opportunity to turn ability to profitable account.

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### "Banty Prices Here."

A novel and taking idea is to arrange your show window to represent a barn-yard, and place in it a number of banty chickens arrayed in neat flannel jackets, upon which are inscribed the words "Banty prices here."

### A Granger Window.

A merchant in Maine says: "We arranged one of our windows in honor of the granger, the State Grange having held its convention in our town. We made three divisions of the bottom of the window, placing beans, corn and oats separate in each division. On the bottom across the back we made with buckwheat the word 'welcome.' On each side and back edges we put pumpkins, squashes, turnips, cabbages, onions, potatoes, etc. We then dressed our dummy up as a farmer, placed him in the rear of the window, with a hoe leaning on him. We then placed ties, gloves, etc., on the beans, corn and oats, and had our display frames arranged on each side of the window, making a fine display. We were complimented very highly on the arrangement, and the grangers were very much pleased, and traded with us liberally."—*Mer. Pub. Co.*

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### A Tombstone Display.

A merchant of Logansport, Ind., makes the suggestion that those who wish a novelty in window dressing, should borrow a tombstone from their local dealer and place in their window, placing an inscription on it stating that it is erected in memory of old High Price. The tombstone would be a rather cumbersome article to get into a show window; it would be better to make an imitation monument out of rough pine board and painted gray; then put on it in black letters, "Erected to the Memory of Lost Dollar who died of a wasting disease which would have been cured if he had traded at this store."—*Am. Advertiser.*

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### A Novel Price Sign.

A great deal of taste and ingenuity is being displayed in the designing of ornamental and attractive price tickets and window signs. A novel and pretty price sign was recently shown in a boot and shoe window. The window floor was carpeted with a cloth of deep crimson color, sprinkled over with sparkling metallic dust. Upon this carpet was arranged, without crowding, a display of boots and shoes all of one common value. The price was indicated by a card (covered with crimson cloth such as is used for the covering of writing tables) about a foot in diameter. Five circles in the card held each a shining silver dollar and in the center of the card was a large \$ mark cut out of silver foil. The sign was bordered by a heavy moulding of silver foil pressed and crinkled about the edge and in a very pleasing way conveyed the information that the shoes in the window sold for five dollars.—*Am. Advertiser.*

**Button-Hole Bouquets.**

A shoe dealer writes to say that being puzzled to know what kind of an attraction to use at his store the other Saturday night, he finally concluded to give every purchaser a nice little button-hole bouquet. He went to the florists and got a quantity at a cheap price, and displayed them in his window in an attractive manner. He then took a shading pen, and wrote on a piece of cardboard: "Every customer at this store this evening will receive one of these bouquets," and then placed it upon the flowers in the window. He was so pleased with the result that he intends to repeat it.—*Am. Advertiser.*

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**An Amusing and Successful Device.**

A most musing device, and a very successful one, too, was recently used in a show window, and is thus described:

In the center of the window a large empty dry goods box was placed on its end, being about four feet high. In the top of the box a round hole was cut of sufficient size to permit a person's head to pass through. The box was then covered with red plush, and on the top it was ruffled around the hole. After this was done a three-sided dressing mirror, such as is used in a lady's boudoir, was placed on the top of the box around the hole, leaving the side towards the window open. This being done, curtains were draped from either side so as to hide the approach to the back of the box, and everything was ready for the miniature delusion that was to follow, which was completed by a little girl with a very pretty face and a charming expression, her hair nicely fixed for the occasion; entering the box and seating herself on a stool provided for the purpose, she popped her head through the hole, the curtain which had hitherto hidden the preparations from the view of outsiders was drawn aside, and there appeared the delusion of the girl's head without a body. Of course it was not as perfectly carried out as it would have been in the dime museum, but it made a splendid attraction and drew a large crowd who could not fail to see the display of goods in other parts of the window. Its merit consisted in its novelty, and the enterprising storekeeper who went to the trouble to make it got some very good advertising and a large percentage of onlookers entered the store.—*Chicago Paper.*

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**A Good Suggestion.**

Some merchants make quite a hit by having in their windows some article or reminder of each day as it passes, like a celebration or historical event. Thus, on Washington's birthday, a portrait of Washington; on King Williams birthday, the German Emperors picture, and on other anniversaries some suggestive allusion or picture on exhibition. This idea may be elaborated in many ways.

### A Hammock Display.

In the window of a clothing and gents' furnishing store was recently seen a very pretty sight. Stretched across a large window was a hammock, and reclining in it was an elegantly dressed dummy. The corners of the window and the background were filled in with a profusion of plants and flowers, and a very charming effect was produced. This idea can be carried out to even greater perfection in a dress goods and millinery window, in which instance a dummy of a lady should recline in the hammock instead of a man.—*Mer. Pub. Co.*

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### A Novel Attraction.

This idea may be used in dressing windows. It has been done with great success in Chicago stores, and still attracts attention, as will be seen by the following clipping from the *Chicago Daily News*:

Hundreds of persons stood around an advertising bazar at the exposition last night, trying to make out whether the wax figure was alive or dead. The figure was that of a colored lad of 10 or 12 years. It stood on one of a dozen low stools which were piled high with hats and caps and furnishing goods, or carried other dummies. An endless cable moved the entire exhibit slowly about within two feet of the glass sides of the pagoda. The figure was attired in a white flannel suit, with knee breeches and a Tam O'Shanter cap. Every minute the figure would lift in a jerky, mechanical way a big pasteboard half way up to its shoulder. Another creaky motion brought the card opposite its chin, the head jerked around, and the boy pretended to be reading the name of the house on the card. A moment later the arm dropped suddenly and like a piece of machinery, to the side of the figure. At regular intervals the left arm bent suddenly and the hand threw itself with a slap across the lad's stomach. His legs never twitched and his feet were like blocks of wood. He winked from time to time, but made no other motion.

"Is he alive?" asked scores of ladies. Hundreds of curious men followed the figure and peered through the glass. They thumped on the glass, held bank-notes before his face and tried to make him laugh. He paid no more attention to it than a wooden person. A fly crawled across his lips and sat on his eyebrow. Not a tremor was perceptible.

After some wiseacre had made up his mind it was a live boy—a colored lad—some doubter would say: "But, don't you see, that little moustache and his hair is as straight as an Indian's." That set the wise man to doubting again. The figure was a real, live boy. His nerve was so remarkable that he kept up the deception for three hours, and thousands of persons went away with the belief that he was a very fine wax figure.

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A novel effect is produced in a clothing store window by placing a mirror in the center and putting a dummy in front of it who is in the act of adjusting his necktie. This idea can be used in other ways, as a lady might be placed looking into the glass and adjusting her dress or head-gear.

### The Watch Towers of Trade.

A lighthouse makes an excellent window attraction. In Webster's unabridged dictionary, accompanying the word "light-house," is an illustration which will serve as a model for the frame, which may be built of thin strips. A large ring at the bottom can be used to attach the lower ends of the strips, the upper ends being tacked to a smaller circular board. About one-third from the bottom a stout cord drawn around the pliable strips will draw them into the proper shape. The roof and the circular balcony may be cut from pasteboard and tacked on. Panes of variously colored glass will complete the structure. There should be a support inside the glass portion on which to rest a lamp, which should be kept burning in the evening. The framework can be covered with bleached muslin to which any small goods may be pinned.—*Am. Storekeeper.*

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### Have You Seen the Elephant?

"Have you seen the elephant?" got to be a very common question of late, when a large clothing firm drew crowds to their window by an adroit imitation of the great pachyderm. The elephant was as large as life, and as far as the outline was concerned, every bit as natural. Its skin, however, was a skin "of shreds and patches," composed of many coats and other articles of attire properly displayed. The design consisted of a flat frame outlined like the beast it represented, the head being so contrived that by some simple arrangement of a balance it was kept nodding after the manner of the child's toy elephant. A row of boys (wax figures,) sat on the animal's back, while a boy was on a ladder at the side mounting to join his companions. Directly in front stood a natural looking life-sized wax figure with one hand extended, in the attitude of a showman giving a descriptive lecture.

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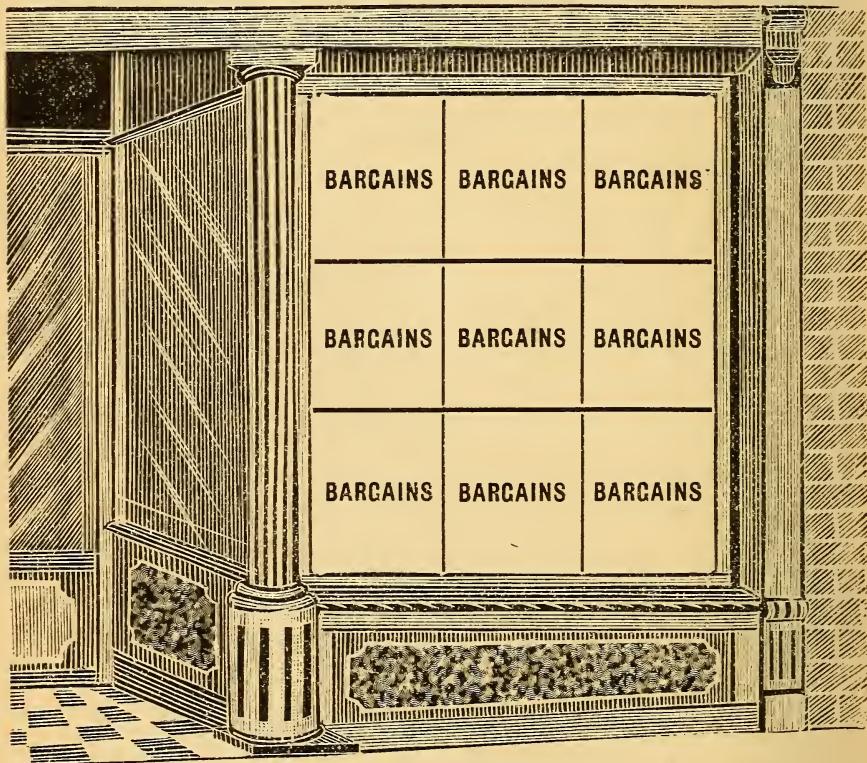
### Men and Women for Display.

Even that superb member of the animal kingdom, man, common as he is, becomes a matter of curiosity when displayed in a shop window, and we have seen the course of business through a street nearly paralyzed by a crowd gathered in front of a window watching two men make shoes. The operation is a very common one, and no one would stand very long in a shoe shop to watch it, but transported to a store window the shoemaker's trade is as attractive as a wax-works show. The man who can be hired to sit in a window in a Santa Claus costume, or in some other representative character, will be apt to attract more attention than he ever did before, and when it comes to a woman in a window, the sensation is still greater. At almost any time of the year it is possible to secure some broken-down conjurer, male or female, who for small wages will willingly entertain the masses from your store window by tricks of legerdemain, etc. One of the present attractions at a west-side store is a man in a rubber costume disporting in "a tank of real water," to use a theatrical expression.—*Am. Storekeeper.*

### A Bargain Window.

The following idea can easily be carried out and will suit for any line of business:

Cover the entire front of the inside of your window with white muslin, previously having divided it up into squares as shown, to represent window panes. On each square paint the word "Bargains" or better still use Willson's Gummed Black Letters, which will be more uniform.



This idea will be found to attract great attention. Other wording besides that mentioned might be used to advantage; for instance if you desire to make a run on any particular line of goods its name could be used instead.

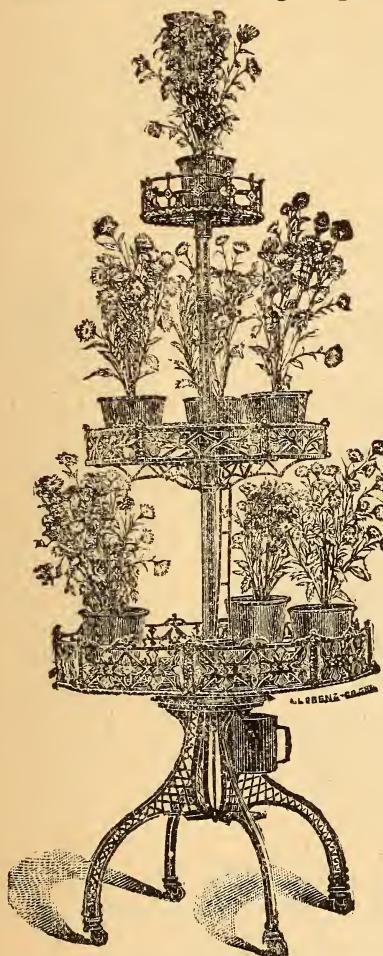
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### A Curtain of Egg Shells.

In the window of a Clark street bakery not long since was seen a novel curtain that could easily be adapted to decorating the window of almost any line of business. It was at Easter season when eggs were plentiful, and the effect produced was very beautiful. The curtain was composed entirely of egg shells that were run on strings. These were then looped away at each side forming a marvellously pretty attraction. The base of the window was a loose piece of rich blue plush, upon which was a display of work, and the contrast was very striking.—*Am. Storekeeper.*

### A Pretty Display.

In the middle of a clothing store window recently was seen a large flower stand of new design, upon which plants and flowers were arranged.



The stand was about five feet in height and had three tiers, the lowest being about three feet in diameter. Each tier revolved at the lightest touch, and it was japanned and painted in a very ornamental manner. On the middle tier there was a display of white vests and all kinds of gents' furnishing goods, also some jewelry, such as cuff buttons, scarf pins, etc., and on the lower tier there was a choice selection of plants. There was also a very large and beautiful plant on the upper tier. Altogether the effect was very charming, and as it was supplemented by a nice arrangement of goods on the bottom of the window it might have been called perfect.

The stand used for the purpose was so constructed that the plants might be watered without having to move any of the goods exhibited, as all the water runs off and every drop is caught in a can placed on a shelf at the base. It was very solid, and even when empty will bear the weight of a man standing on its side, and will not tip over. It is capable of supporting any weight up to a thousand pounds, and is something that will last forever with care. It can be taken to pieces and packed into a very small compass, yet while set up it

can be moved from one part of the store to another with ease; it runs on double wheel casters and is adapted for the use of merchants in any line of trade who want something unusually attractive. An illustration is given herewith, prices of which will be found in the back of this book.

### A Wall Paper Display.

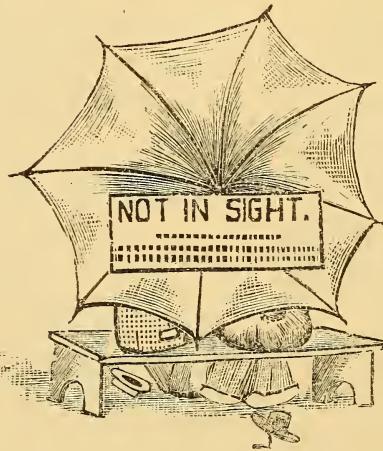
A stand for exhibiting wall paper in the window or store may be easily made by fastening in a block a stick an inch square and standing about three or four feet high. On its top a cross-bar is fastened, not quite so long as wall paper is wide. Over this a piece of wall paper may be hung, the end falling gracefully down to the base of the window. The unused roll lies on the floor behind. If desired, a well-contrasting piece of border may be laid on the paper. One of these supports should be enough in a window, and something really handsome displayed from it.

### A Warning.

As a novelty for a show window a New York clothier recently constructed a prison cell on one side of his window. It was simply a few pine boards knocked together and a window cut in, across which were placed iron bars. The outside was painted gray and a few black lines put on to imitate stonework. Then inside, peering through the window with a wild, distracted gaze he placed a dummy and attached a card to the wall on which was printed: "The Fate of the High-Priced Gouger." Outside he placed his array of bargains in early fall clothing.—*Am. Advertiser.*

### Not in Sight.

An excellent idea that can be used in any kind of business is to prepare two dummy figures, a man and woman, and seat them on a bench with their backs to the window front, with a raised umbrella, as shown in the illustration below.



On a placard fastened to the top of the umbrella place the following lettering, making the top line very large, and the balance sufficiently small as to require close inspection:



Other wording equally as appropriate will suggest itself to the ingenious storekeeper.

### A Clock Window.

An idea for window dressing, which may be used in any stock, is to place in the center of your display a large clock in operation, and raised a trifle above the goods displayed, with a placard below with the significant wording: "Time to Buy."

### A Thanksgiving Window.

At this season of the year much effort is put forth by window dressers to have their windows appropriately dressed. The traditional turkey, of course, forms the principal feature of the display. An excellent method is to arrange boxes in the form of a throne, with steps leading to same, and seated in the royal chair should be a large turkey, with head and feathers on, being placed in the most graceful attitude possible. Above and around



drapery should be arranged, while in front, at the bottom and on the steps leading up to the throne should be placed dummy figures handsomely dressed, representing all classes of the community, young and old, bowing down and rendering homage to the festal bird. Skilfull window dressers can make such a display most attractive. Various other Thanksgiving ideas will suggest themselves to the enterprising storekeeper.

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### Cranberries for Window Decoration.

A good idea for decorating a store window at Christmas time is produced by stringing bright red cranberries and festooning them and fringing them about the window. Such a display could be used in almost any line of business as a Christmas decoration for windows.

### A Ship Window.

An excellent means for making an attractive window display is to obtain a miniature ship from some friend who may be fortunate enough to possess one, or possibly one could be borrowed from a toy dealer. A Chicago dealer made use of this idea, and further enhanced its value by arranging the bottom of his window with painted muslin to represent water, and by an ingenious arrangement kept the ship rocking to and fro as if moved by the waves. By blowing with a pair of good bellows underneath the muslin it will rise and fall very similar to waves. To make the scene more complete, a suitable background should be arranged, such as a roughly sketched scene representing clouds and water.

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### St. Patrick's Window.

A clothing merchant on St. Patrick's day took advantage of the occasion to decorate his window in accordance. The entire background, sides and dressing of the window was in green, while on the suits of clothes the prices were displayed on cards cut in the shape of a shamrock, the color of the card being green. His store was liberally patronized by that large constituency who honor St. Patrick, and the results were most gratifying to the merchant.

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### A Country Scene.

The windows of a leading clothing house recently presented a very attractive appearance. One scene presented a country cottage in the foreground, with green lawn and graveled paths. About it were clustered the barns and outbuildings that are the usual features in a rural scene. Diminutive live stock and familiar agricultural implements helped to lend reality to the picture.

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### Another Country Scene.

Another country scene was a yard, in one corner of which, surrounded by a picket fence, stood a small stable. A small and pretty donkey looked meditatively out of the stable door at the crowd of starers and pushed and jostled each other in their desire to see the show. In the immediate foreground, on a graveled walk, was a Tom Thumb carriage with a pair of diminutive horses harnessed to it and an attendant coachman at their heads. Perched on the barn and the fence, and also on the walk were pigeons, while a flock of canaries picked at the grass plot. The birds it need hardly be said were artificial. Of course the background of the window in all these displays was formed of goods attractively and artistically arranged.

### Boys on Bicycles.

A window display that was both novel and unique was recently given in one of the large windows of a Baltimore clothing house. On a circular platform was arranged a pyramid of boys' clothes and outfittings, reaching up some 15 feet or more, gradually tapering towards the top. Around the platform at the bottom, and at an equal distance apart were three bicycles, a handsomely dressed figure of a boy being seated upon each one in a most natural manner. The frames of the bicycles were fastened to the platform by a light brace, but which was entirely hidden by suitable coverings. Under the circular base of the platform was attached a belt or rope, but not visible from the street, and which was connected with some of the elevator machinery, causing it to revolve slowly. The movement was communicated to the wheels of the bicycles, so that the effect produced was that of the boys actually riding around in a circle. It is needless to add that the window was thronged with an eager crowd at all hours, and doubtless the enterprise of the proprietors was amply rewarded by the increased trade of the little fellows and their parents.

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### A Brilliant Effect.

A brilliant effect recently noticed in a store window, was caused by a large number of lamps, many having reflectors attached, being placed in the form of a pyramid in the center window and lighted. Around the side those having reflectors were arranged, and so numerous were they that it made quite a dazzling sight. A card was placed in the window, stating that the lamps used in the display would be sold afterwards at greatly reduced prices.

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### Autumn Leaves.

A shoe store window recently seen was made very attractive by means of autumn leaves. Some were sewed together and strung across the window and others strewed on the bottom, the boots and shoes being placed on top of them. It had a very pleasing effect and drew a great deal of attention from passers-by. Hat dealers and others can utilize the same idea.

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### A Miniature Fort.

Among the designs for window display noticed recently was a very unique one of a miniature fort with two small boys well drilled acting as sentinels on the ramparts. The show was made by the aid of a few boards, some artillery requisites and a can of paint. The boys were suitably attired and had their smooth faces decorated with a moustache and "goatee."

## Store Windows for the Holidays.

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The following pointed suggestions from an experienced window dresser will be found useful to the thousands of enterprising merchants who are interested in having their store windows suitably dressed during the holiday season.

### HARMONY OF IDEAS.

In the first place there should be perfect harmony of ideas. That harmony should underlie window dressing is always true, but at this season of the year, when the celebration of the time is so accentuated, it is absolutely necessary that windows be dressed in harmony with the thoughts uppermost in the minds of the people. Mourning goods are as much in demand at this time as any other, but any one will recognize the absurdity of dressing a window with them, when every one feels joyful. It is, therefore, requisite to determine the sentiments underlying the holiday celebration. As we have all been children, this is not a difficult thing to do. They are, prominently, joy, thankfulness, content and amusement. It should be our aim to place either shows in our windows which will be emblematic of these sentiments, or to display goods which will be in harmony with them.

Prominently identified with Christmas is the custom of gift giving, and in harmony with this idea it has been customary to use Christmas trees and the legendary Santa Claus in window dressing, and rightly used, they are excellent means of attracting attention. It is quite difficult, however, to devise new applications of such old themes.

### THE CHRISTMAS TREE.

Although there seems to be a general impression that the Christmas tree is an outgrowth of a German custom, it seems to antedate the Christian era, and is said to have originated in the fact that a spray of the palm tree with twelve shoots on it was used in Egypt at the time of the winter solstice, as a symbol of the completed year. Its adaptation by the earlier celebrators of Christmas may have been the simple union of two contemporary customs,

and as a surviving remnant of the Egyptian custom, it may be interesting to recall that Germans frequently attach a bush to a newly completed building.

If a Christmas tree is used in your window it will be well to lop off the branches on the rear side. This will permit it to be set farther back in the window, and a larger tree may be used. A short, stocky tree should be chosen of the right height to clear the ceiling. Its trimming is a matter of taste, but always permits a display of considerable merchandise. The use of Lametta decorations is recommended, as they are more brilliant than any other, and are non-inflammable. It is a good idea to cover the base of the window, under the tree, with packages of various sizes, apparently containing gifts, with fictitious names on them, easily read from the street. The efforts some persons will make to see if their names may not be on some of the packages will show how curious people are. The Christmas tree, with its happy suggestiveness can be used in any line of trade, and is a common resource of the storekeeper, as well as a common delight to the purchaser.

#### A CHRISTMAS MANTEL.

In almost any town a mantel can be borrowed from a brother dealer, or, if this is not possible, a clever window dresser can construct an old fashioned fireplace by the aid of a few bricks and some boards, the latter of which may be covered with any appropriate cloth. The background for the window may be temporarily boarded and papered to represent the wall of a comfortable room. A few pictures on the wall, and a few ornament pieces of bric-a-brac on the mantel, together with some articles of furniture, will add to the realism of the scene. Along the mantel should be hung a stocking for each member of a representative family. For grandfather, a woolen sock; for grandmother, a white cotton stocking; for the husband, a neat lisle thread; for the wife, a handsome fancy stocking; for the children, stockings to suit the requirements of the occasion. This should be appropriately and generously filled from your stock. If a gas log can be used in the grate, well and good; if not, the fireplace should be filled with green branches, mixed with berries from the mountain ash.

#### OLD FATHER TIME.

On New Year's day all the levity of the country is leveled at Old Father Time and his decrepit companion, the Old Year. A window containing a scythe, an hourglass or a skull and cross bones, will with some appropriate motto, indicate your respect for flying time. An emblematical hourglass on a large scale may be constructed by making a conical tin receptacle with a small hole in its end. This may be supported in a frame made after the traditional hourglass pattern, and be used to represent the upper portion of the glass. When covered with goods, the material from which it and the frame is made will not show. The lower part of the glass will be missing, and in its stead will be a board, on which the running sand may fall. By filling the tin receptacle with dry sand, allowing it to run through, and replacing it, the idea will serve to call attention to the waning year, and to excite comment on the goods which may be displayed in the window.

## WINTER SCENES.

In the preparation of windows for this festal season, the selection of winter scenes is usually attended by successful displays. It is not a difficult matter to simulate frost and snow with material at the merchant's command. The best representation of snow is cotton wadding picked out according to the amount it is desired to use. It can be laid flat or made into mounds or balls, and, when accompanied with the accessories of winter, counterfeits snow admirably. The effect is heightened by sprinkling "diamond dust" or "frosting" upon it. This may be obtained at any dealer in artist's supplies, and costs but seventy-five cents a pound. The "diamond dust" is finer than the "frosting." Icicles may be made by whittling out wood forms or cutting them from heavy cardboard, dipping them in glue and covering them with the diamond dust. Sheet ice is well illustrated by laying a large mirror down on the base of the window and making snowy banks around it. It will prove very effective if you place in your window a small tree or shrub, from which all the leaves have fallen, the branches of which may be covered with snow. With such wintry scenes as a background, may be built almost any number of designs and conceptions, according to the material at the command of the merchant. If he has dummy figures or large dolls they may be made to slide down hill, skate upon the ice, build snow forts, cannonade each other with snowballs, and such other boyish sports as we all have enjoyed frequently. The toboggan slide is a new and taking idea in window dressing.

Another idea in snow decoration is to dress the window with seasonable goods, and pick out cotton in small bits and scatter them promiscuously over the goods. The effect is much like a heavy snowstorm.—*Am. Storekeeper.*

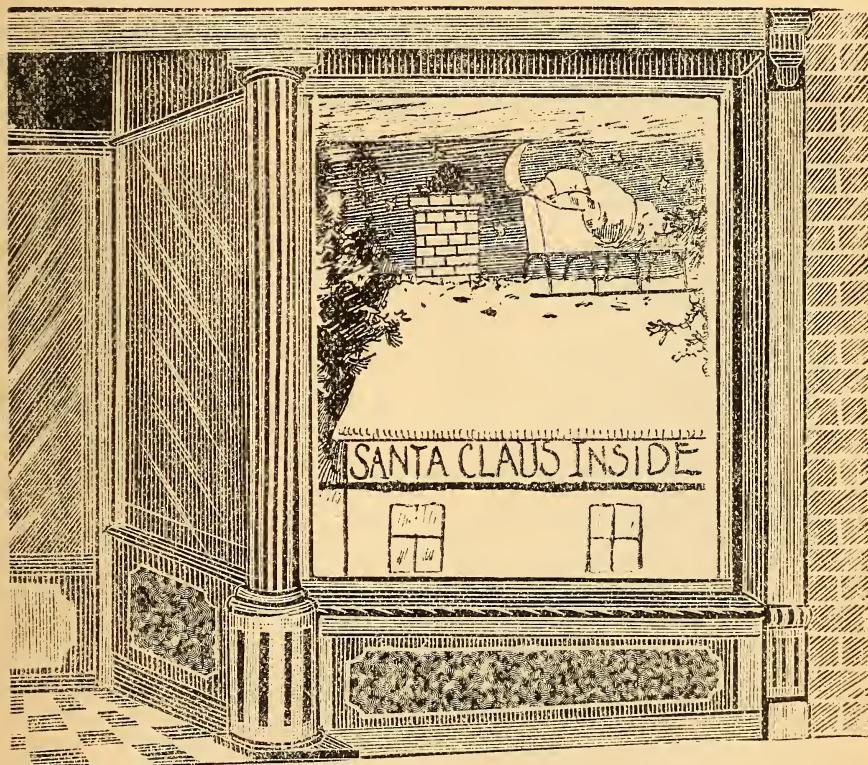
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### A Christmas Design.

The design given on following page is that of a roof with Santa Claus' sleigh in view, and is one which can be made very attractive if sufficient time and trouble is given to perfecting it. It can be used for any line of business.

To construct the roof, first make a rough frame so as to give the proper slant, and cover it with common pine boards, arranging them so as to have about a foot at the bottom near the window pane to represent the side of the house. Cover the roof with cotton to represent snow and make a chimney with a couple of boards cleated together which should be painted a dull red and have black lines painted on them to represent the brickwork. The flange of brickwork on the top of chimney can be represented by nailing some light board about six inches wide crosswise and painting it to resemble brickwork. Across the snow make some footprints with blacking sprinkled in spots, and that part of the snow will be complete. Then on the side of the house letter the words "Santa Claus Inside." On either side of the

window arrange evergreens in such a manner as to hide any roughness of appearance at the ends of the house, and then bring in the sleigh, the size of which must be governed in accordance with the size of the window in which the display is made. If a small window, only a child's sleigh can be used, but if there is sufficient room bring in a cutter and place it in the position shown on the roof; fill it with toys, holiday goods or any fancy articles which you have for sale. On the top of the chimney put a fur cap

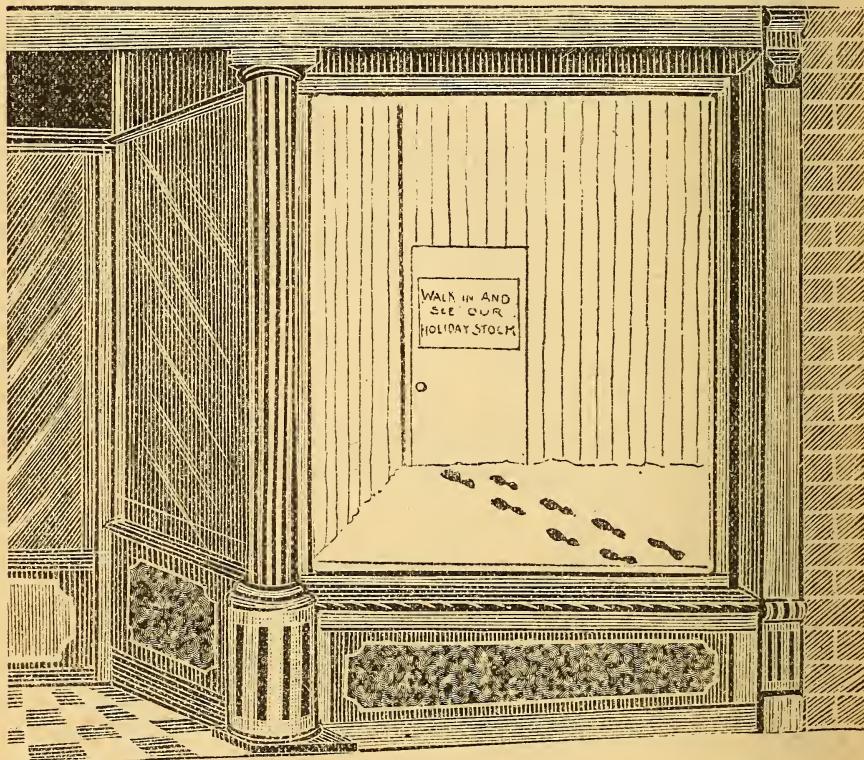


resting on cotton which will make it look as though Santa Claus was disappearing below. All that is now necessary is to stretch a piece of blue muslin or any other cheap material to represent the sky. To heighten the effect cut out holes to represent the moon and stars and paste pieces of pure white tissue paper over them. In the daytime these will show up white and at night when the gas is lighted back in the store a brilliant effect will be obtained, the stars will shine out bright on the dark blue sky. In this case it will be necessary to darken the show window somewhat so as to make the display more perfect. Study this design carefully and a very realistic scene will be produced.—*Copyright, Mer. Pub. Co.*

### A Taking Window.

The design given below is an extremely simple design to produce, yet it will give a very original and attractive effect. The cut almost explains the idea fully in itself, but a few particulars are given.

Around the sides of the show window place a wooden frame in the position shown in the cut. On the floor of the window spread white cotton batting to represent snow and across it sprinkle some blacking in the shape of footprints, which are intended to indicate the direction to be taken to



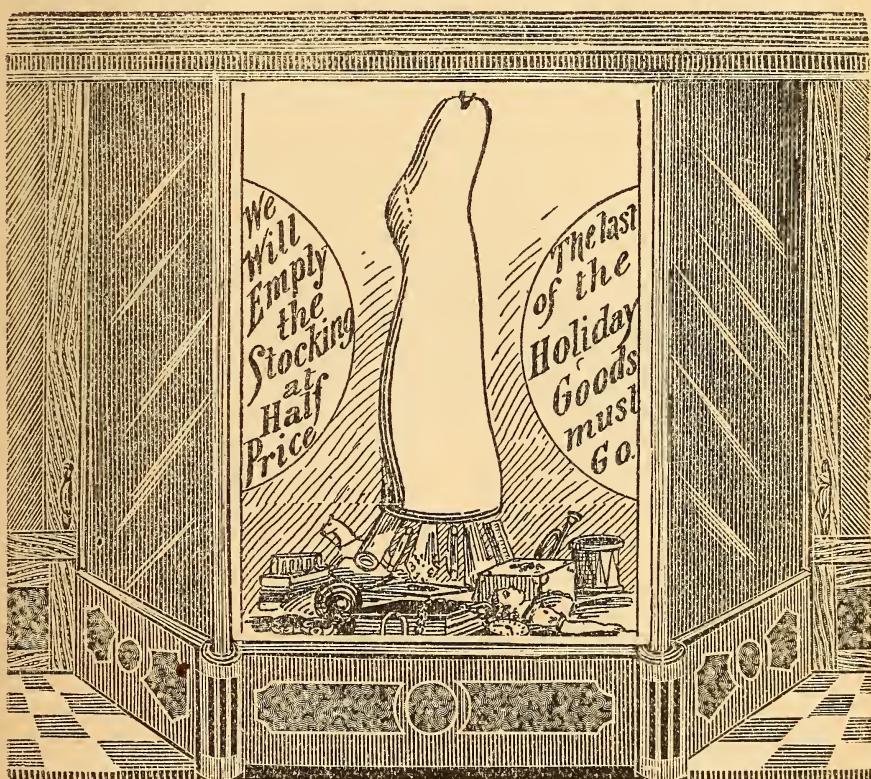
view the holiday stock. After finishing the work on the floor of the show window place the door in position and attach a show-card reading: "Walk In and See Our Holiday Stock." When completed the attractive features of this easily constructed display will be apparent to everyone, and customers will not hesitate to walk into the store of the man who has undertaken to carry out the idea.

In all cases of this kind the impression made on the mind of the spectator is that the man who has energy enough to depart from the old ruts of ages past and display some originality must be a man of good business qualifications and safe to deal with. Carry out these ideas and this truth will soon force itself to the front.—*Am. Advertiser.*

### A Holiday Stocking Window.

The design given below is intended for the use of such merchants as have a surplus stock of holiday goods to dispose of.

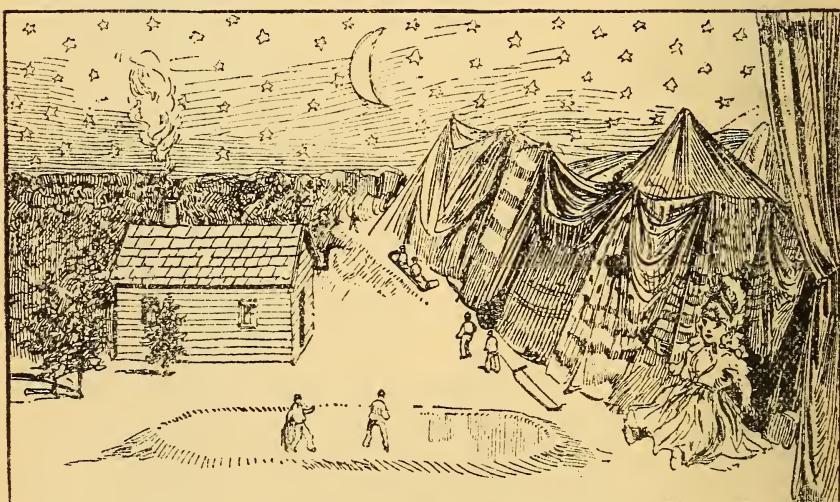
The idea is very fully explained in the sketch above, but it can be elaborated to a very great extent and made very attractive. The stocking should be made out of some gaudy, colored material, although white will make a very good show. To make it, stretch two pieces of material of the same width, or double one piece to the width desired on the floor and mark out the pattern, then sew the pieces together, leaving the end of the stocking



open. Stuff the stocking from the toe to within a foot or so of the opening with paper and odd stuff, filling it out pretty much at the toe end but making it looser lower down, so as to give the appearance that it is being emptied. Having done this, suspend it by means of a hook from the ceiling as shown in the cut, and allow it to come within about two feet of the bottom of the show window. Then place a lot of holiday goods so as to appear as though they were falling from the stocking. On either side place two large show cards, cut and worded as in the illustration. In the background heavier goods may be displayed, but the arrangement should be somewhat careless so as not to destroy the abandoned effect to be desired in this display.—*Copyright, Mer. Pub. Co.*

### A Winter Scene.

The winter scene described herewith will be quite elaborate in general appearance and require considerable space for proper display. It is simple to construct, and should be done in the following manner: First put a rough framework in the window at an incline. Let the front part of the window be kept flat for a sufficient width to admit of a large mirror, the largest which can be procured, being laid flat in the bottom of the window, making the incline to commence at the farther edge of the mirror. Over the whole of this surface, except the face of the mirror, spread a thin layer of grain. Wheat would best answer the purpose. By carefully covering up edge of mirror it will make an excellent representation of a miniature ice-covered pond. The layer of wheat on the hillside, which the inclined plane



of boards will now be called, is intended for the body of material which will form a support for the various articles introduced to perfect the scene. The little house, made of a small dry-goods box, should be imbedded firmly in the wheat. Inside of this put a tin dish, and on it place a piece of cotton waste, hemp or some such material saturated in oil. This is to form the fire to be lighted later on. To convey the smoke through the roof use an ordinary tin funnel, allowing an inch or so to project far enough through to represent the top of a chimney. Back of the house and around it stick evergreen boughs into the wheat to represent a forest, then proceed to bank up the wheat so as to form the toboggan slide shown in the center of the illustration. On the right-hand side of the window the idea is given of how dry-goods can be arranged to represent miniature mountains, with holiday goods placed at the base, but we would here say that the arrangement is so constructed that it can be adapted to any line of trade, and goods of almost any character or description can be placed on this side

of the show window and arranged to suit the taste of the window dresser. Before placing in these goods, however, and while the space is clear for the window dresser to reach over, sprinkle the ground of wheat and the sprigs of evergreen with flour to give a snow covered effect, and on the little pond place bisque dolls. It would add very much to the appearance of the scene if a small paper sled was introduced with a doll on it being drawn across the ice by other dolls. The same idea in general should be carried out on the toboggan slide, and the more figures there are introduced the prettier the scene will be. After filling up the right-hand corner of the window nothing remains to be done except to finish the background of sky. This should be done in precisely the same manner as the description of the roof scene on page 202. If the window dresser will now "bob up serenely" from the back of the forest and reach over to apply a lighted match to the oil-soaked cotton waste, rag or hemp, the smoke will curl out through the funnel in small wreaths which will not offend even the most delicate nostrils, and the scene will be complete. When the gas is lighted back of the blue sky at night, and the lights in the show window are extinguished, the effect will be very pretty, and will attract a great deal of attention. The use of this suggestion is not confined to any particular line of business, being equally adapted to all.—*Am. Advertiser.*

## Holiday Store Decoration.

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In addition to window dressing, more or less general decoration is advisable through the holidays. Such decoration is not difficult or expensive to make, while its use greatly improves the appearance of your store. The following, from the *American Storekeeper*, is so complete and to the point that it is reproduced here without further comment or addition:

### EVERGREEN ROPE.

First of all, perhaps, will we describe how to make the pretty evergreen rope, which trims up columns and loops up cornices so prettily. You can use your own taste in arranging the trimming. Every storekeeper can secure plenty of evergreen boughs from the pine, spruce, hemlock or arbor vitae. A stout, small rope is used for the base, and small bits of evergreen wound about it.

Begin at the end of the rope, and lay small bits of evergreen about the rope. Tie one end of the twine to the end of the rope where you begin work, and then, as fast as you place the evergreens in position, wind the twine firmly about it to hold it in place. This winding is best accomplished by keeping the twine in the ball, only unwinding it from it as you wrap it about the rope. In order to have a substantial string of evergreen wreathing it is very necessary that you take pains to keep your twine firmly wrapped about the rope. If loosely done your wreathing will be likely to have a thin look when you come to put it in place, and quite often a good deal of the evergreen will fall out, making it necessary to go over it to obliterate the spotty effect. But if plenty of green is used, and it is wound tightly you will have a nice rope of festooning, which will look quite as well when you get it in place as it did before hanging it up.

If there are accessible any berries from the mountain ash, bittersweet, dogwood or sumac, their sparing use in this kind of trimming is very pleasing. The brilliant color of the berry is very pleasing in contrast with the dark-hued evergreens. It is better, perhaps, to use what berries you have in several effective points rather than scatter them thinly along its whole length.

## THE CHRISTMAS ARCH.

The store should have some strong decorative feature near the front door. Perhaps the most acceptable will be an evergreen arch tall enough to allow persons of unusual height to pass under it. This may be stationed just within the door, so that all who enter will pass through it. It can easily be made by using two inch square stuff for the side supports, making a box frame about six inches square. The arching top had better be cut from one-half inch boards, there being one nailed to the back and one to the front of side posts, thus continuing the box frame idea. This open frame is then covered with sheeting, and it, in turn, covered with cotton wadding, sewed on evenly so as to make the structure appear like a snowy arch. Around the posts are entwined wreaths of evergreen trimming, dotted with bright berries, dried grasses, autumn leaves, fruits, etc. The arch should have on its front side the words

**"Merry Christmas."**

These letters are easily cut from stiff cardboard, and can be covered with tinsel paper, evergreen or as you please. If covered with evergreen, they should be trimmed after being covered. If some of your lady clerks can make the very pretty paper flowers which are now so popular, a few of them scattered judiciously among the evergreen, will add greatly to the effect. The crown of the arch may be hung with a pretty wreath, and an evergreen star (the framework being two triangles laid one on the other, so as to form a six-pointed star) may be attached above its center with charming effect.

## FESTOONS.

In placing the evergreen ropes, an excellent effect is produced by using your central pendant for illumination as a starting point, and looping from it to various points of the store—the other ends being attached to the cornices. A row of festoons along the cornice edge, or hung from the display rod over the counter, will prove a handsome side trimming, and be grateful to an artistic sense.

In addition to these trimmings, it may be desired to have some set figures for the front end of the store. For placing on the counter we know of nothing more appropriate than a cross and an anchor. They coincide with the religious sentiment which is indissolubly associated with Christmas.

## THE CROSS.

The foundation is of lath, and any boy can make the frame. A correspondent thus describes how he would make one: "It can be made flat without any trouble, but a flat cross is never as pleasing as one in which all parts of it have a square effect. Therefore I would advise making two flat frames, of exactly the same size, and then, by fastening small squares of board between the two flats at top, end of the arms and bottom, you have something that will produce the desired effect. I would take strips of cloth and wind the frame thus made, tacking it firmly and neatly in place. To this the branches with which you cover the cross can be fastened with

needle and thread, and you will find that a much better effect is secured in this manner than you could obtain by laying on branches and fastening them in place by winding with twine. This part of the work should be done smoothly and neatly, as the cross should not have a rough and uneven look. It may be necessary to go over it after fastening the branches in place and trim off all projecting twigs with the scissors. A base can be made for it by using two boxes of different size. They should not be very deep. The height of the base must be determined by the size of the cross you make. These can be covered with evergreens, or dried ferns can be used. In using ferns, do not attempt to make them fit the angles of the boxes, but allow them to assume a natural effect. If you can procure a few flowers they can be used most effectively on this cross by forming them into a sort of wreath, and letting it hang over the arms of the cross, after the style of the flowers in the well known picture of "Easter morning." If flowers are not to be had, berries, especially those of the mountain ash, can be worked in charmingly. Or, if you have crystallized grasses, this is just the place to make them useful. By trailing a wreath of them about the standard of the cross and dropping the end of it over the arms, a delightful effect is produced by lamplight, the crystals sparkling like frost. Last year we concluded to have a white cross instead of one made of evergreens, and bits of cotton were tacked to the cloth with which the frame was wound. This was sprinkled with thin glue after the cotton was all on, and powdered alum was dusted over it. Perhaps I ought not to say powdered alum, but alum broken into small particles. This gave a frosty effect that was very pleasing after a wreath of flowers was hung over the arms. The base was made of evergreens. The frosty effect may also be produced with material known to the artist's material trade as "diamond dust," with a result more satisfactory than our correspondent's suggestion would give.

#### THE ANCHOR.

The framework for the anchor is made the same as was that for the cross. Small bits of evergreen are then tacked on the cloth, covering it entirely, so as to make a massive green anchor. This can rest on boxes, covered as for the cross. In using these suggested trimmings, it may be proper to intimate that their effect will be decided not so much by mass as by the taste displayed in what are used. It will also add greatly to the effect if a number of potted blooming plants can be used about the store."

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#### The Importance of Interior Decoration.

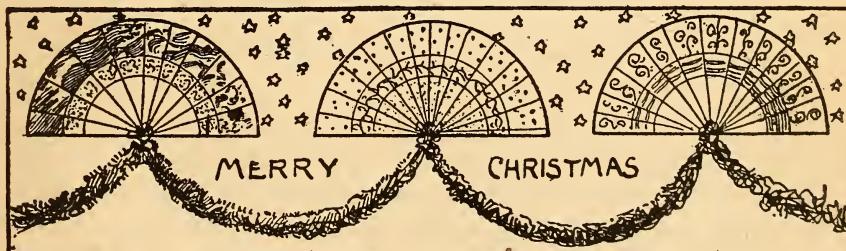
While it is important that your show windows should be attractively dressed during the holiday season, it also becomes necessary to pay some attention to the interior. One important thing is to have everything in neat and compact shape in every department. Observe closely the law of order, be systematic and arrange everything so that it can be founded with the least amount of trouble.

Label and ticket everything in a manner which will admit of no mistakes being made, and give nobody in the store an excuse for putting anything out of place. By the observance of these rules much time will be saved and the neat and tidy appearance of the store will, together with suitable decorations, add very much to its attractiveness.

Everywhere that the visitor looks some appropriate motto or design should meet the eye; novel features should be introduced and the necessary amount of time and trouble given to make everything look as nice as possible. In making mottoes such as "Holiday Opening," "Holiday Goods," "Merry Christmas," "Welcome All," "Fill the Stockings," "Santa Claus' Reception," "Happy New Year," &c., we would recommend Willson's red gummed letters which cost but little and make a very attractive showing. If placed on white cardboard the effect is very attractive, and we would suggest further that a border of evergreens be sewed on the edge of the paper. It will give the appearance of a pretty frame and add very much to the attractive looks of the mottoes; at the same time the whole thing apart from the labor expended will not cost much over twenty-five cents, and by buying a font of letters to make a number of signs the cost will be still further reduced. Another way of making letters which will show up well on a white ground is to cut them out of wall paper of dark color and fasten them with gum to cardboard.

### Design For Interior Holiday Decoration.

The design here shown is intended for decoration of store walls. Stretch a piece of white muslin about a yard wide along the portions of the walls to be decorated to form the ground work. Then cut up some pieces of bright colored wall paper and paste a handsome border across the middle



or along one side as the taste may afterwards direct. The pieces should be cut about one-third wider on one side than the other, and the border should be pasted on the long side. After preparing the pieces fold them on the short side in the old-fashioned way to make a fan. Double it up in the middle, spread it out and fasten in the centre. This will make a very pretty fan that will have a brilliant effect when placed high on a wall. Place the fans at equal distances apart and suspend evergreen wreaths in the manner

shown in the illustration. The wording "Merry Christmas" may be made with Willson's Red Gummed Letters. Between the fans, paste on the muslin a quantity of stars cut from silvered paper or other material as may suggest itself to those conducting the work of decoration. The wall paper fan idea can be used in other ways also; for instance, a very pretty effect can be produced by placing small fans, made in this manner, in the corners of the window and many other places around the store.—*Am. Advertiser.*

### A Christmas Transparency.

It will be found a good idea to place a transparency in a secluded part of the store, where it will show up well against a dark background, and for this purpose we give a description of the illustration shown below:



To construct it, cut a barrel in two and over one end stretch tightly a piece of flesh-colored muslin; after fastening it securely, mix some paint with lamp black and naphtha and paint on the muslin as correct a copy of the sketch given as possible; also adding the words "Merry Christmas To You." These words may be either painted on or they can be put on with black gummed letters. Around the edges of the barrel head stick some cotton puffed out to represent whiskers. Inside the barrel place an ordinary kerosene lamp, and when lighted it will show up in a manner which will attract everybody's attention. This same idea might be carried out at the store entrance or on the sidewalk. An empty barrel or dry goods box with the ends knocked out, a lamp in the middle and a muslin transparency on each end would draw the attention of all.—*Mer. Pub. Co.*

### Winners For Holiday Trade.

The *American Advertiser* recently published some seasonable suggestions in reference to making extra efforts to secure trade during the holiday season. For the benefit of our readers, we republish the article in question, with our hearty endorsements.

"During the few days preceding Christmas every storekeeper expects a greater influx of visitors than at any other time during the year, consequently, it is his opportunity to do some effective advertising "in a manner which will be long and pleasantly remembered by his customers.



We have many suggestions to make in regard to this matter, most of which will cost but a trifle, yet leave a very favorable impression. When the dry goods man sees the merry throng of children and misses filing into his store he should at once devise some means to make them remember the visit and talk about it. A very inexpensive and appropriate gift would be some pieces of patchwork material. Take about a yard from each piece in a pile of remnants and place them on top of each other, and commence cutting them into small irregular square or triangular pieces. After cutting up a few yards in this manner the cutter will be surprised to find what a number of pieces there are and how slight the cost has been. Afterwards put an assortment of about a dozen pieces into envelopes, having the card of the giver printed on it, such as "Compliments of the Season, — & Co., dry goods merchants," and hand them to each little girl or young lady who comes to the store.

If it is not thought to be too expensive a matter, and it ought not to be, send the envelopes by mail to the houses of the people whose trade is valued most.

There are many other little things which might be given away but to make the disposition of them in a impartial manner, we would suggest a huge stocking into which each person entering the store should be allowed one dip. In offering this idea we would say that it need not be presumed that it is for one class of trade alone. Any storekeeper, in any line of trade, can carry it out with good results.

To make the stocking is a very simple matter. Having decided on and procured the necessary materials for its construction, fold it and cut out a pattern as near the shape of an immense stocking as possible. Then sew the two pieces together, and cut a hole in the position shown in the cut, and place the cards with the appropriate wording suggested on it, and the stocking will be ready for the contents. The filling of the stocking can be done very easily at a small cost with articles from the stock.

Dry goods and general store men can put in all kinds of things, such as small packages, containing pins, needles, baby socks, spools of thread, pieces of ribbon, little knick-knacks, and a hundred and one different articles. The grocer can put in packages of tea, sugar, spice, oranges, raisins, dried fruits and hot pepper for a change, or candy, good candy, and hot or cotton candy to cause a little fun. Any storekeeper carrying out this idea, might introduce the candy, and also a package of handsome picture cards in sets would be a good idea. A boot and shoe man could fill the stocking with various little things, such as button hooks, laces, baby shoes, shoe dressings, wooden spoons and many other articles which may suggest themselves. The idea must be to make the customer remember the visit. It is not advertising for Christmas trade alone; the effect must be of longer duration.

For those storekeepers who do not favor hanging up the stocking we would make the suggestion that they do not allow this valuable opportunity to pass without some effort to make it remembered. It is a simple matter to give each customer a present as a slight recognition of the bestowal of his or her patronage. The little article mentioned as suitable for placing in the stocking could be presented to the customer on leaving. A boy might hand the things to customers as they pass out. Clothiers and gents' furnishers might give away collar buttons, grip buttons, cuff holders, &c., varying the expense of the gift with the nature and extent of the purchase.

Hardware men might give away a package of tacks or stove blacking to their best customers. We have known occasions of this kind, when even the sewing-machine man has taken advantage of it by giving away a small bottle of machine oil; no trade can be exempted from this profitable practice, there is something small enough in every store to give away.

Another good idea is to advertise that a present will be given to every seventh customer between certain hours of the day. The public must not be told at what hour the count commences, but some time during the day a person should be stationed at the door and told to count every seventh customer and give them some small present. This plan would cause a great deal of talk and draw large numbers of people into any store.

A fish pond conducted in the same manner as at church fairs would also prove a great attraction if some part of the store was cleared for the purpose.

The storekeeper must make no charge for a catch. A cheap square wooden frame covered in with white muslin would be all that is necessary except, of course, the articles and a person seated inside the covered frame to hook them on. The customers should stand a short distance from the pond and be given a fish pole with line and hook attached. This they drop over the top of the muslin covered frame, and the person inside hooks on the present without having any idea who the recipient is. The nature of the articles might be the same as put into the stockings, but an occasional black baby doll would increase the fun very much.

As a cheery welcome to visitors at a large store it is no uncommon for the proprietor to have an informal Christmas gathering and spread a table with sandwiches, cakes and other edibles, also hot coffee and tea. After

partaking of the feast customers walk around the store, listen to the sweet strains of music from a band hired to produce them and make their purchases. Everybody gets into a happy mood, and before the store is closed will make a purchase of something, no matter how small, and thus the store-keeper reaps his present benefit; yet the benefits which he will derive later on far outweigh those of the present.

The storekeeper who gives a good rousing, hearty reception to his customers at this season of the year will produce an effect which will be felt during the whole of the coming year; that is why we say, make a success of Christmas advertising by doing everything in a manner which will leave no room for criticism on the ground that it is done in a half-hearted, niggardly manner.

It is also necessary to see that arrangements are made looking to the comfort of this rush of visitors; have an attraction in every part of the store so as to divide the crowd up, and have good attractions in the window to draw the people from the outside.

One more idea we would mention is for grocers or tea and coffee men. Give customers a cup of good tea and coffee with a ginger snap. Tell them it is to keep the cold out, at the same time do not omit to put up a card stating the coffee which they are tasting can be purchased at — cents per pound, or that the tea is a special importation of some special brand from Japan or China. The ladies will appreciate this act, but do not let the fact that this same tea or coffee can be purchased cheaper at the store in which it is tasted, than at any other store in town escape their notice."

## STORE DECORATION.

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It is frequently the case that men prominent in the community, State or nation, deserve some tribute in the way of general decoration. Usually this tribute is withheld from them until it becomes a mark of respect to their memory; but at any rate storekeepers should always be prepared to offer it when occasion demands. There are many local celebrations, fairs, re-unions and similar gatherings of people, on which occasion an appropriate decoration will be most appreciated, and it will be considered as a very enterprising act. For such occasions *The American Storekeeper* gives some general hints as to the possibilities in this connection, which are easily accomplished without much expense. We republish these hints herewith for the benefit of our readers:

"The principal aim in decorations which are to be exposed for several days is durability. The weather is so changeable, and rain and high winds so damaging, that decorations after a storm usually present a most sorry and bedraggled appearance.

It is well to have on hand, at all times, materials from which decorations may be manufactured. In general, these should consist of a few hundred feet of one-inch boards, a few pieces of 2x2-inch sticks, two or three eight-foot flags of good quality of bunting, and a bolt of red, of black, of blue and of white bunting. It is well to remember that no good effect can be expected from cheap material, and it is wise to secure material to begin with which may be used indefinitely, by which course the decorations will always have a much richer effect than they will if made from cheap material which cannot be used again.

Having secured good material for decorative effects, the next question to settle is the style of general decoration to be followed. In this there is as much opportunity for taste as in window dressing, and a quiet, dignified display will be better appreciated by most people than one in which those elements are lacking. If one has numerous swinging, flying and snapping streamers in his decoration, the general effect is bad, because the beholder is unable to comprehend the design; if, on the contrary, the decoration is

largely stationary, the beholder can readily make out the idea conveyed in the design, and its beauty is at once admired. In the suggestions we give, therefore, we have endeavored to select only such as will prove of a solid character.

Among the most useful forms for decoration is the shield. This should be made after the United States shield as a guide, and should be made so firmly that it can be used over and over again. Any clerk who is handy with a hammer and saw can make the wooden shield, which should be of a size to correspond nicely with the space between the windows of the second story or the space over your door, or wherever you choose to place it. As it is to be used for a center-piece, usually its place will be over the door.

On the back of the shield should be screwed a square frame, made of two-inch stuff, pierced at various angles and at varying distances with auger holes. On the two sides of this frame the holes should be bored to correspond. In these holes can be stuck the staffs on which the flags or bunting is to be draped. It will also be well to have a number of stout screw eyes in this frame at different points, as their use will be apparent.

When an affair is in progress in town for which you want a brick decoration, use as a center-piece the shield, covered with bunting—blue across the top, and red and white plaited bars at the bottom. In each side of the frame at the back, in the lower holes, place the staff of a flag, so that it will stick out at an angle of twenty-two and a half degrees from a line drawn horizontal to the bars. From these drape the flags neatly, forming a festoon, and bring the ends up behind the shield, where they may be secured by tying a stout cord around the gathered ends, and fastening them to screw-eyes. In holes next above, stick two more staffs so they will be at an angle of forty-five degrees. From these drape white bunting, bringing the ends up back of the shield as before, and making the festoons hang slightly over the flags below. At an angle of sixty-seven and a half degrees two more staffs are to be stuck, draped with blue bunting. In the top of the frame a third flag may be placed, draped to hang down a trifle over the shield. If desired, smaller flags may be draped on either side of the top one; if so the tops should incline outward a trifle.

This suggestion, followed out carefully and with good material, makes a handsome decoration. It can be varied to suit any occasion. In place of a shield a star may be used, or the emblem of some society interested in the celebration. A little fertility of the imagination will serve to bring out other modifications of this design.

In mourning decoration black and white are usually blended. The shield may still be used, plaits of black and white relieving a plain black top. White and black bunting may be draped from the staffs, or may be used with flags, in case the person who is mourned was a military character or connected with the government.

In addition to this display, it is often feasible and desirable to show portraits, in which case they may be attached to the shield and surrounded by an evergreen wreath.

If there are columns in front of the store, they may be twined with

strips of bunting in alternating colors, but this should not be carried too far, as it has a barber-pole effect.

Another mourning design which shows to good advantage is carried out by stretching two strips of black bunting diagonally across the large windows from corner to corner. Where they cross at the center they may be secured by a bow or rosette of white. A tasteful loop may be made of black and white across the top of the window.

It is very effective to carry out a design on the interior of the window which will correspond with the occasion for which decorating is being done outside. This may be done by using of white and black only, or of red, white and blue only.

This branch of storekeeping is not so necessary as some other details of business, but the possession of a knowledge of how to do it is what distinguishes the wide-awake merchant from the dullard."

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### Interior Decoration of Drug Stores.

Commercial and professional success in the case of a druggist may depend largely upon the interior architecture and decoration of his establishment. Through the liberal allowance of window space accorded to the street fronts of most drug stores, the passerby receives at a glance a complete impression of the character of the interior. If that interior be clean, tastefully arranged and constructed in such a way as to offer an effect of harmony and symmetry, the wavering mortal without is, by some mysterious mental process, suddenly moved to remember that he needs a cake of soap, a sponge, a bottle of tooth powder, or at least a glass of soda water from the neat and artistic fountain, whose polished silver trimmings gleam out a welcome from the marble counter. If, on the other hand, the interior have that indescribable air of slatternliness and neglect which so many drug stores possess, if the arrangement of goods be careless and without sense of fitness, if even the architectural impression of the whole be unattractive, the average sensible man will pass on and seek a spot in the retail drug trade where the amenities are treated with more consideration. Externals are generally safe guides as to the character of internal matters. Experience proves that a badly kept drug store generally contains inferior goods of every description, from high-priced medicines down to five-cent glasses of mineral or soda water.

Elaborate interior architecture and costly decorations do not come within the reach of every druggist. In many cases, indeed, they would be the height of pretentiousness and vulgarity. The essentials of good architectural arrangement and decoration are all, however, within the limited range of business practicalities. A nice adjustment of means to ends, a proper sense of fitness, a desire to place every object in its most advantageous position with relation to other objects, the economy of space, the judicious application of the primary decorative principles of form and color, are all matters with which every individual can deal according to the amount of light he has in his store.

It is never well to encumber a drug store with obtrusive, bulky objects, whether in decorative or mercantile intent, but an unpleasant bareness of effect should also be avoided. There is a drug store in New York on one of the fashionable thoroughfares which may serve as a good application of this principle. It is unusually deep and wide. The counters and glass cases run the length of the store, where they join a carved wooden partition screening the druggist's laboratory. The effect of the store is a painful nudity, and the person entering at once receives a disagreeable impression. This might be easily counteracted by the judicious introduction of a few decorative objects, say flowering shrubs or stately plants in jars of goodly fashion. Better, indeed, would be aquatic plants or some small aquaria in which plants of different kinds should gracefully reveal and partly conceal the gambols of small fish and other living creatures, and shining pebles and shells should glimmer in the sunlight that streams in through the windows.

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"A place to sit down" is one of the constant demands of drug store customers, and it too often remains ungratified. The druggist who provides seats which can be occupied without danger to the delicate wearing apparel of ladies, children and nice young men, is a public benefactor, and will reap his regard in the shape of a large soda water trade. As matters stand, there is generally in the average American drug store one chair, with a forgotten wet sponge on the marble floor at one side, a cuspidor at the other. This seat is apt to be found by the weary customer monopolized by the drug store cat, who objects to being dislodged from her position.

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A drug store ought not to smell like a hospital, a sick room or a cemetery. Customers are not patients, and a healthy human being has, as a general thing, a hearty dislike of whatever suggests illness or death. Decorative plants and flowers should play, whenever it is possible, an important part in the interior economy of the drug store, and among them it is well to choose a few for qualities of healthful, spicy fragrance.

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Hanging lamps are always safer than any other kind, as well as far more effective, and they give all the light that is necessary. They are especially adapted to the night-watches that fall to the lot of every druggist. The fashionable idea of casting rosy lights upon surrounding objects by means of glass or silk shades might be applied by the druggist with good effect so long as the result was not obtrusive, finical or unsuitable to the conditions of the store.

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Minor decorative objects may be left to the taste and discretion of the individual druggist. Mirrors are employed by some and not by others. It is a sound principle, however, based on knowledge of human nature, that the presence of a mirror, especially a full length one, will always attract a woman and frequently a man. Comparatively few people possess full length

mirrors, and yet every one at all afflicted with personal vanity yearns to survey himself or herself from head to foot. Personal observation will soon assure the druggist that the presence of a full-length mirror by the side of the soda water apparatus will insure him considerable custom. There exists a closer relation than many persons suppose between human vanity and soda water. The average American young man and the average American young woman are drawn together by vanity and what might be called mutualistic self-love. The experience of the average druggist teaches him that consumers of soda water at all seasons are apt to hunt in couples, and, in Scriptural parlance, they are created male and female. The connection is obvious. In order to attract the woman, and consequently the man, the soda water counter and apparatus must be clean, decorative and generally enticing. No wet marbles, ancient sponges, dingy glasses or marauding flies should be allowed anywhere near it. Seats clean, comfortable and well-kept are especially desirable here. Feminine finery must be carefully treated by druggists who would be popular.

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Where circumstances permit of the luxury, a small fountain, such as one sees in many pastry cooks' establishments and restaurants, placed in the centre of the store, forms a very pleasing and comparatively inexpensive decoration. If a stove be used for heating, it should be decorative in character, in good taste, and not placed where people will stumble against it at every turn. The wall arrangements and shelves containing rows of jars afford good opportunities for the exercise of the decorative faculty. Druggists' jars are generally sufficiently decorative in themselves when good models have been followed by the potter. Handsome, solid woods, in their natural colors, are the best materials for mouldings, carvings, shelves, sliding doors and similar finishings of the store.—*Am. Druggist.*

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### The Architecture and Arrangement of Drug Stores.

The question of color in drug stores is one that demands careful study and consideration. Every drug store should be pitched in a certain key of color which should be relatively regarded in every accessory and detail. It is not necessary that the keynote should be struck by any one object, but whatever object be chosen to lead the rest, its leadership should be consistently recognized and followed. If, in remodelling or refitting his store, the druggist remembers that he owns a handsome set of cherry-wood cases—a brilliant orange-red in color—he would scarcely wish to fresco his ceiling in light blues or rose-pinks, or to paper his walls with a design in crimson-red. He would rather regard his cherry-wood fittings as the color keynote of his scheme and carry it out through all the component parts. If the druggist, for example, moved into a store that was handsomely papered, he would do well to take the colors and the tone of walls and ceiling for the keynote of his decorative scheme, and make all the other elements harmonize

with them or else contrast agreeably. Where curtains and *portieres* are used in dividing the sections of a drug store, they should be chosen with great care, both as to color and texture. Any decorative material is permissible within certain restrictions; but cheap, tawdry and pretentious fabrics, especially those verging on the brocaded damask order, should be shunned. Among lighter fabrics, he can always fall back upon Indian silk, an essentially artistic material, beautifully pure in color and forming graceful folds, whatever its arrangement may be. Plushes of good color and silken texture make sumptuous hangings, and English velveteens, which look almost like silk velvet, have a rich look, used as curtains, especially in dark colors. Gold and silver fringes add much to their effect. There are many inexpensive Oriental fabrics which make admirable hangings. India (Delhi) shawls can be used as *portieres* and are very handsome in that relation. These shawls are rich in color, dull orange-red generally forming the ground tone, and they would harmonize exquisitely with cherry wood. Imagine such a scheme of decoration with green plants in light bronze jars, bits of wrought copper or bronze work about doors and windows, and wall and ceiling covered with paper in which orange-red of good tone was the prevailing note. Of course, so strong a color would have to be very skillfully managed to prevent its becoming obtrusive or wearisome to the eye. More attention should be paid to the question of *portieres* and curtains by druggists than has hitherto been accorded. As far as beauty is concerned, they can be made to add greatly to the attractiveness of the store. There are various ways in which they can be made useful besides dividing the store in connection with the wall-arches. This, of course, depends upon the architecture of the establishment. The keynote of color may be struck by the *portiere*, and everything else in the store may be keyed up or down to meet it.

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An original device in drug store decoration would be the development of a single decorative idea, say the Japanese, the Egyptian, renaissance, or the American colonial. This fashion is much followed at the present time in the decoration of dwelling houses, and the same principles may be appropriately applied to drug store adornment. A drug store fitted up in Japanese style would be extremely attractive. The scheme might be made elaborate and costly, or simple and inexpensive, according to circumstances.

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A good scheme for a small, narrow drug store had the cases and wall fittings in white maple—a graceful, unobtrusive kind of wood of a mottled cream color. The walls were covered with a paper in which pale yellows and browns predominated. On the ceiling the same colors were found in broader masses and combinations. In the small window were the usual brilliantly colored bottles, with different harmonizing objects tastefully disposed about them. The soda water apparatus was of neutral-tinted marbles, and the counter before it was hollowed out to economize space. A good bit of decoration was formed by a brass wire object, several feet high, and shaped like a squat obelisk, which was full of sponges. This was placed between

the window and the soda water counter. The prescription desk showed a rather neat arrangement. It was of white maple, simple and light in style, harmonizing with the character of the wood. It completely separated the store proper from the laboratory behind, and entirely concealed it. The lower part on either side consisted of inclosed shelves, containing perfume bottles and similar goods. A fine plate-glass mirror, over two feet wide, extended to the top of the desk, giving a long and narrow effect, and reflecting everything that passed, the door being directly opposite. On either side of the upper part of the mirror, above the cases of perfume bottles, was an alcove draped with small curtains of dark red and dark green velvet, bordered with gold fringe and looped back like window curtains. Each alcove had one dark red and one dark green curtain. In one alcove was the conventional jar filled with dark red liquid. In the other, at the left, was a corresponding jar filled with light green liquid, which gleamed and wavered in a mysterious and alluring manner, and was as translucent as a bit of Venetian canal with the spring sunlight upon it. Looking in at the shop door or window, this green light immediately attracted one's attention, and seemed to beckon one on like a sort of drug store Lorelei. This novel and admirable bit of stage effect was produced by keeping a gas jet constantly burning behind the jar. It was not visible from the front. This prescription desk was not only a capital example of color arrangement, but it illustrated an important decorative principle in the lighting. Without this effect of light, the shadowy dusk at the back of the store would have robbed the colors of their effect, the front part of the establishment being in strong daylight. The hidden gas jet supplied the necessary relief.—*Am. Druggist.*

## ADVERTISING METHODS.

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Under this heading we have placed such suggestions as can be utilized for the purpose of calling attention to your store by the adoption of novel advertising methods, other than through the medium of the newspaper. In a large number of cases many of these ideas have been used with satisfactory results, and they are of such a character that they do not lose their value on account of having been used before in other sections of the country.

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### Playing Card Advertisements.

A good idea in the shape of dodgers and one that has proved eminently successful is to have your advertisement printed on the back of cards cut and made like playing cards, with colored backs. In distributing them, have some one hand them out face downward, and in this way arouse a person's curiosity to see what is on the other side.

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### Music Hath Charms, Etc.

A leading boot and shoe dealer adopted a rather novel scheme for drawing trade to his store, and the result proved that his idea was a good one. On Saturday nights he clears his store for a reception, provides music, and dancing is indulged in. Admittance to these receptions is gained by tickets presented to the better class of purchasers who patronize his store during the week.

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### Hand Signs.

One of the best devices for attracting attention to your store is to have a number of enormous wooden hands made, placing them at the nearest street corners pointing to your store, in front of which should be placed another one pointing directly into the store.—*Am. Advertiser.*

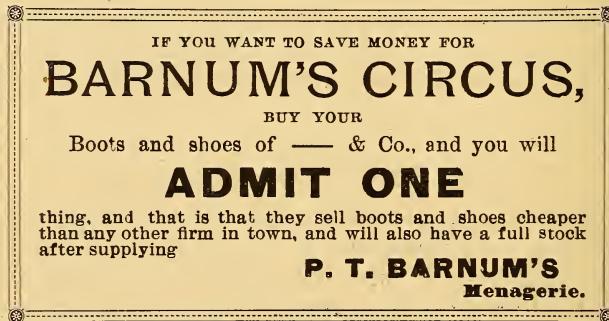
### Making Good Use of a Dog.

A leading firm in a Western town made use of a large New Foundland dog as an advertising medium in the following manner: "We took a pasteboard card and tied a string to each end, then had printed thereon dry goods, clothing, hats and caps at — & Sons, and placing it in the dog's mouth turned him loose upon the streets. We then made him sit in our show window with it and everybody came in to see the dog advertiser, and our dog and store became the talk of the town." Merchants who are so fortunate as to own a large dog might use this idea to advantage.

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### A Circus Ticket.

The following novel method for attracting trade was used by a firm in a\*Western town when Barnum's circus was in the place, and proved most effective. They had several thousand tickets printed, on one side of which was a number of illustrations that were secured from the circus people, showing different kinds of animals, while on the other was the following wording:



A similar method could be profitably employed by any wide-awake merchant whenever a circus comes to his town.—*Am. Advertiser.*

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### A Depot Clock.

In the Pennsylvania Railroad depot, Jersey City, there is an advertising clock which would make an excellent advertising medium for a syndicate of merchants in some thriving city where there is a large waiting room at the depot. The cost would not amount to much when divided up among a number, but it would be worth a good deal to the merchants having an interest in it. The dial of the clock and the upper part does not differ from any other clocks, but in the place where the pendulum is usually seen swinging there is a printed advertisement about a foot square. By a simple mechanism this advertisement changes every minute, so that each advertisement in turn comes to the top.

### A Black Front.

Two metropolitan merchants not long since adopted a startling method of attracting attention to their stores. One of them covered the whole front of his store with immense sheets of black muslin, on which appeared such lines as the following: "A black week for us! This large stock of goods to be slaughtered! Funerals of our stock!" At the top corners were painted skulls and cross-bones. This made a very striking display, of course, but the admiration of the public was changed to smiles the next morning, when a competitor across the street hung out an immense placard with the following: "There is no one dead at our house; no one sick! Everybody connected with us is feeling quite well. Why is it thus, did you say? Simply because we haven't got to go into mourning on account of sins committed by buying an overstock of old, out-of-style goods, below market prices, to enable us to establish a gift enterprise, foreign to legitimate business." The result was that these two striking advertisements drew more trade into both houses than either would have brought alone.—*Am. Advertiser.*

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### Signal Service Reports.

In small towns where no signal service stations are located, the United States Government will furnish daily weather reports to the first responsible party who will apply, and agree to erect a staff and display the signals. The staff need not be a very expensive affair, and the flags cost from ten to twelve dollars, according to the quality. In places of any size the government furnishes the service positively gratis, and where it is impracticable for the United States to bear the expense, only the bare cost of the telegrams at one cent per word is made. As will be plainly seen, it is a splendid advertisement; not only does it attract almost constant attention to your place of business, but you may have the signal code printed on your business cards for free distribution among your customers, and you will get much free advertising in the newspapers in return for the use of your dispatches. The cost is comparatively light, and it takes but little time to attend to the signals. Communications in reference to the display of these signals should be addressed to Chief Signal Officer, Washington, D. C., and the flags and staff may be obtained of the publishers of this book.—(See descriptive advertisement in back.)

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### A Jackass Advertisement.

A novel method used for advertising a retail clothing store in a Western city consists of a live jackass standing in the front window, the animal being promised as a prize to any purchaser who guesses the exact number of hairs in his tail.

### A Tin Basin Idea.

"An enterprising hardware dealer in a country town invented the following striking device to attract attention and draw trade to his store, and he did so most effectually: In front of his store he erected a strong pole, and attached sets of four arms. At the end of each arm on the lower course, he placed four bright tin basins, with the concave side out. On the second set of arms he placed four more basins, with convex exposure. The wind carried them around in different directions, and their brilliant reflections in the sunlight and their swift and erratic motion served to attract attention even at a distance." These rows of alternate basins may be made increasing or decreasing in size like an inverted pyramid or cone, and a pretty effect be produced, or lettered with paint as to price or bargain goods inside the store and thus utilized for any line of business.—*Am. Advertiser.*

### Bulletin Boards.

A very good plan and one which is freely adopted by storekeepers is to place out a bulletin board every day like this:

SPECIALS FOR TO-DAY.

[Here follows a list of special offers.]

The words "Specials for to-day" is painted on a blackboard at the top and below it, one of the clerks who is handy in using colored chalks writes the special offers they are making on that day.\*

### "It's English, You Know!"

Here is a sample of English sensational advertising which is not so slow after all. A correspondent passing through Silverdale observed the strange announcement: "Notice! one farthing reward! Lost, stolen, or strayed, a flashy young lady, height 5 feet 6 inches, dark eyes and hair, wears a black velvet jacket, a fashionable hat, carries a muff and silk umbrella, is very conceited, was last seen about half-past five Sunday night; any person giving such information as will lead to her whereabouts, will receive the above reward from —, who is now selling good potatoes at one shilling per peck." This is one way of advertising potatoes, and might be advantageously used to advertise other goods.

### A Novel Idea.

A Chicago storekeeper has bought a large number of antiquities and curiosities and has fitted up a large room as a museum. He invites everybody to inspect it and makes no charge for admission.

\*See prices and description of Bulletin Boards in back of book.

### How Many Beans?

An excellent means for attracting attention to your store and at the same time of securing trade is to fill an ordinary fruit jar with common beans, and place it in a prominent position in your window.



To each purchaser give a printed card, on one side of which have your advertisement, while on the other a blank space for the name and date, as also their guess. The idea is that each purchaser has the privilege of guessing how many beans are in the jar, and which is to be opened and the beans counted at a specific time, and the purchaser that comes nearest to the actual number to receive any article that you may decide to offer. If in the clothing business, give a suit of clothes or an overcoat to the person who makes the nearest guess, and something not so valuable to the second, third, fourth, etc., giving as many prizes as your judgment may dictate. Although this idea is an old one and has been tried before, yet its novelty never wears off, and it will be found an excellent advertisement.

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### Startling Advertising.

The clothiers seem to have the monopoly of startling advertising for the present. A leading firm recently advertised a "Bloody Monday," and came out with windows and the entire store front dyed and swathed in the sanguinary color. It was a gory time, and the crowd drawn to this slaughter of stock, so packed the sidewalks and besieged the store that the doors had to be closed and customers admitted in squads sufficiently large to handle. On the week following, the Sunday papers announced a "Black Monday" for the same firm to dispose of its dead and wounded. Black, ghastly and sombre took the place of the previous red, and the funeral was as largely attended as was the slaughter. There were not many mourners, and proceedings were about as lively as an old-fashioned wake. Nothing beats lively advertising to wake a dead season.

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### A Paying Scheme.

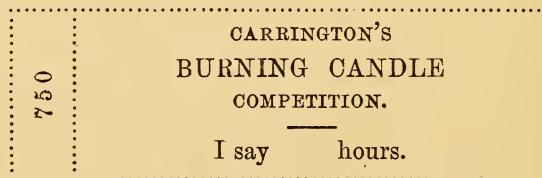
Any dealer in rubber coats who wants to get the trade of his town in that line cannot adopt a better paying plan than to sell half a dozen teamsters a coat each at about half-price or give them away providing they will wear them with his name and address painted on the back. It will be the best advertisement he can get and the cheapest in the long run. If only one is given away in that manner it will be a paying scheme.

### A Novel Attraction.

From an English journal we learn of a very novel scheme for attracting attention, which can be used by a merchant in any line of trade. A large wax candle was purchased and tickets were given to every person purchasing to the value of 75 cents or more, and on which they were allowed to register their guesses as to the length of time it would take for the candle to burn, prizes being given to those who guessed nearest to the number of hours. We copy the gentleman's description of his "guessing competition:"

The candle was made of pure beeswax and weighed  $3\frac{3}{4}$  pounds; it measured 4 inches round the top, and  $5\frac{1}{2}$  inches round the bottom; it cost me \$1.87 $\frac{1}{2}$  net, being at the rate of 50 cents per pound. I gave all these particulars to the public. I said it was made of the best materials, and as the wick ran right through, it would burn to the last bit; I also stated that it would be burnt in one of the shop windows out of a draught. Care must be taken in handling the candle. I prudently had two for fear of a mishap. I had a large tin candlestick made for it, exhibiting it in one of my shop windows, labeled "Ye Candlesticke!" This was a great attraction.

As I have two shops three miles apart, I put one candle in a window of each shop, causing crowds to talk and wonder, etc. In fact the competition excited such a sensation that the police were sent to see if they could not stop it, but I soon convinced them of the absurdity of their mission, and they left me in peace. I offered \$25 in six prizes—first, \$10; second, \$5; third, fourth, fifth and sixth, \$2.50 each for those who made the best guesses, and stated that in case of a tie the prize would be divided between those who guessed alike. When announcing the match I fixed a date for lighting the candle some five or six weeks hence at ten o'clock on a market-day morning. Every person buying half a pound of tea at 75 cents and upward was presented with a ticket very much like a railway ticket, of which I got 1,000, numbered from 1 to 1,000, drawn up like this:



A ticket was given with every half pound of tea, and one customer got not less than thirty. By not giving tickets to purchasers of 50 cent tea, considerable numbers took 75 cent, who before had never paid over 50 cents. I also stated that when once the candle was lighted no tickets would be received. The ticket box was an old tin, similar to a square biscuit tin, which I papered all over with white paper, leaving a slit in the top for the admission of tickets. As the customers were served with tea their names and addresses were written on the back of the ticket, and the number of the ticket and name were entered in a book kept for that purpose; this saved all possibility of dispute. On the bottom of the bill and advertise-

ment it was stated the box would be opened at the close of the competition by two disinterested gentlemen who would not be allowed to compete. In my case an alderman and a town councilor voluntarily discharged these duties and gave great satisfaction.

To make it as attractive as possible I had the lid of the box the candle came in painted white and marked with black for feet and inches, placing the bottom on a level with the feet of the candle, so that when it was burning persons could see at a glance how it was going on. The candle was lighted every morning at 8 o'clock and put out at 8 P. M., and every day was posted up how many hours it had burned when it was put out the night before at 8 o'clock. By these means the interest grew until there was a continual crowd discussing its progress all the time it was burning. In conclusion, as to its financial aspect: I gave the public really good value for their money in the quality of the tea, the result being a large augmentation of my tea trade, and I calculate that I netted about \$25 profit on the venture besides the money I gave in prizes.—*American Storekeeper.*

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A merchant in Woodstock, O., tried the above scheme, and he relates below "how he did it:" "We gave out cards five months, giving a card for every sale over 10 cents, but only gave one card to any customer should the purchase be great or small. We only kept account of the number of cards given out, and found that we had given out in five months 19,366. We often sold \$20 or \$30 bills and only gave one card. The contest was decided by three disinterested men, a president of a bank, an ex-State senator, and a prominent farmer. The card contained a list of prizes to be awarded, also full explanation of the rules to be carried out, and a small advertisement of our business. Don't be afraid to give away a number of nice, useful presents, as it will all come back in due time with good interest. To the score of letters asking if it were a success we would emphatically answer 'yes.' The more advertising you do the grander will be the result. When our candle was burning it was almost impossible to get in our front door. To one and all we say try it, and you will find it to be an excellent advertising scheme."

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### Advertising Purses.

A Pittsburg storekeeper recently purchased a quantity of advertising purses and adopted a novel method of distributing them. He had a slip of paper printed, reading: "Put money in this purse and go to —'s and buy some of his bargains in dress goods." In each of the purses he placed one of these slips, and during the time when ladies were out shopping he hired a man to walk around and hand them to ladies on the crowded streets. Of course the purse bore his imprint in gilt letters. This unique scheme was an immense success, and the cost of it was very slight when compared with results.

### An Effective Way.

For the purpose of distributing circulars and dodgers a large storekeeper in Pittsburg employs an immense colored man whom he dresses in a uniform and has embroidered on his back, "This belongs to — the furniture man." So long as the colored man gets his money Saturday night regularly he does not dispute the ownership, and takes the jokes of the populace who greet him on his rounds all in good humor. It is a very effective way of advertising. After seeing the grotesquely dressed darkey the people are sure to read the dodgers.

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### Take One!

An enterprising firm on Broadway, New York recently took advantage of some workmen tearing up the street in front of their store with good effect. Directly in front of the door was a large pile of stones. Upon these on the side towards the pavement they placed a large placard with the invitation: "Take one; for particulars see other side." The grotesqueness or absurdity of the invitation was sufficient to command attention, and every one wanted to know what was on the other side. Going around the pile of stones to get on the other side he saw on another placard, but in small letters, a special offer the firm had to make on a certain line of goods.

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### A Contrast.

One of our large clothing stores took advantage of a cold wave to get their name before the public, after a somewhat novel fashion. In the midst of the red-nosed, fur-clad crowds in the streets was discovered a man clad in a duster, while on his head was a wide brimmed straw hat, suggestive of July and sunstroke—a wide band running round the hat with the name of the firm gilded thereon, and also painted in large letters on his back. Of course everybody turned to see the man who was crowding the season so ridiculously, and were bound to read the firm name on the hat-band.

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### An Advertising Giant.

The proprietor of a general store in a large town hired a giant who happened to be out of an engagement to do odd jobs around the store. The ridiculous ease with which he handed down articles from high shelves while a diminutive clerk was hunting the step ladder was very amusing, and the tall man's presence attracted many people to the store.

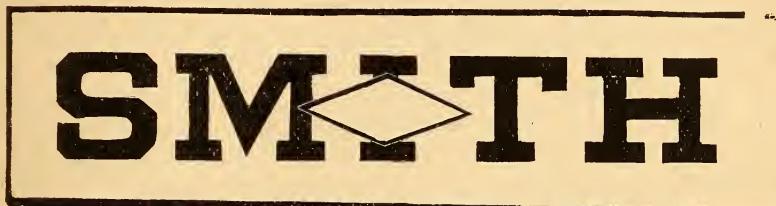
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### An Attractive Sign.

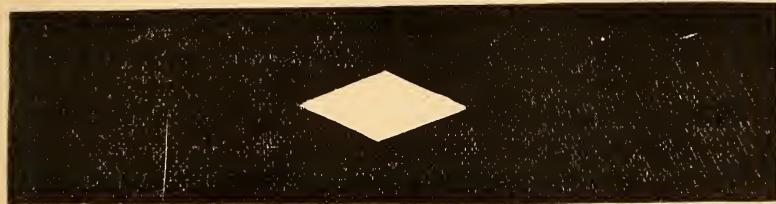
If any storekeeper wants to make an attractive sign for a small cost let him buy a small wire spring, such as is used to suspend bird cages and attach his sign to it. Then by a slight touch set it in motion and it will bob up and down for hours together and cause everybody to look at it. When possible hide the spring:

### An Ingenious Device.

A novel means of advertising and one that is a source of amusement and also value is the test for color-blindness. In order to do this it is necessary to have a card printed as follows: On one side have your name printed in bright red letters in large type similar to the following:



In the center there must be a small white diamond space, with black border as shown in cut. On the reverse side of the card there must be a perfectly black square with a small white space in the center of the same size as the diamond on the front.



The following instructions should be printed in small type on the front side: "If you will look steadily at the diamond in the name for thirty seconds and then transfer your gaze to the diamond on the other side for the same length of time, you will see in the blank space on black square the name you see on the front in red. If the name you see the second time is red your eyesight is all right; if not red, you are color blind. This is an infallible test." It is understood of course that the location of your store and the character of your business is to be printed somewhere on the card, but it should not be so prominent as to detract from the object of the device.

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### An Indian With a Plug Hat.

It is making use of the most unexpected methods of advertising that causes the most attention. A ready-made clothing dealer bought an Indian tobacco sign and he sticks it at his store door every day with a cheap suit of clothes on, and a plug hat. The spectacle is intensely comical, and it is unnecessary to add, it draws a crowd.

### Keen Advertising.

Advertising that will stop half a city in front of your window and bring thousands of them in to buy, is high art, even in these days when advertising is a science, with its professors and past-masters. The Glen Shirt Co. filled up Tremont street in front of their Boston store recently with a pushing, struggling mass of humanity anxious to get a front place before the window. The crowd finally grew to such proportions that passers-by couldn't get by at all, and then the police entered and told the manager that they'd take him in unless he took in his attraction. But the show went on just the same. The attraction was an Indian woman making baskets. She was dressed in Indian costume; in the background hung a large gray wolf-robe; at one side was a section of an Indian wigwam, and opposite crouched a stuffed bear cub. The curious scene proved remarkably attractive during the week of its exhibition, and thousands of buyers came into the store for the baskets and other goods.—*The Haberdasher.*

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### Free Music.

A number of storekeepers throughout the country are doing some very effective advertising by giving away a piece of music, some instrumental and some song music, with a purchase from their stores. The idea is a very good one and draws lots of trade, particularly if you do not advertise the fact but just slip the music into the package. The unostentatious manner of giving it makes lots of friends. Suitable music can be bought with the storekeepers advertisement printed on the back.

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### A Great Display.

The extent to which advertising tactics are carried in large cities may be illustrated by an opening of an immense new clothing house in an Eastern city recently. About 8 o'clock in the evening wagons commenced to draw up in front of the store gaily decorated with bunting, flags, etc., and soon afterwards men and boys emerged from the building wearing huge masks and skins, etc., some resembling lions, some tigers and every wild animal which can be mentioned. A few mounted into each wagon and imitated as best they could the antics of the animal which they were supposed to represent. Then headed by a band the procession started and wended its way through the principal streets of the town. The people came out in flocks and thought it was a torchlight circus parade, but when they read the transparencies with the name of the enterprising firm on them they at once knew what it meant and the next day every man, woman and child knew about the new clothing store.

### A Sign Which Attracted Attention.

It often happens that anything out of the ordinary run will attract more attention than the adoption of a carefully prepared plan, and this idea may be carried out in various ways so as to be utilized as a valuable advertising means. In one of the large cities not long since, it was noticed that quite a crowd had collected in front of an unpretentious store, and many and varied were the expressions and comments made by passers-by. On closer investigation it was found that the following sign was the cause of the commotion:

LADIES DRESSED,  
CLEANED AND DYED.

It was not long before the proprietor's attention was called to the crowd that blocked his sidewalk, and, ignorant of the cause he rushed to the door, asking "What is the matter here?" "Is my store on fire?" "Has anybody been hurt?" A second glance at his sign, however, solved the difficulty, for he found that he had used the letter "S" in one of the words on his sign, where he should have used a "D" and which should have read:

LADIES DRESSES  
CLEANED AND DYED.

### A Red Ink Scheme.

If any enterprising merchants want to do anything of an exceptional character in the line of newspaper advertising, let them imitate a brother merchant in a small Ohio town, which is steadily pushing itself into prominence through the enterprise of its business men. He made an arrangement with the publisher of the local paper to print his advertisement in bright red ink. Inasmuch as it took up two entire columns, the effect was very giddy, and must have surprised everybody in town, and caused them to talk about it. Such ideas as these are worth emulating.

### Package Carriers.

It is a very good idea and is being much used to give away package carriers when a customer makes a purchase of a somewhat heavy nature. Carriers made of wire with round wooden handles can be bought very cheap at wholesale, and they make an excellent advertisement. Little things like this are always remembered with pleasure by a customer.\*

\*See back of book for advertisement of these carriers.

### A Good Scheme.

The proprietor of a corner grocery in the suburbs of a large city recently hit upon a very good scheme for getting himself a good name and cheap advertising. A little girl had been in the habit of coming regularly to the store to borrow the daily paper. One morning a bright idea struck the grocer and he ordered a rubber stamp with these words on it:

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BORROWED FROM —, THE CORNER GROCER.
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Instead of buying one copy of the paper as heretofore he got a cheap rate on half a dozen copies and everybody in his neighborhood wants to borrow a paper. This simple means has drawn him lots of trade.

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### A Living Advertisement.

A large candy house whose store is in a two story building do some eccentric advertising by hiring a tall-colored soldier to act as sentry on the roof of the building. From morning till night he can be seen pacing to and fro with measured step, stopping only at intervals to execute some very clever manipulations with his rifle, then proceeding with his monotonous tread to play his part of a living advertisement.

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### A Movable Advertisement.

A retail shoe dealer attracts the attention of people to his store on Saturday evenings, when the streets are usually much crowded, by having a large advertisement placed upon a white screen, which occupies the entire back portion of a light sulky carriage. The retailer thinks the scheme a good one, and he has it on the streets every Saturday evening when it is pleasant. Such advertising is not expensive.

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### Free Candy.

A prominent dealer in dry goods and carpets in Fremont, Neb., is making quite a hit by giving away a small box of candy with purchases from his store. On the lid of the box he puts a gummed label reading, "Compliments of — dry goods and carpets." It would be difficult to conceive anything which would have a better effect on the mind of a customer, especially a lady, and as candy put up in small boxes can be bought cheaply at wholesale, this scheme will commend itself to the consideration of enterprising storekeepers.

### Novel Advertising.

"Business men are quick to seize any opportunities for novel advertising," remarked a Baltimore merchant recently, "and anything that will attract attention is quickly appropriated. For instance there is a young man who keeps a store not far from here. Some time ago an artist who sketches profiles appeared in town. The young merchant met him and offered him room to work in his store, thinking that he would draw customers by having this as an attraction. The scheme worked well. People came in to watch the artist work and nearly everyone would buy something. His business has increased to nearly double its former size, and he is delighted with his venture. Prompted by curiosity men dropped in to see what is going on, and to pay for the privilege of watching for a time they buy something. This is but one of many instances I know of where similar schemes are employed. In this latter day the business man first aims to attract the attention of the people, and then secure their money."—*Daily News.*

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### A Summer Opening.

A most effective summer opening in connection with a gents' furnishing store occurred recently in Chicago. A beautiful program of artistic design was distributed in the morning, naming the various pieces of high class music which would be played in the evening from four to seven o'clock by a first-class band of musicians placed on the balcony over the store. This served as the attraction to the outside, and to please the customers who entered, the offer was made to give the choice of any necktie in the store to any person who purchased a shirt valued at one dollar or over. In addition to this passers-by of the male sex were presented with a very useful and handsome little note book.

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### Putting A Scale to Good Use.

A Pittsburg firm recently placed a platform scale on the pavement in front of their store door, with a large inscription on it inviting passers-by to weigh themselves. On top of the scale they put a lot of their business cards printed in an attractive manner, and consequently everybody that took the trouble to ascertain their weight also carried off one of their cards. These cards had their advertisement printed on one side, while on the other was a place for the name of the party with a blank place to record their weight, date, etc., and also stating that they were weighed on — & Co's scale. The number of persons who took advantage of this offer averaged about ninety an hour. It was not a bad idea and could be imitated by enterprising storekeepers in other places.

### Self-Addressed Postal Cards.

Wide-awake family grocers in larger cities and towns will find it a most profitable method to distribute self-addressed postal cards at the houses of their best customers, or among other people who are likely to give good orders, or whose trade they desire to secure. These cards will be a reminder to your customer and will bring in a large amount of trade that could not be secured otherwise, for frequently some little things are wanted in the house, that in the absence of any immediate means of communication, may be overlooked altogether, or frequently purchased elsewhere on account of convenience.

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### A Gift Scheme.

From a country town in Wisconsin comes the news of a small gift scheme which costs but little, yet is very effective. The proprietor of a general store gives away a copy of the daily paper (costing only one cent) to each purchaser who comes to the store in time, a limited quantity only being purchased. Simple as this may seem and costing only about fifty cents a day in that small place, it draws lots of trade, particularly from those who come from a distance and wish to take a paper home with them.

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### Novel Ideas for Marking Prices.

Among novel methods of marking prices on goods, the following have recently been noticed: An alpaca umbrella spread out was marked in white paint, "Get under this for \$1.85." Some cheap socks were marked "Push your feet in these for a quarter." Handkerchiefs in the same store were marked "Wipe your nose with these for a quarter," while suits of under-clothes were marked "Let us embrace you at two dollars the suit."

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### A Big Hand.

A merchant in an Ohio town recently adopted a very novel idea to advertise his store. He employed a cheap artist and during the night had him paint a number of enormous hands on the sidewalk in different parts of the town, all pointing in the direction of his store, and on them the wording. "Don't stop until you get to —'s store, No. — Street. It is needless to say that when the people of the town awoke and went out the next morning this merchant's name was on every tongue.

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### A White Indian.

The proprietor of a tobacco and cigar store causes a ripple of laughter by painting his Indian a dazzling white. His store is now known as "The White Indian."

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### Window Devices and Advertising Novelties.

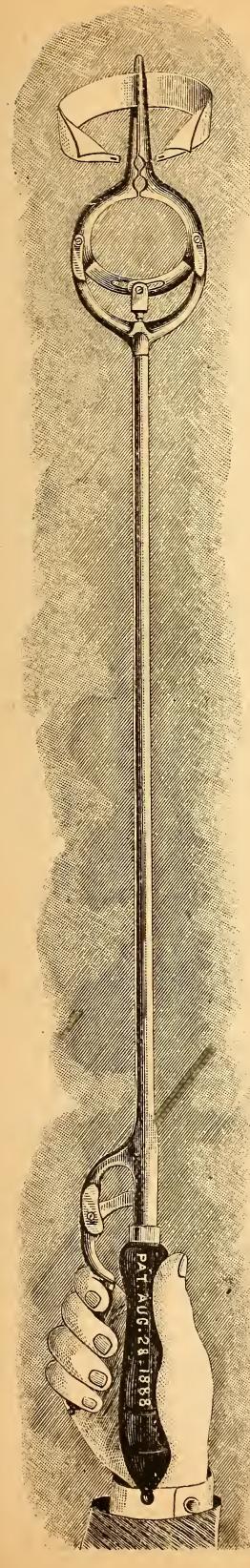
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In the following pages will be found a complete line of Show Window Fixtures, Mechanical Window Pieces, Price Cards, Labels, Signs, Advertising Specialties, etc.

This feature of the book is in itself a most valuable one, as it will enable a merchant to select specialties that can be utilized to advantage in his business without the necessity of referring to numerous catalogues or searching through various trade papers for descriptions and prices of the many articles here given.

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# THE HALL CHAMPION Window Dresser

PATENTED AUGUST 28, 1888.

This very handy contrivance is especially adapted to meet the requirements of dealers in light articles which have to be moved from one place to another on a shelf, or line, or bracket, beyond the reach of a man's arm. It is, in fact, a

## Mechanical Extension of the Arm

for light handling, and is particularly well fitted to the dressing and arrangement of articles in a show window. By means of this instrument, the user can reach every point in a window from his place on the floor, and can handle all articles therein with as much facility as if they were within the reach of his arm.

## THE UTILITY

of the Dresser, and its adaptability to its peculiar uses, are so obvious from a glance at the engraving that it is needless to enlarge upon them. The practical merchant will at once understand the many different methods in which it can be made useful. It is

## CHEAP, DURABLE

and not liable to get out of order; and the stiffness of the spring can be regulated in accordance with the wishes of the operator, by a few turns of a nut inside of the handle.

Three feet eight inches in length; nickel plated; ebonized handle; price each, net, \$3.00.

SENT BY EXPRESS ON RECEIPT OF PRICE.

Show Window Publishing Co

Exchange Place and Commerce Street,

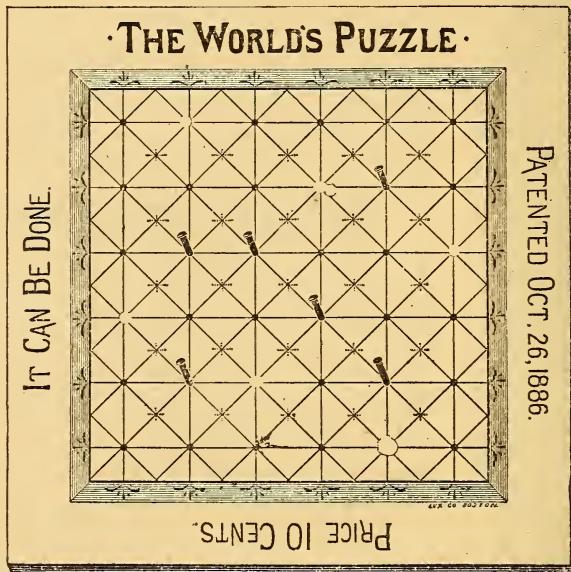
BALTIMORE, MD.

\* An all-the-year-round Advertising Medium. \*

# 'THE WORLD'S PUZZLE.'

## THE PUZZLE OF THE AGE.

Just the Thing to Give Away with a Purchase.



IT LOOKS SIMPLE, BUT IT'S A TEASER!

Made of hardwood,  $4\frac{1}{4}$  inches square,  $\frac{1}{2}$  inch thick, with diagram as above on one side and your advertisement on the other.

A ROUSING ADVERTISER FOR ANY LINE OF TRADE.

This Puzzle is a scientific problem, invented by a college student, and consists in placing six pins in the holes on the board so that no two will be in line either on the square or diagonal lines.

It may take TWO DAYS to do it! It may take TWO MONTHS!

It is now being largely used by merchants as an advertising medium, and is meeting with great success among live advertisers. One clothing house ordered ten thousand of them as soon as they saw a sample.

THE ADVERTISEMENT IS PRINTED ON THE BACK OF THE PUZZLE.

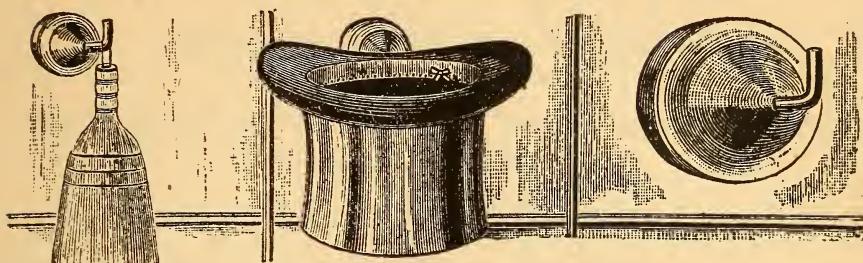
SEND FOR ONE AND TRY IT FOR YOURSELF.

SAMPLE PUZZLE, complete, mailed on receipt of 10 cents.

Prices for quantity furnished upon application. Address

J. H. WILSON MARRIOTT,  
BALTIMORE.

# The Air-Vacuum Hook



SIZE OF A SILVER QUARTER.

Just the thing for Show Goods and Price Marks

IN SHOP WINDOWS.

Sticks to Glass, Polished Wood, or any Non-Porous Surface without marring. It carries SAFELY one pound in weight. Will cling to glass for from two weeks to three months. Practically indestructible; can be used as often as desired.

◆ JEWELERS, DRUGGISTS, ◆  
GENTS' \* FURNISHING \* STORES, \* HATTERS,

AND ALL DEALERS IN LIGHT GOODS, SHOULD USE THE

Air-Vacuum Hook for Window Dressing.

To apply the AIR-VACUUM HOOK,  
moisten and press firmly on to glass or  
other smooth, non-porous surface.

## PRICES.

Sample . . . . .	\$ .10
Quarter Gross . . . . .	1.75
Half Gross . . . . .	3.00
Gross . . . . .	5.00

Address all orders to

Show Window Publishing Co.

Exchange Place and Commerce Street,

BALTIMORE, MD.



# Patent Display Charts

For Sidewalk and Window Advertising.

(Patented February 19, 1884.)

NEWEST AND BEST DEVICE EVER INVENTED.

SPECIALLY ADAPTED FOR

Store and Window Advertising.



WHAT ARE THEY  
USED FOR?

ANSWERS:

1. To Quote Prices.
2. To Advertise Arrival of New Goods.
3. To Call Attention to Old Ones.
4. To Draw Custom.

Why Are They Such  
Good Things?

ANSWERS:

1. You can do more advertising by using these charts than for \$100 used in any other way.
2. The frames and letters are very attractive.
3. They are something entirely new.
4. The letters are so neat and plain, one can read them one block away.
5. Any live business man can attract more customers by the use of the Charts than in any other manner.
6. Every person on the street will read what you have to say.

## No. 1.

Two feet wide by three feet high. A box of 300 letters, figures, characters, etc., accompany this Chart. Price \$2.50.

These Chart Frames or Bulletin Boards can be used in all branches of business to display prices and call attention to goods that are put away out of sight. They are made of hard wood elegantly finished. The letters are changeable and can be placed in the frame rapidly and easily. Any live business man can readily see the advantage of having a neat and attractive arrangement for quoting prices instead of using the old method of paint pot and brown paper. The letters are two inches in height, and are kept in strong, neat boxes containing labelled compartments for each letter. All orders should be accompanied by money, or will send C. O. D. on receipt of \$2.00, balance to be paid on delivery. Address

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

—PATENT—

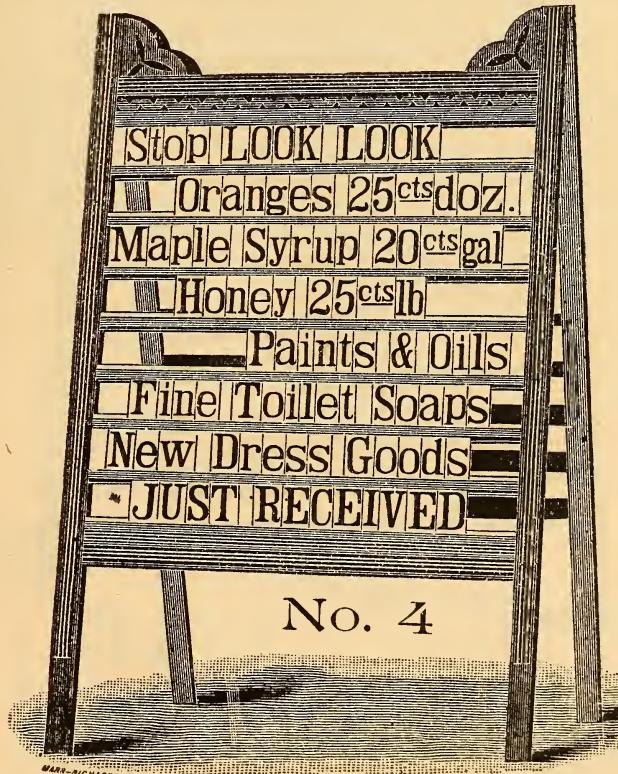
# Display Charts

For Sidewalk and Window Advertising.

## No. 2

**NO. 2 CHART** is the same size as No. 3, shown on following page, except that it is single instead of double. The frame is six feet high and thirty-one inches wide, and has 20 rows for letters. The feet are so constructed as to be removable at will, and when removed the frame can be hung on the wall or in the window. Nine hundred letters, figures, &c., accompany this chart. They are of three different colors, making possible numberless variations in the display.

PRICE, - - - - - \$8 00



**NO. 4 CHART** is the same as No. 1, except that it is two charts hinged together. *Six hundred* letters, figures, &c., accompany this chart.

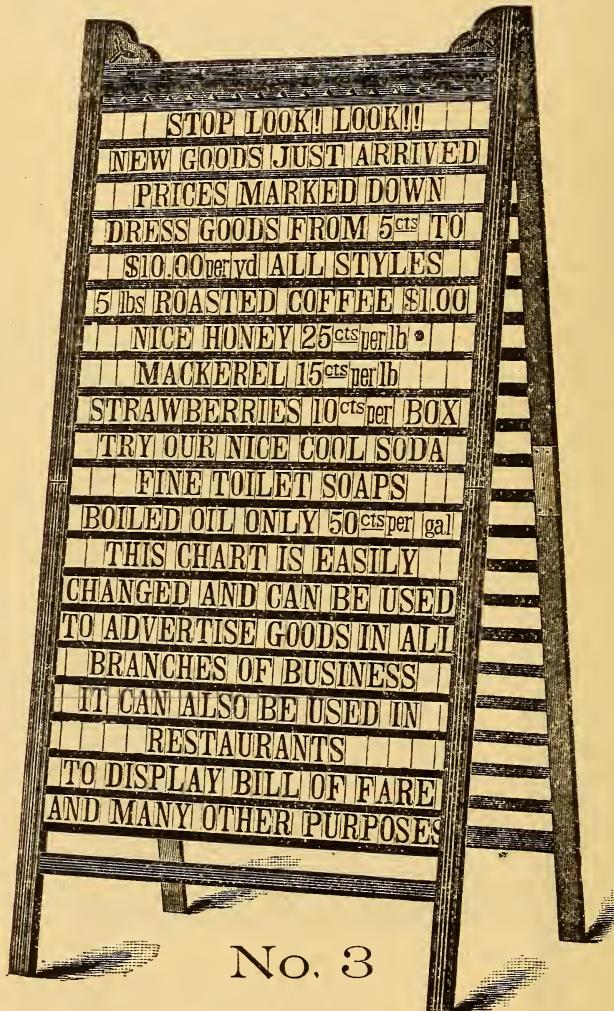
PRICE, - - - - - \$5.00

Address all orders to

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

# Patent Display Charts

## FOR SIDEWALK AND WINDOW ADVERTISING.



No. 3 is the largest and finest Chart made. The frames are nearly six feet high and are thirty-one inches wide, each frame containing twenty rows for letters. They are fastened together at the top with hinges, so that they can be closed when not in use.

The Chart is made of hard wood, elegantly finished. The letters, which are two and one-fourth inches in height, are kept in a neat, strong box, containing labeled compartments for each letter. Each box contains *seventeen hundred* letters, figures and characters, which are of three different colors, thus it is possible to make numberless variations in the display, thereby adding greatly to its attractiveness and value as a Bulletin Board.

This Chart is a very handsome thing to place on the sidewalk in front of the store, being lettered from both sides, and the letters being of different colors it makes a fine show.

**PRICE, COMPLETE WITH LETTERS, \$12.00.**

ADDRESS ALL ORDERS TO

J. H. Wilson Marriott, Baltimore, Md.

A  
A  
A

# Good Blackboard

IS A DESIRABLE MEANS FOR CALLING ATTENTION  
TO SPECIAL SALES, &c.



WE HAVE A FIRST QUALITY BOARD IN THE FOLLOWING SIZES:

No. 1, Size 16x25, complete with frame.....	\$1 00
No. 2, Size 19x24, complete with frame.....	1 50
No. 3, Size 24x36, complete with frame.....	2 50

SENT BY EXPRESS ON RECEIPT OF PRICE.

ADDRESS ALL ORDERS TO

Fleet, McGinley & Co., Baltimore, Md.

~~~~~  
Your Signature!

ONE DOLLAR!

*Manifold Curtis*

We will furnish you a cut of your own name, and in your own handwriting, for \$1.00. Just the thing for a variety of purposes. It can be used for your circulars, advertisements, etc., and makes an attractive appearance,

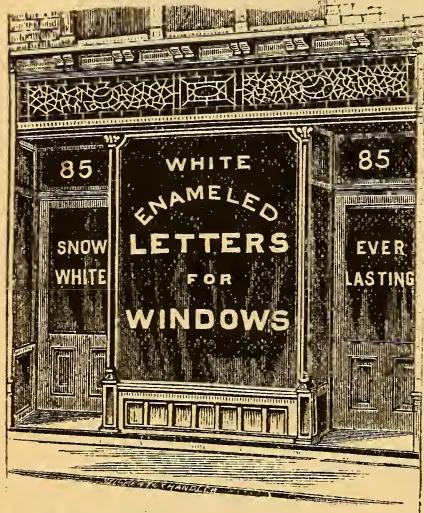
FOR TWENTY-FIVE CENTS extra we will furnish you a Rubber Stamp also, which will be found useful in many ways. Write your name in a natural manner with black ink on white paper, enclose a postal note for the amount, and it will be delivered to you free.

FLEET, McGINLEY & CO., Baltimore, Md.

# ONE OF THE BEST

means of advertising is an attractive sign which commands the attention of the public and seems to introduce you as a first-class tradesman. A sort of passport, as it were, to general recognition. The white enamelled letters for store windows and doors are by far the best thing of the kind ever introduced. These letters have been adopted by the leading merchants of all the large cities, and are giving universal satisfaction. While a raised letter has always been considered the neatest and richest for signs, etc., these patent letters are rendered still more beautiful and desirable by the Pure White Enamel, the lustre of which does not dim by age, but glistens at all times as clear and bright as French china. They are neat, elegant and conspicuous, are of many sizes and designs, and adapted to all kinds of tasteful combinations, and all situations. They are a pure white enamel, which will not change color under any circumstances. The enamel is neatly laid and indissolubly attached to a copper base by intense baking, which renders it as indestructible as glass or pottery. The letters and figures can be put in place by any person of ordinary intelligence, and can be detached and used again any number of times, without injury to the letters or glass. On windows they do not interfere with the washing of the glass, and are no more liable to injury or change of color than is the glass. They are not affected by heat, cold or moisture, and will not scale off or become soiled by contact with acids or anything else, but will be as white and beautiful after twenty years' use as when first made. They are cheaper than paint because they are indestructible. Painted signs soon become worn and unsightly, and have to be erased and rewritten at as great, or greater, cost than the first. The Patent Enamel Signs are good for a lifetime.

## PRICES.



|           | Per letter. | Per letter.              |
|-----------|-------------|--------------------------|
| 1 in.     | 12 cts.     | 4 in. wide... . . \$ .50 |
| 1 1/4 in. | 15 "        | 5 in. " ..... 60         |
| 1 1/2 in. | 18 "        | 6 in. " ..... 75         |
| 2 in.     | 22 "        | 7 in. " ..... 1 10       |
| 2 1/2 in. | 28 "        | 8 in. " ..... 1 20       |
| 3 in.     | 35 "        | 10 in. " ..... 1 90      |
| 4 in.     | 45 "        | 12 in. " ..... 2 80      |
|           |             | 14 in. " ..... 4 50      |

FOR EXAMPLE, the following common words, denoting the nature of your business, will cost, in the style of letter designated, as follows:

|              | Will cost.                         |
|--------------|------------------------------------|
| DRUGS,       | in 3-inch Narrow Block..... \$1 75 |
| CIGARS,      | in 3 " " " ..... 2 10              |
| CARPETS,     | in 3 " " " ..... 2 45              |
| HARDWARE,    | in 3 " " " ..... 2 80              |
| BILLIARDS,   | in 3 " " " ..... 3 15              |
| BOOKS,       | in 4 " " " ..... 2 25              |
| BAKERY,      | in 4 " " " ..... 2 70              |
| FURNITURE,   | in 4 " " " ..... 4 05              |
| STATIONERY,  | in 4 " " " ..... 4 50              |
| DRUGS,       | in 4 " Block..... 2 50             |
| KNIVES,      | in 4 " " " ..... 3 00              |
| CARPETS,     | in 4 " " " ..... 3 50              |
| CROCKERY,    | in 4 " " " ..... 4 00              |
| HATS & CAPS, | in 4 " " " ..... 4 50              |

All necessary punctuation marks and cement gratis.

In ordering state size and style distinctly.

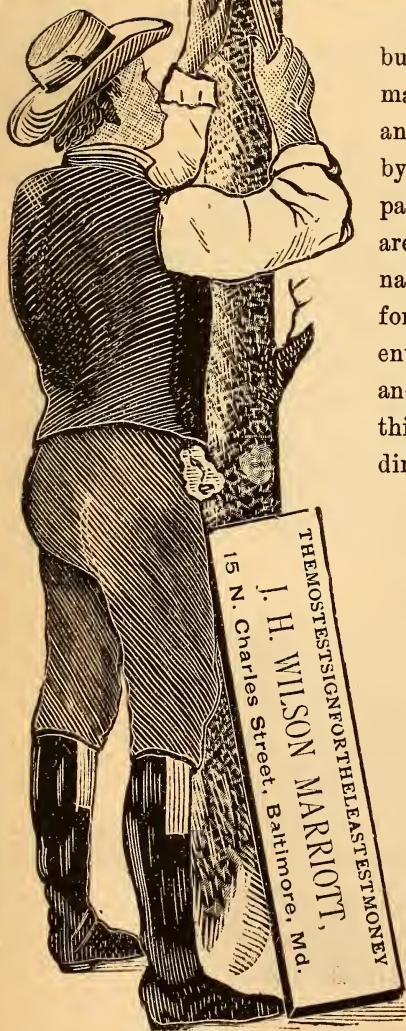
Also other styles at proportionate prices. Emblems, Trade Marks, Signatures, Monograms, &c., made to order. Full directions for putting up sent with each order. Address

Show Window Publishing Company,  
Exchange Place and Commerce Street,  
BALTIMORE, MD.

# Nothing Better

than Roadside  
Sign Boards.

S.W. COR.  
BALTO. &  
LIGHT ST<sup>IS</sup> THE LEAD  
TRADE WITH  
**MABLEY & CAREW**  
BALTIMORE CLOTHIERS



There is no better way to advertise your business than by Sign Boards. I am making a first quality Sign six inches wide and four feet long that can be easily read by a person 200 feet away. They are painted with paint on paint. The boards are seasoned pine, and when properly nailed up they will advertise your business for years. There is nearly always one enterprising man in every community, and if you want your townspeople to think you're the man, send your order direct to me, and in a few days I will ship you the signs. I will furnish these signs at the low price of

**\$12 for 100.**

**\$7.00 for 50.**

Delivered on board cars in Baltimore. Special rates for larger orders. Any merchant with good references can pay for the signs when he receives them.

Write me what kind of goods you are selling, and I will get up a design for you without charge.

ADDRESSE

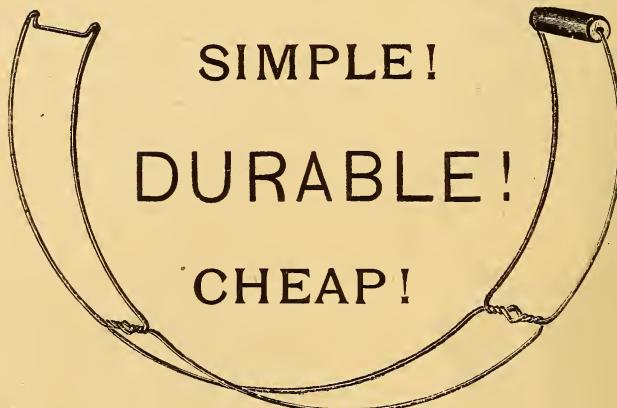
J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

# Bundle or Package

\* CARRIERS \*

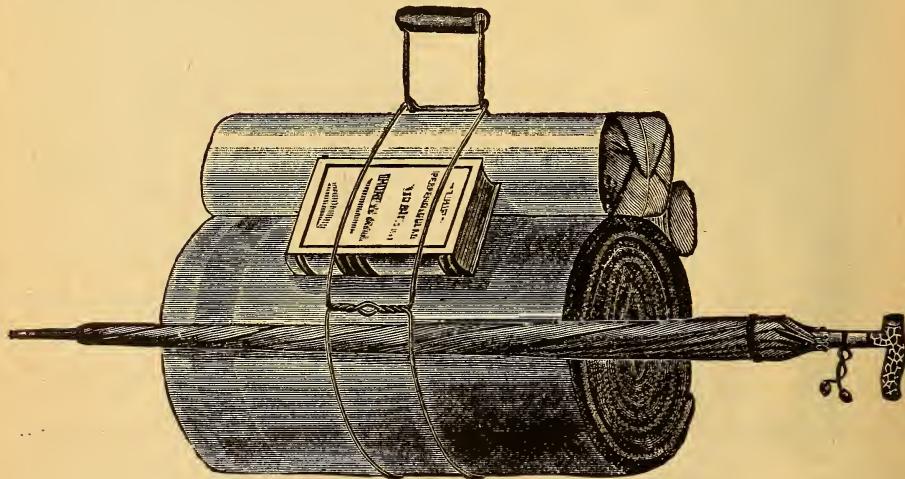
Something Useful.

Something New.



A NEW WAY TO ADVERTISE.

TRY IT AND BE CONVINCED.



Each is made of a continuous piece of Coppered Steel Spring Wire, with regular sized pail wood for a handle.

They are made assorted lengths, 25, 30, 33 and 36 inch, to suit the different sized bundles to be carried.

They are designed to be given away by the dealer to his customer,

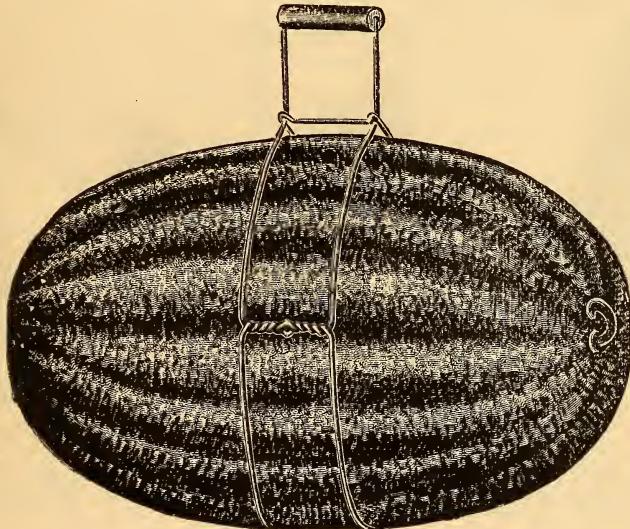
the latter carrying the bundle that he would otherwise order sent home.

Saves a quarter's worth of time and trouble for a cent and a half, and pays back the cost in trade.

The carrier is a great novelty, and one of the most convenient and handy little articles we have seen. It will be a great advertising card for the dealer who first introduces them.

It is a convenience to your customers, it advertises your business, and it costs you nothing in the end.

For carrying conveniently any form of package.



A necessity to clothiers, dry goods and wall-paper houses, shoe stores, water-melon and ice dealers, confectioners, butchers, bakers and hundreds of other retailers.

Stands at all depots should not be without them.

---

They are packed 1,000 in a case, assorted sizes,  
tied up in bundles of 50.

**PRICE PER THOUSAND, ASSORTED SIZES.....\$15.00.**

**PRICE IN LESS THAN FULL CASES, PER 1,000.....\$16.00.**

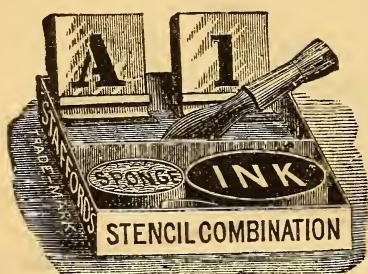
FOR \$1.00 PER 1,000 EXTRA WILL PRINT YOUR CARD ON HANDLES.

SAMPLES MAILED ON RECEIPT OF TEN CENTS.

---

**J. H. WILSON MARRIOTT,**  
**BALTIMORE, MD.**

# Stencil Combinations

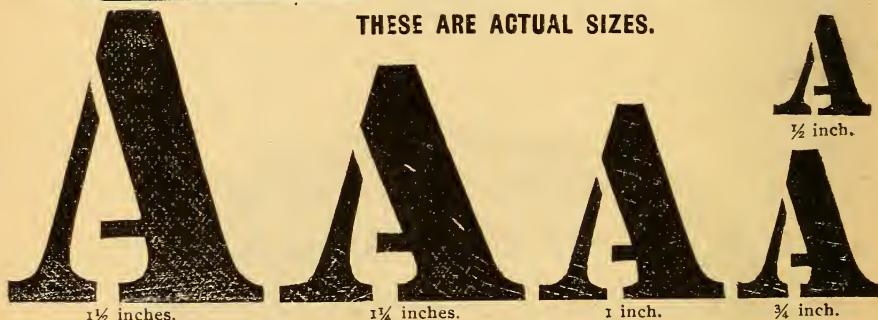


Are useful for many purposes. Each combination consists of the alphabet from A to &, the figures from 1 to 0 and \$, can of Stencil Ink and Stencil Brush. They are made in the following sizes, and will be sent to any address upon receipt of price.

## PRICES.

|                           |        |                             |        |
|---------------------------|--------|-----------------------------|--------|
| $\frac{1}{2}$ inch .....  | \$1 00 | $1\frac{1}{2}$ inch... .... | \$1 50 |
| $\frac{3}{4}$ inch .....  | 1 00   | $1\frac{3}{4}$ inch.....    | 2 00   |
| 1 inch .....              | 1 00   | 2 inch.....                 | 2 00   |
| $1\frac{1}{4}$ inch ..... | 1 25   | $2\frac{1}{2}$ inch.....    | 2 50   |

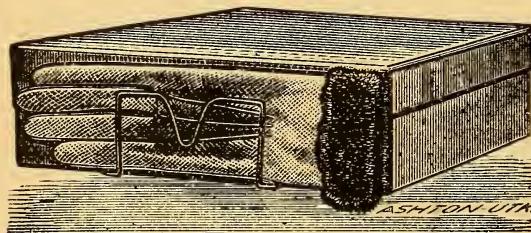
THESE ARE ACTUAL SIZES.



Address all orders to ————— ♦

J. H. WILSON MARRIOTT, Baltimore, Md.

## Tarr's Peerless Glove Holder



PATENT APPLIED FOR.

Saves cost of Holder in one week by increased sales.

Great convenience to live retailers.

Keeps stock from becoming soiled or damaged.

Retailers find this an inexpensive Holder which may be instantly attached to any box, a novel and convenient method, not only of attracting the attention of their customer, but enabling him to decide the glove he prefers, thus saving valuable time for the merchant.

Price \$3.00 per 100. If by mail, price \$3.40 per 100.

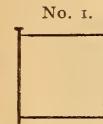
Made in eight sizes, Sample and descriptive circular, with testimonials, mailed on receipt of five cents.

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

# Weather, Temperature and Cold Wave Signals.

ADOPTED BY THE U. S. SIGNAL SERVICE.

## EXPLANATION OF SIGNALS:



Clear or fair weather.



Rain or snow.



Temperature signal.



Cold wave.

Number 1, white flag, six feet square, indicates clear or fair weather. Number 2, blue flag, six feet square, indicates rain or snow. Number 3, black, triangular flag, four feet at the base, and six feet in length, always refers to temperature. When placed above numbers 1 or 2 it indicates warmer weather; when placed below numbers 1 or 2 it indicates colder weather; when not displayed, the indications are that the temperature will remain stationary, or that the change in temperature will not vary five degrees from the temperature of the same hour the preceding day. Number 4, white flag, six feet square, with black square in center, indicates the approach of a sudden and decided fall in temperature. This signal is usually ordered at least twenty-four hours in advance of the cold wave. It is not displayed unless a temperature of forty-five degrees, or lower, is expected. When number 4 is displayed, number 3 is always omitted.

When displayed on poles the signals should be arranged to read downward; when displayed from horizontal supports, a small streamer should be attached to indicate the point from which the signals are to be read.

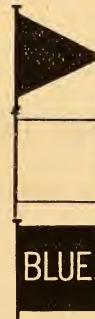
## INTERPRETATION OF DISPLAYS:



Fair weather.  
Colder.



Warmer  
Rain or snow.



Warmer, fair weather,  
followed by rain or snow.



Fair weather  
Cold wave.

These Signal Flags make an excellent advertising medium for live store-keepers. For further description, see page 225.

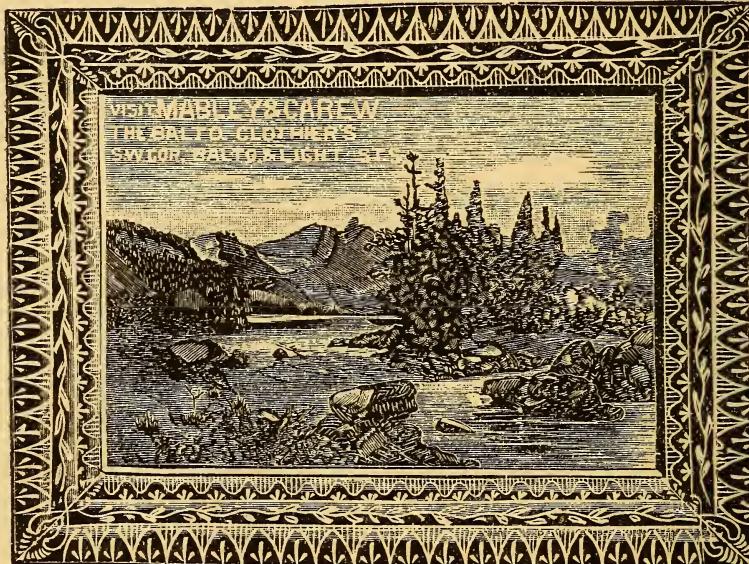
I will furnish a set complete, consisting of four flags of the sizes given above, made of the best bunting for \$10.00.

I can also furnish a flag staff, 20 feet long, made of best seasoned wood, surmounted with gilt ball, complete with halyards, etc., for \$6.00.

J. H. WILSON MARRIOTT, Baltimore, Md.

# An Oil Painting

MAKES A BEAUTIFUL ADVERTISEMENT.



Will furnish you genuine Oil Paintings, 29x35 inches, framed in elegant 3½ inch Berlin gilt mouldings (which will not tarnish) in raised figures and pebbled surfaces, with your business card neatly lettered in the corner like above illustration, at the following prices:

One Doz. \$15. Half Doz. \$8.

NO TWO ALIKE. SELECTED SUBJECTS OF LANDSCAPES, VIEWS, LAKES, Etc.

THE COLORS ARE BRIGHT AND TRUE TO NATURE.

Postmasters, Depot Agents, Hotel Keepers and all proprietors of public buildings will gladly give them a prominent place on the walls, thus making you an attractive and lasting advertisement, which will be read by scores of people every day in the year. They will last for years.

**SPECIAL OFFER.**—On receipt of \$2.00 we will send you a sample Painting with your business card in corner, when, if you like it, you can order the dozen. Address all orders to

Fleet, McGinley & Co.

BALTIMORE, MD.

# Fancy Advertising Cards.



We have the finest line of Picture Cards for advertising purposes ever offered. They embrace Children's Heads, Ladies' Heads, Fruits, Flowers, Landscapes, Animals, Photographs, etc., and range in price from \$1.00 to \$12.00 per 1000. A handsome picture card makes an excellent advertisement, and one that will not be thrown away.

**SEND 25 CENTS** for a set of Samples, and you will be more than pleased. We do not send free samples to any one. We will print the cards for you on one side for \$1.00 per 1000, or 75 cents for 500. If on both sides, \$1.50 per 1000; or you can order the cards plain and have them printed yourself.

ADDRESS ALL ORDERS TO

## SHOW WINDOW PUBLISHING CO.

Exchange Place and Commerce Street,

BALTIMORE, MD.

N. B.—Our line of Cards is 25 per cent. cheaper than you can get them elsewhere.

## The Automatic Shading Pen,

FOR PLAIN, FANCY AND ORNAMENTAL LETTERING.



These Pens are excellent for making Price Cards, Show Cards, &c. By using different color inks, many beautiful effects can be obtained.

IT WRITES AND SHADES WITH ONE STROKE.

|                      |                      |                             |
|----------------------|----------------------|-----------------------------|
| 0, 1-16 inch wide.   | 2, 3-16 inch wide.   | 4, $\frac{1}{2}$ inch wide. |
| 1, $\frac{1}{2}$ " " | 3, $\frac{1}{4}$ " " | 5, $\frac{1}{2}$ " "        |

**PRICE, - - - - 25 cts. EACH.**

Inks and Ink Powders (Purple, Black, Brown, Red and Green) especially for use with these Pens, 15c. Specimens of writing sent on application. Nos. 1, 2 and 3 are the best sizes. Sent by mail on receipt of price. Address

## SHOW WINDOW PUBLISHING CO.

Exchange Place and Commerce Street,

BALTIMORE, MD.

# Hand-Painted Price Cards.

I would call attention to the complete line of *hand-painted* Price Cards, Show Cards, &c., that I am carrying in stock. These cards are *not printed, but painted in colors*, and make a most attractive appearance. The illustrations herewith only show some of the many styles kept on hand. Any special shape—hearts, diamonds, &c.,—will be made to order at same prices.



No. 1.

No. 1 is a square-shaped card, 4 x 4 inches, with prices painted in bold white figures. These cards come in dark brown, red, blue, green, or any other color desired. A light line border surrounds each card, greatly adding to their appearance. Price per dozen, 30 cents. If sent by mail add 3 cents for postage.



No. 2.

No. 2 is a white card, 3 x 2 x 2 inches, of the shape shown, the letters being in black, with red border. Price per dozen, 30 cents. If sent by mail add 3 cents for postage.

ADDRESS

**J. H. Wilson Marriott, Baltimore, Md.**

## HAND-PAINTED PRICE CARDS—Continued.



No. 3.

No. 3 is in shape of a shield,  $3\frac{1}{2}$  x 2 inches, the cards being dark colors, similar to No. 1, with letters in white. Price per dozen, 30 cents. If sent by mail add 2 cents for postage.

I also have a very neat line of Cigar Price Cards, cut in fancy shapes, at 30 cents per dozen. 2 cents extra for postage.

## WINDOW DISPLAY CARDS.

I also carry in stock or make to order a line of cards containing catchy names to be used in Window Displays. These cards are all *hand-painted* on heavy, colored cardboard, assorted colors, and are vastly superior to the cheap printed cards so extensively used. The following are kept in stock: Bon Ton, All the Rage, Seasonable, Warranted, London, Paris, The Latest, New Style, Our Choice, Best Make, Recherche, High Grade, Genteel, Young Men's, Broadway, Stylish, Youths', Very New, Bon Marche, Elegant, First Class, Our Own Make, Handsome, All Prices, The Finest, Imported, Cheap, All the Go, Fall Style, New and Neat, Autumnal, Nobby, Reduced to, Only. Price 30 cents per dozen. If by mail add 3 cents for postage.

## SHOW CARDS.

I am prepared to fill orders for larger size Price or Show Cards. These cards are made in three sizes— $11 \times 14$ , price 15 cts. each;  $14 \times 22$ , 30 cts. each;  $22 \times 28$ , 50 cts. each. Any kind of lettering desired can be placed on them, provided it does not exceed four or five words. These are painted in different colors, either on white or colored cards. I give herewith some few of the wordings usually painted on these cards, but which can be altered to suit: Buy Here and Save Money, This is the Place for Bargains, Best Goods at Lowest Prices, New Goods, Low Prices, No Trouble to Show Goods, No Goods Misrepresented, One Price to All, Fair Dealing to All, Look at our New Goods, Hats and Caps in Great Variety, Bargains in Underwear, Great Reduction in Prices, Latest Styles Just Received, An Elegant Assortment of Boots and Shoes, Fine Goods our Specialty, Remarkably Cheap, Fall Overcoats Very Low, The Bargain Counter, We Lead in Gents' Furnishing Goods, Pens, Inks and Stationery, Choice Family Groceries, Groceries Cheap for Cash, Fine Groceries of All Kinds, Choice Family Flour, New Buckwheat, Give our Teas a Trial, Finest Oolong and Japan Teas, Choice Java and Rio Coffee, Choice Butter and Fresh Eggs, Pure Spices, and Extracts, Best Sugar-Cured Hams, Finest N. O. Molasses, Pure Lard, Vinegar and Pickles, Our Goods are Choice and Fresh, Choice Cigars and Tobacco, Best Smoking and Chewing Tobaccos, Our Cigars are Very Fine, A Havana Filler 5-cent Cigar, Our 5-cent Cigar is Elegant, The Best 5-cent Cigar in Town, Our 5-cent Cigar Can't be Beat, A Fine 5-cent Cigar—Try it, The Best 5-cent Cigar Around Here, Two Good Cigars for 5 Cents, Choice Assortment of Canes, Tobaccos at Wholesale Prices, Bargains in Pipes and Smokers' Articles, Snuff, Smokers' Articles, in Great Variety, Look at our Stock of Pipes, Cigarettes—all kinds—also Paper.

As these cards cannot be sent by mail without breaking, it is well to order a number, so as to make up a package to go by express. All orders must be accompanied by the money. Samples of Price Cards sent by mail on receipt of 10 cents.

### ADDRESS

J. H. Wilson Marriott, Baltimore, Md.

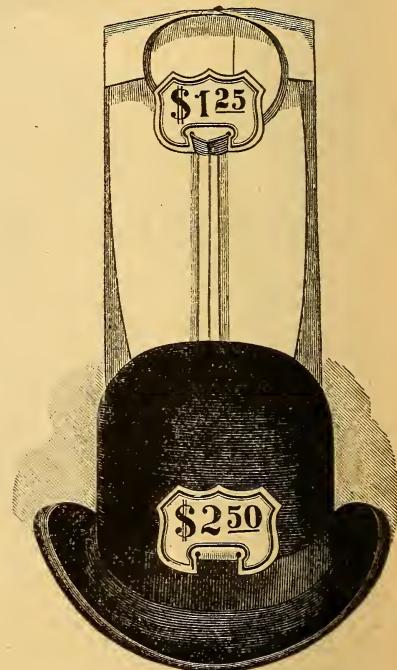
Over 1,750,000 Sold the First Year.

\* RAMPE'S \*

Patent Excelsior Price Card.



Patented January 26, 1886.



Shoe Dealers

YOU

Want Them !

The best method yet introduced for displaying prices on Shoes in your windows.

The above cut shows what they are. All denominations from  
FIVE CENTS up to EIGHT DOLLARS.

Just the thing for Clothiers, Hatters, Furnishing  
Goods and Dry Goods Merchants.

Nicely Assorted, 100 in a box, white or colored card board, price \$1.50 per 100, postage paid.

SEND FOR SAMPLE 100 TO

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

# NEW WINDOW SHOW CARDS.

(Especially Adapted to Shoe Dealers.)

## AMERICAN KID.

(This card is exact size and style.)

They are printed on White or Assorted Colored Cards with black ink.  
These cards are put up in packages of 60 to each package, containing  
three of each of the following names:

*Opera, Common Sense, London, French, New York, Latest, Daisy, Beauty,  
French Kid, American Kid, All Solid, New, Elegant, Tony, Waterproof,  
Box Toe, Hand-Sewed, Hand-Welt, French Calf, Cork Sole.*

### PRICE BY MAIL, Postpaid:

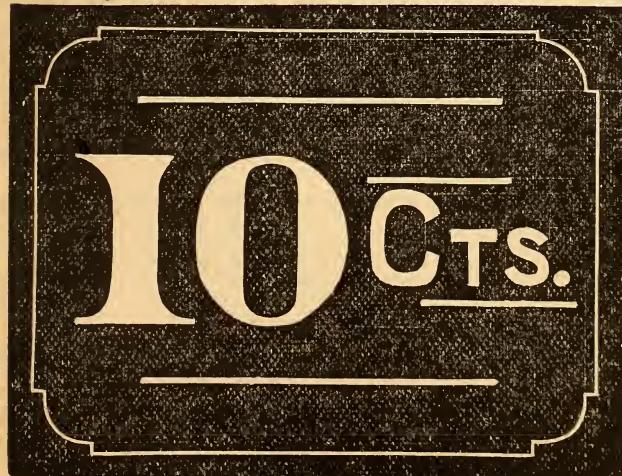
Packages of White (60 cards), 75 cts.; Packages of Assorted Colors (60 cards), \$1.00

### SHOW WINDOW PUBLISHING CO.

Exchange Place and Commerce Street,

BALTIMORE, MD.

## HANDY PRICE TICKETS.



Printed on Bristol Board, white letters on black background, exactly as shown in full-size illustration herewith.

#### Assortment No. 1.

Contains tickets marked 5c, 10c, 25c, 50c, 75c and \$1.00, total 100 tickets in a box (by mail, postpaid,) - - 50 cts.

#### Assortment No. 2.

Is made up of about 25 different priced tickets, ranging from 4c to \$2.30, total 200 tickets in a box (by mail, postpaid,) \$1.00

### SHOW WINDOW PUBLISHING CO.

Exchange Place and Commerce Street,

BALTIMORE, MD.

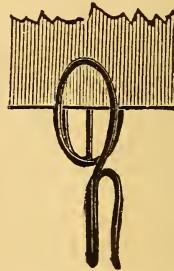
# The \* Eureka \* Labels And \* Card Holders,

For Marking Goods in Plain Figures, Manufacturing Show Cards, Calling Attention to Bargains, Working off Dead Stock, etc. Useful to every live Merchant.

25  
CENTS.

ONLY

25  
CENTS.



## CARD HOLDER,

Fac simile of three Labels in Combination. Thousands of different combinations can be made for show cards, or the labels may be used singly on merchandise.

For attaching cards to merchandise. The wire spring will hold fast to every description of merchandise, such as, Hardware, Glassware, China, Silverware, Notions, Boots, Shoes, Cigar Boxes, Books, etc. The spring being pointed, it can be used as a pin on all kinds of Dry Goods, Clothing, Wooden Ware, etc., and the return of the spring can be used as a hook to suspend articles from a string.

Price per gross, \$1.50. One gross in a box, postage, 15 cents. No orders taken for less than one gross.

The Eureka Labels are manufactured in three series, and neatly boxed, so that each label is readily accessible.

### Series A Contains 100 Each of the Following.

1 cent, 2, 3, 4, 5, 5, 10, 10, 15, 20, 25, 25, 35, 40, 45, 50, 50, 60, 65, 70, 75, 75, 85, 90, 95, \$1.00, \$1.00, \$1.00, \$1.25, \$1.35, \$1.50, \$1.65, \$1.75, \$1.85, \$2.00, \$2.25, \$2.35, \$2.50, \$2.65, \$2.75, \$3.00, \$3.25, \$3.35, \$3.50, \$3.65, \$3.75, \$4.00, \$4.25, \$4.35, \$4.50, \$4.65, \$4.75, \$5.00, 6 7 8 9, Damaged; At Cost; Reduced to; Only; Remnant; Cheap; Sample, Not for Sale; Each; Per Pair; Per Set; Per Dozen; Per Yard; Per Pound; Per Gallon; Per Bushel. Price, per Set, Series A, 6,700 Gummed Labels, \$3.00; postage, 25 cents.

### Series B Contains 100 Each of the Following.

1 cent, 2, 3, 4, 5, 5, 10, 10, 10, 15, 20, 25, 25, 30, 35, 40, 45, 50, 50, 60, 65, 70, 75, 75, 80, 85, 90, 95, \$1.00, \$1.00, \$1.00, \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00; Look; Was; Now; Special; Damaged; Reduced to; Remnant; Last One; Sample, Not for Sale; Per Pair; Per Dozen; Per Set; Per Yard; Choice for; Only; Cost. Price per set, Series B, 5,400 Gummed Labels, \$2.35; postage, 15 cents.

### Series C is in Odd Prices, viz., 100 Each of the Following

1 cent, 2, 3, 5, 7, 9, 10, 13, 15, 19, 23, 25, 27, 33, 37, 42, 49, 50, 57, 59, 63, 69, 73, 79, 83, 87, 89, 93, 97, \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00; Only; Cost; Remnant; Look; Damaged; Reduced to; Choice for; Was; Now; Sample, Not for Sale; Special; Per Dozen; Per Pair; Per Set; Per Yard; Last One. Price per Set, Series C, 5,400 Gummed Labels, \$2.35; postage, 15 cents.

Please notice that these Labels only cost 4½ cents per 100, and are cheaper than common blank labels. Extra labels to keep the assortment good, may be obtained at any time for 10 cents per 100, post-paid. Address all orders to

J. H. WILSON MARRIOTT, Baltimore.

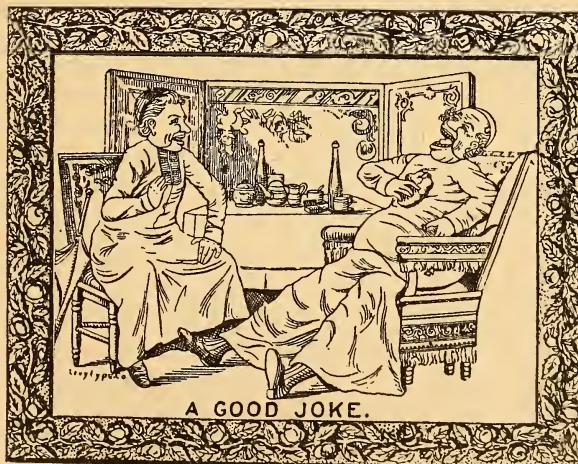
# LIVING PICTURES.

Among the most popular and taking attractions for show windows are the novel mechanical pieces, or, as they are called, living pictures. These pieces are moved by clockwork, and will run from two to four hours. One of their novel features is that the positions and movements of the figures are changed and varied from time to time. For drawing attention to store windows they are an invariable success, and where they have been used it has frequently been found necessary to throw a cloth over them, or take them out of the windows in which they are displayed, in order to prevent the crowd in front from completely blocking up the sidewalk. The figures are well made, and enclosed in neat gilt frames, with glass fronts. On this and following pages we give illustrations of such as are now ready, and will be pleased to forward illustrations and prices of any new pieces that may be brought out from time to time.



**MAN AND RAT.**

Man in centre, with club. Rat runs in and out from dresser. After taking aim several times, man strikes at rat and misses, on which he throws back his head, and a broad smile illuminates his countenance. (Size 11½x14¼). Price, boxed for shipment, \$5.00



**A GOOD JOKE.**

This picture is from an old and well-known painting, and is truly full of life. It represents two priests seated in front of a table loaded with dainty viands. One is telling a good joke to the other, so good that he has evidently abandoned himself to the mirth occasioned by hearing it, and is fairly cracking his sides with laughter. Party telling joke laughs, the hearer laughs, and every one seeing this picture will shake with laughter. (Size 11½x14¼). Price, boxed for shipment, \$5.00.

**Cash must accompany all orders.**

Show Window Publishing Company,  
Exchange Place and Commerce Street, Baltimore, Md.

## LIVING PICTURES—Continued.

(Run from 2 to 4 hours)



### WHO STOLE THE KEY-HOLE?

Man arrives at home slightly convivial; tries to open front door with key; after many vain attempts he is about to succeed, when his better half appears at an upper window and with threatening looks, and broom in hand, announces the woe in store for him. This causes him to stop, and look up with an irresistibly comic expression of astonishment and alarm. (Size 11½x14¼). Price, boxed for shipment, \$5.00.



### THE COLORED RECRUIT.

A negro recruit receiving instructions from his superior officer. The recruit seems to have great trouble to get in step; he either brings his leg too far back or too far front, which causes the officer to chastise him. After the fourth trial he succeeds. He shows his great satisfaction by laughing and throwing back his head, and commencing to count with the officer 1, 2, 3, 4. (Size 11½x14¼). Price, boxed for shipment, \$5.00.



### MIDSUMMER NIGHT'S DREAM.

"The Midsummer Night's Dream" explains itself.—A man in bed is endeavoring to get a few snatches of the "balmy," while a boy behind the door is tickling his nose. After yawning several times, the man at last sits bolt upright in the bed; but apparently failing to discover anything, lies down again to repeat the performance, until morning arrives or the clockwork runs down. (Size 11½x14¼). Price, boxed for shipment, \$5.00. **Cash must accompany all orders.**

**SHOW WINDOW PUBLISHING COMPANY,  
EXCHANGE PLACE AND COMMERCE ST.,**      **BALTIMORE, MD.**

## LIVING PICTURES—Continued.

(Run from 2 to 4 hours).



### THE LONE FISHERMAN.

A solitary fisherman on the bank, seated on his basket, is soon rewarded with a bite, hauls up line, fish drops off; another bite, same result; at last he feels a strong pull on his line, braces himself for a big fish, pulls up, and finds either a hoop-shirt, an old boot, or a pair of old pantaloons. To add to his discomfiture a frog jumps on the bank and gives him the sign so much used by little boys. He takes it good-naturedly however, laughs heartily, and tries again, but with same result. *This piece will be found a source of great merriment.* (Size 11½x14¼). Price, boxed for shipment, \$5.00.



### THE KEY-NOTE.

Leader of the orchestra trying to show a fat musician the Key-Note on a Sub Bass Instrument. After many trials and contortions of both teacher and pupil a Donkey pokes his head in the window and brays the Key-Note to the astonishment of the performers and mirth of the spectators. An excellent show piece. (Size 11½x14¼). Price, boxed for shipment, \$5.00.



### SANTA CLAUS' VISIT.

Stockings on line over fire-place, child (girl) in bed sleeping peacefully, Santa Claus (loaded with toys) appears from chimney, child is disturbed, raises herself slightly, Santa Claus steps back, child goes to sleep again, Santa Claus enters the room and makes a noise, child sits up in bed, and another little girl pops out her head, with a look of delight and wonder, Santa Claus disappears. Very amusing and interesting. (Size 11½x14¼). Price, boxed for shipment, \$5.00.

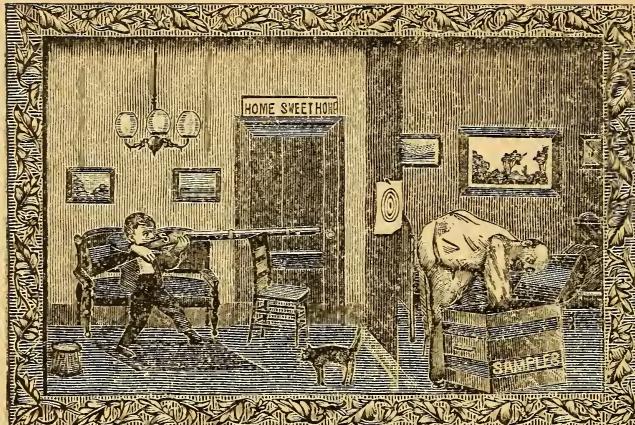
Cash must accompany all orders.

SHOW WINDOW PUBLISHING CO.

Exchange Place and Commerce Street,

BALTIMORE, MD.

## LIVING PICTURES—Continued.



Scene One.

(Run from 2 to  
hours).

## The Surprise Party



Scene Two.

A very comical effect. The small boy is practising with a large gun in one room. While the old gent is busy packing up in an adjoining room, the gun goes off, and the old gent and boy are both considerably shaken up.

(Size  $12\frac{1}{2} \times 18\frac{1}{2}$  in.)  
Price, boxed for  
shipment, \$5.00.

## THE MECHANICAL BASE BALL MATCH.

When wound up the figures are full of life and go through all the motions in a Game of Base Ball.  
Very durable. Very natural in their motion. Very attractive.



No. 357. (Size, 12x28 inches.) Runs  $1\frac{1}{2}$  hours. Price \$5.00.

SHOW WINDOW PUBLISHING CO.  
Exchange Place and Commerce Street, BALTIMORE, MD.

## LIVING PICTURES—Continued.

(Run from 2 to 4 hours).



### THE TA' LOR

Fat Tailor on bench sewing. Young man at bench ironing; boy on bench sewing; Fat Tailor sews awhile then falls asleep. Young man and boy grin and exchange glances. The boy pushes a pin forward slowly and suddenly jabs it into the Fat Tailor, who wakes with an exclamation of surprise and pain, only to find the young man and boy working like beavers. (Size 18x14 inches). Price, boxed for shipment, \$5.00.



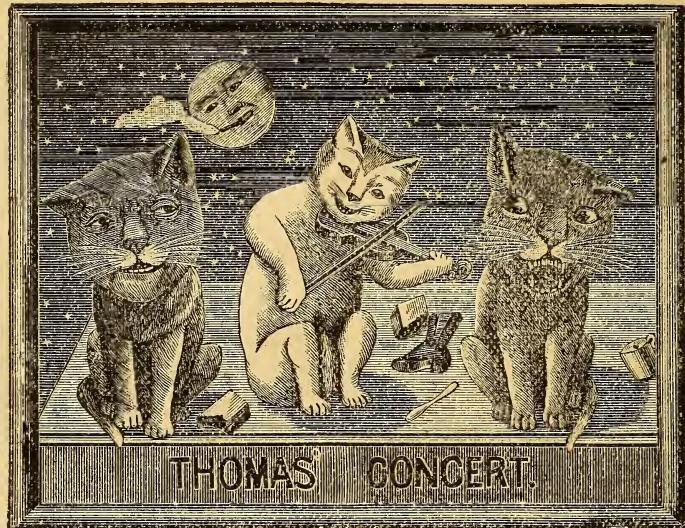
### NEWSBOY V. BOOTBLACK.

Newsboy and Bootblack in center fighting. Bootblack gets the worst of it, as the Newsboy hits below the belt. Cigar store boy encourages them. Apple woman scolds and dog runs, etc. (Size 18x14 inches). Price, boxed for shipment, \$5.00. Cash must accompany all orders.

SHOW WINDOW PUBLISHING CO.  
Exchange Place and Commerce Street. BALTIMORE, MD.

## LIVING PICTURES—Continued.

(Run from 2 to 4 hours.)



### THOMAS CONCERT.

The two "Old Tom's" move both eyes and mouth in a very comical manner while the white kitten fiddles away vigorously. Finely made and finished, full of life and motion, and very attractive. (Size 11 $\frac{1}{2}$  x 14 $\frac{1}{4}$  inches). Price, boxed for shipment, \$5.00.



### THE OLD SHOEMAKER

The Old Shoemaker at bench, sewing shoe, boy on one side hammering nails in heel. The Old Shoe Maker works slower and slower, finally falls asleep; seeing this, the boy tries to awaken him by yelling; failing in this, he kicks the bench over; the racket brings the old gentleman to time, and his wife appears and threatens him with a slipper—that implement of torture the fair sex are so fond of administering to young and old). The whole forms a very funny tableau. (Size 14x18 inches). Price, boxed for shipment, \$5.00.

SHOW WINDOW PUBLISHING CO  
Exchange Place and Commerce Street, BALTIMORE, MD.

## LIVING PICTURES—Continued.

Extra Large Show Piece, 22x30 inches, in beautiful 3-inch gold frame.



### EXECUTION OF THE DESERTER.

On the right a Fortress with soldier on guard at entrance, on one side wife and children in tears, to the left an encampment, tents, soldiers, &c. In the foreground on the right the Deserter sits on a mound, waiting with fear and trembling for the fatal shot; near him a drummer, facing the Deserter a soldier with musket, next an officer, sword in hand, on the left the chaplain, with book, all in appropriate costumes. The Deserter, having fled from his post, has been captured, brought back, tried by court martial, and condemned to be shot. When all is ready the chaplain reads the funeral service, moving his head and mouth to give emphasis to the words, officer at same time moves his head when the chaplain has finished, the drummer beats a tattoo and the soldier takes aim (opens mouth at same time), Deserter trembles, officer opens his mouth wide and raises his sword, at this signal the soldier fires, and Deserter falls to the ground and all is over. This is without doubt one of the *funniest clock-work pieces ever made*, which will be found worth double its cost as a window attraction.

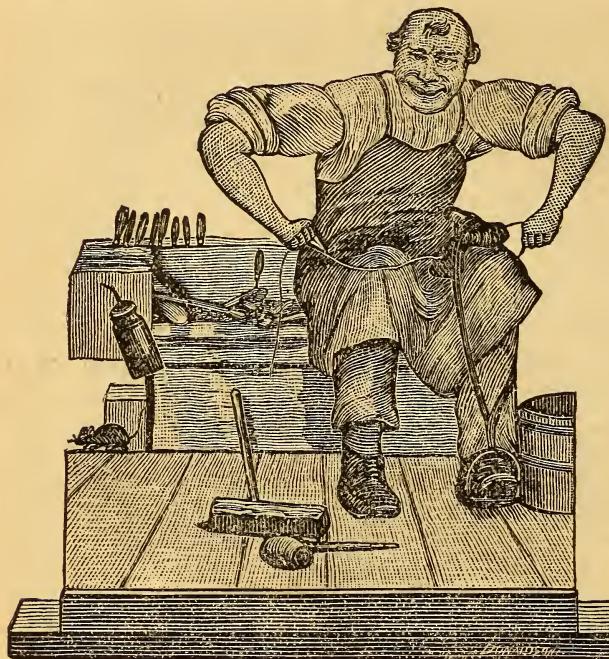
Price, boxed for shipment, \$18.00.

**SHOW WINDOW PUBLISHING COMPANY,**

Exchange Place and Commerce Street,

BALTIMORE, MD.

# Mechanical & Window Pieces.



## The Shoemaker.

No. 358.

A very life-like piece. The clockwork is first-class, and keeps the shoemaker in motion one hour and a half at each winding.

Showy, strong and very attractive. The shoemaker moves both arms, eyes and mouth constantly, and keeps careful watch over the rat, which frequently appears and annoys or frightens him.

Size 12x13 inches.

Price, boxed for shipment, \$4.00.



## The Irrepressible Conflict.

No. 359.

Full of life and motion. Very comical. A regular "TUG OF WAR." Will run one hour and a half at a winding.

Size 12x13 inches.

Price, boxed for shipment, \$4.00.

Cash must accompany all orders.

**SHOW WINDOW PUBLISHING CO.**

Exohange Place and Commerce Street,

BALTIMORE, MD.

# Fine Mechanical Life Pictures.

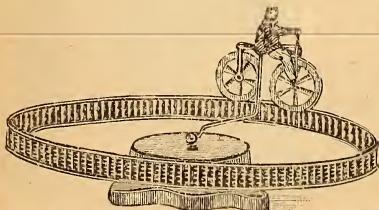


## TROUBLE AHEAD.—No. 354-1.

A fine large show piece, hard wood box and a theatrical scene lithographed in bright colors. The motion of the figures in operation is very comical. The figures dance in a very lively manner when wound up. Will keep in motion for more than one hour. (Size 18x18 inches).

Price, boxed for shipment, \$8.00.

## Mechanical Show Window Piece

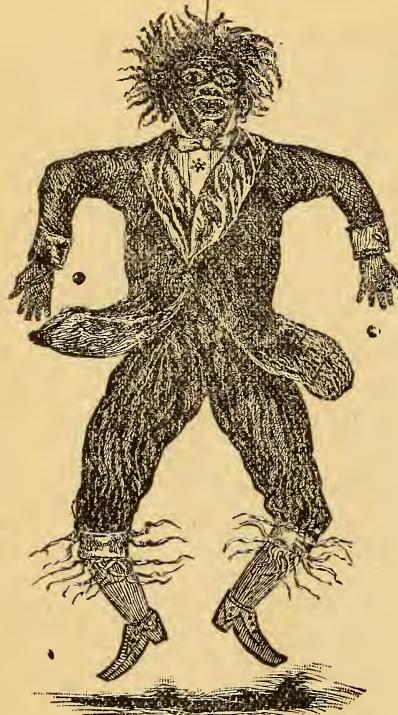


**Blondin - Bicycle Rider**—Runs by clock-work arranged in the base with which the rider is connected by a rod. The doll figure neatly dressed in embroidered jacket, light trousers and jaunty hat, works the pedals as natural as life. The bicycle wheels are grooved to run on the circular rim. Every part of this elegant piece is thoroughly made, and will wear a long time. Clock-work will run about thirty minutes with one winding. The track, or runway, is five feet in circumference, all decorated in bright colors and gilt. It will make a great attraction for a show window. Price each \$5.50. Cash must accompany all orders.

## SHOW WINDOW PUBLISHING COMPANY

Ex-change Place and Commerce Street, Baltimore, Md.

**MECHANICAL**



# Hanging Dancer's.

(No. 22-1<sup>2</sup>)

Dance Vigorously While Suspended in  
the Air.

When wound, the Figure will dance vigorously, and as the string is almost invisible, the effect is very good. While Dancing, the Figure opens and closes its mouth rapidly with comical effect. This is one of the best Show Window Attractions ever made.

12 inches high, Price - - - \$3.25.

# “PEEK-A-BOO”

(No. 49-1<sup>2</sup>)

This Mechanical Novelty for show windows consists of a neatly made cylinder box, or case, finely japanned and striped, with wood base-piece and cover. The Cat's Head is a very life-like imitation, covered with fur. It can be started or stopped instantly.

When wound up, the Cat will slowly rise, force the cover up, shake its head, and look from side to side, protrude its tongue in a very “saucy” manner, and suddenly drop back into the box. This operation is gone through with about forty times at one winding.

12 inches high, Price - - - - \$3.25.

**Cash must accompany all orders.**



**SHOW WINDOW PUBLISHING CO.**  
**EXCHANGE PLACE AND COMMERCE STREET, BALTIMORE, MD.**

# MINIATURE STEAM LOCOMOTIVES,

CARS

AND TRACK



Make their own Steam,  
and run at a High  
Rate of Speed.

**SAFE & SIMPLE.**

**A GREAT  
WINDOW  
ATTRACTION.**

Good models of a large Locomotive. Made in the most careful and thorough manner. Every one tested and guaranteed to run perfectly. Furnished with Lamp, Wicks, etc., ready to be set in motion at a moment's notice. Full directions accompany each Engine.

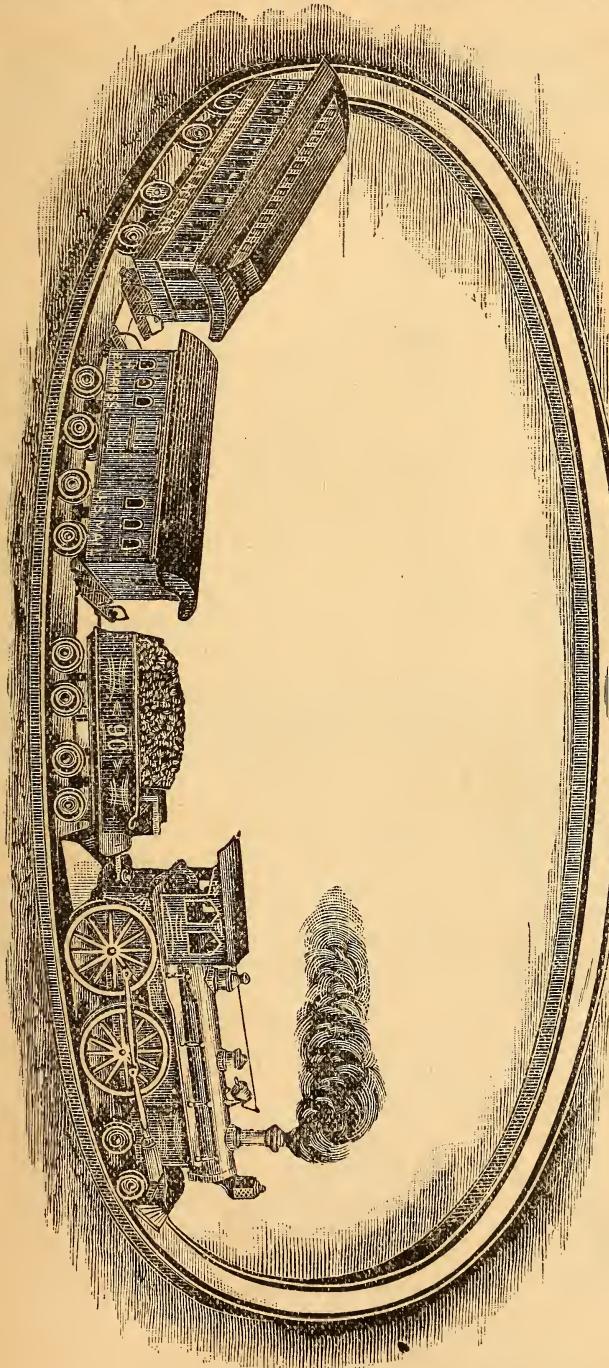
No. 90-1—Brass Locomotive, Track and Two Cars, complete, \$8.50.

No. 90-3—Nickel Locomotive, Track and Two Cars, complete, \$10.00.

Extra Cars from 75 Cents to \$1.25 each.

Tracks 4 feet 6 inches in diameter.

These Locomotives run by steam on a circular track for about twenty minutes at each filling of the lamp and boiler. They are finely made and work perfectly. Cash must accompany all orders.



SHOW WINDOW PUBLISHING COMPANY,

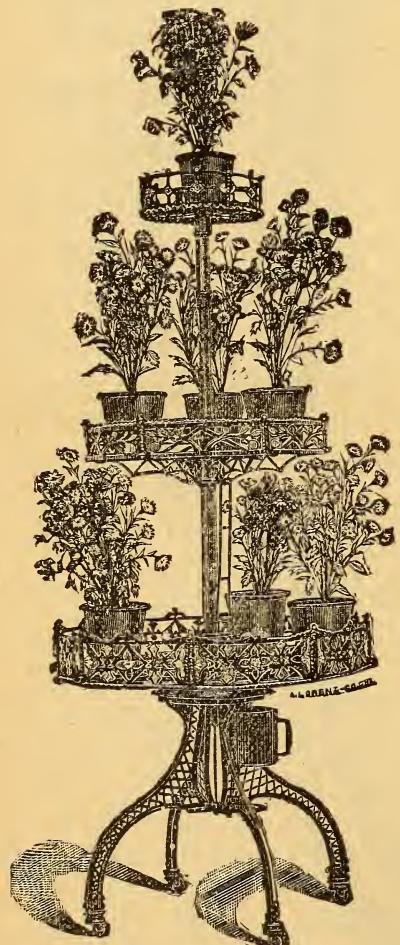
Exchange Place and Commerce Street.

BALTIMORE, MD.

~~~~ Westphal's Revolving ~~~~

# \* Self-Draining ♦ Flower ♦ Stands.

A NOVEL ATTRACTION FOR SHOW WINDOWS.



**T**HIS is the most practical Flower Stand ever made. Will carry 1,000 pounds or more. Will not tip with the weight all on one side. It rests on double roller castors and holds more in less space than any Stand ever made. When filled, can be moved by a child anywhere in the store without disturbing the flowers. All the waste water and dead leaves gather in a receptacle below. No saucers required under the pots.

To change the position and location of plants, which is often necessary, is quite a task with other styles of stands, but no labor with our revolving stand.

MERCHANTS will find these Stands very useful in their stores to display goods in their respective lines, proving great economizers of room and also a novel attraction for show windows. A pleasing combination is made by interspersing goods and plants. The stand is highly ornamental, strong and durable, being made entirely of iron, japanned, painted and varnished.

#### PRICES.

|                                       |         |
|---------------------------------------|---------|
| No. 1 (diameter of shelves, 28-18-12) | \$12.00 |
| No. 2 " " " 34-18-12                  | 13.00   |
| No. 3 " " " 40-24-12                  | 15.00   |

Weight, packed for shipping in box, 90 to 140 pounds.

Needs to be seen to be appreciated. Their beauty and symmetry will surprise and please, and their practical workings satisfy you.

Remember, this is not a wire stand, but is made entirely of iron, and will last for years.

Stands are shipped from Chicago, but address all orders to

**J. H. WILSON MARRIOTT,**  
**BALTIMORE.**

# THE "HUB"

## CASH SALES MEMORANDUM BOOK.

### THE "HUB", Cash Sales Memorandum.

240 PERFORATED CHECKS IN EACH BOOK.

#### Directions for Using This Book.

Let each Salesman be known by the LETTER  
of his Book.

Salesmen to enter each Cash Sale that is  
made, on the Stub, or half of check nearest the  
back of the book, also, in duplicate on the outer  
half of the check. Then tear out the outer half,  
as perforated, and present to the Cashier together  
with the cash.

Each Salesman should foot up his Sales, as  
per the "Stubs" every night, and compare the  
amount with the Cashier's account. The Cashier  
in turn, should keep each Salesman's checks  
separate, and compare the amounts of same,  
each day, with the salesman.

Cashiers will find it the most convenient man-  
ner for keeping each Salesman's Checks separate  
from the others, to have a series of little needle-  
like spindles (say one or two inches in height)  
set upon their desk, corresponding in number to  
the number of Salesmen employed, and each  
designated by LETTERS, corresponding with  
these books, and place the checks upon them  
respectively as passed in.

J. H. WILSON MARRIOTT,

BALTIMORE, MD.

SAMPLE MAILED ON RECEIPT OF TEN CENTS.

J. H. WILSON MARRIOTT, Baltimore, Md.

# Advertising Tape Measures.

## WILL IT PAY

You to put your advertisement where it will stay one year for about one cent? If you have competition it will. It can be done by using the Advertising Tape Measure.

Try it. It will please you. Cheap, durable and useful. Before it is worn or destroyed it will make your name as popular as a household word.

It is a strong, durable, correct measure, 36 inches long. One side is spaced in inches and eighths. On the other side your "ad" is printed in bright red ink.

### Several Reasons why this is an Excellent Advertising Medium :

1st.—Every lady wants one, and will take it home.

2d.—They have use for it so frequently, they keep them where they are handy to reach; therefore they are seen by many.

3d.—Being printed in red, they are taken up and examined by all who see them.

4th.—They can be put up and sent with a parcel of any kind, or sent by mail to any one.

5th.—If they are thrown in the hall they will be taken up and saved.

6th.—There is nothing you can give so cheap that will be prized as much as this.

7th.—The room for printing your advertisement is large, allowing from 40 to 70 words.

8th.—Anything as useful as this is seldom lost and never thrown away.

9th.—The best houses in the country, having used them once, have ordered them the second and third time, thus showing they were entirely satisfactory. Send for sample and prices to

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

# American Paper Napkins

ASSORTED COLORED BORDERS, JAPANESE DESIGNS.

Paper Napkins make an Excellent Advertising Medium.

Your card can be printed on them, or it can be stamped with rubber stamp. I furnish these Napkins without printing at the low price of \$3.50 per single 1,000, or 2,000 for \$6.50, five thousand for \$15.00. Samples mailed on receipt of 10 cents.

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

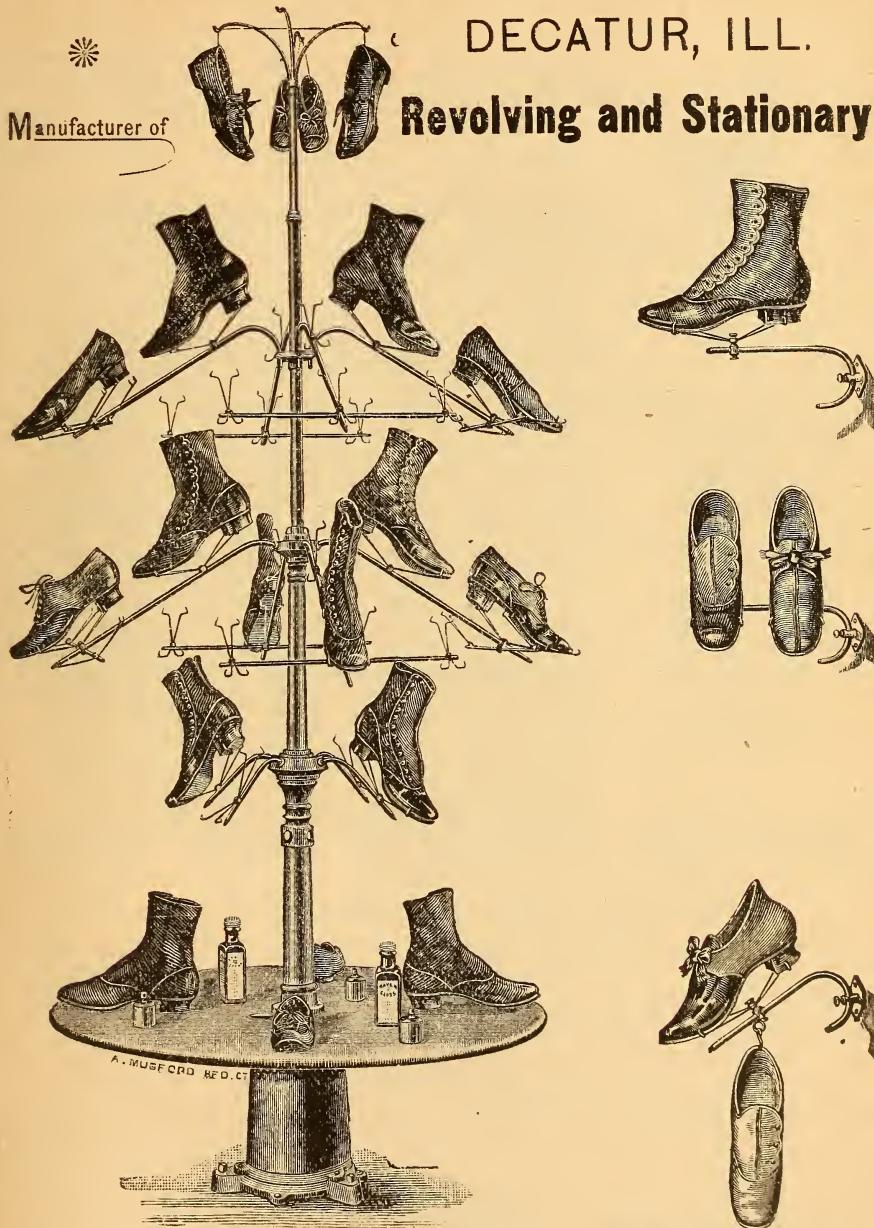
# ROBERT FARIES,



DECATUR, ILL.

Manufacturer of

**Revolving and Stationary**



## WINDOW DISPLAY FIXTURES

FOR ALL KINDS OF GOODS.

PRICES MODERATE.

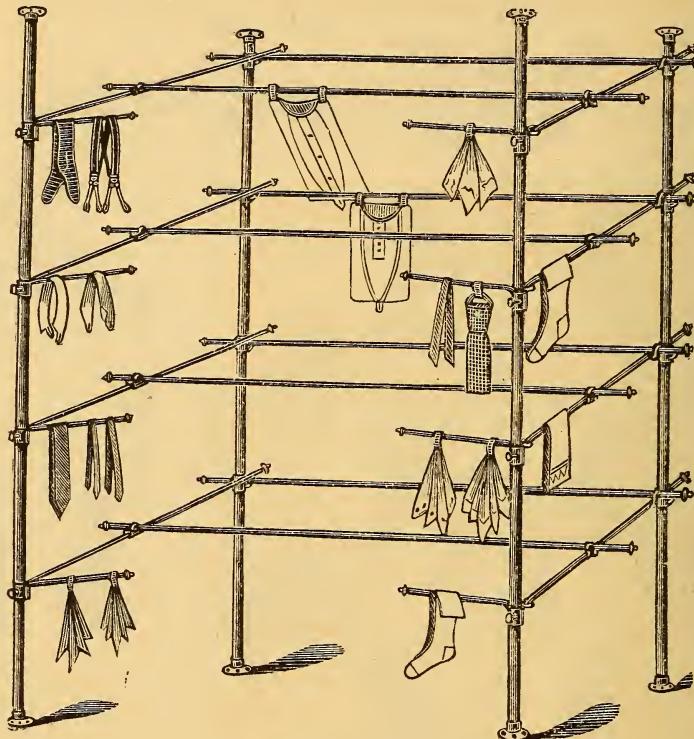
SATISFACTION GUARANTEED.

44-page Catalogue with 27 pages of engravings free. Write for it.

(SAY WHERE YOU SAW THIS.)

\*—S. NEWMAN,—\*

MADE IN HIGHLY POLISHED BRASS, NICKEL, OR  
SILVER PLATED.



FIRST-CLASS WORKMANSHIP. MODERATE PRICES.  
SATISFACTION GUARANTEED.

MANUFACTURER OF

## Brass Show Window and Store Fixtures

—OF EVERY DESCRIPTION.—

Shelf Rails,  
Counter Rails,  
Counter Stands.

Necktie Stands,  
Extension Stands,  
Brass Arms.

Hat Brackets,  
Bonnet Stands,  
Swinging Brackets.

Every Description  
OF  
Boot and Shoe Fixtures.

Gents' Furnishing and  
Hat Fixtures  
Of Latest Designs.

Jewelers' Fixtures  
in Various Designs and  
Artistic Patterns.

**ESTIMATES**  
Cheerfully Furnished  
FOR ALL KINDS OF  
BRASS AND METAL  
STORE FIXTURES  
MADE TO ORDER.

We Make Fixtures

FOR  
ANY LINE OF  
TRADE,

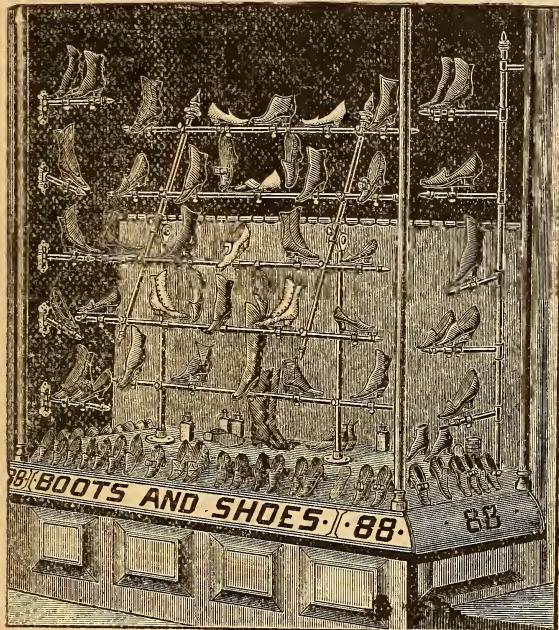
And if we do not have  
what you want in stock  
we will make it for you  
on short notice.

MENTION YOUR  
BUSINESS AND  
SEND FOR  
CATALOGUE.

84 Main Street, Cincinnati, Ohio.

# Finest Window Display Fixtures

\* FOR ALL LINES OF BUSINESS. \*



"PARAGON,"

For Boots, Shoes,  
Rubbers      Slippers.

Two Standards, Two  
Sliding Arms, Five Cross  
Rods  $\frac{5}{8}$  inch in diameter.

## PRICES.

FULL NICKEL PLATE.

Frame 4 feet wide or under, 25 Shoe Rests and 2 doz. Display Hooks, \$18.

Frame 5 feet wide or under, 25 Shoe Rests and 2 doz. Display Hooks, \$20.

Frame 6 feet wide or under, 25 Shoe Rests and 2 doz. Display Hooks, \$22.

Frame 6 ft. wide or under, 30 Shoe Rests and 3 doz. Display Hooks, . . . \$23.75

Frames over 6 ft., special prices on application.

## The "PROTEAN,"

For Gents' Furnishing Goods, &c. Can also be used for Hats,  
Caps, Jewelry, Millinery, &c

Adjustable in height from 3 feet to over 8 feet. Any width to suit window. Two Extension Standards, seven  $\frac{5}{8}$ -inch Cross Rods. Adjustable into an endless variety of positions.

## PRICES—FULL NICKEL PLATE.

|   |         |
|---|---------|
| Frame 4 ft. wide or under, with 7 $\frac{5}{8}$ -in. Cross rods and 6 doz. Hooks, complete, | \$22.00 |
| " 5 "      "      " 7 "      "      "      " 6 "      "      " 24.00                        |         |
| " 6 "      "      " 7 "      "      "      " 6 "      "      " 26.00                        |         |

We make Fixtures for Floors, Counters, Walls,  
Posts, Cornices or Ceilings.

Write for Circulars and tell us what you need. We cover nearly all trades.

The Norwich Nickel & Brass Works,

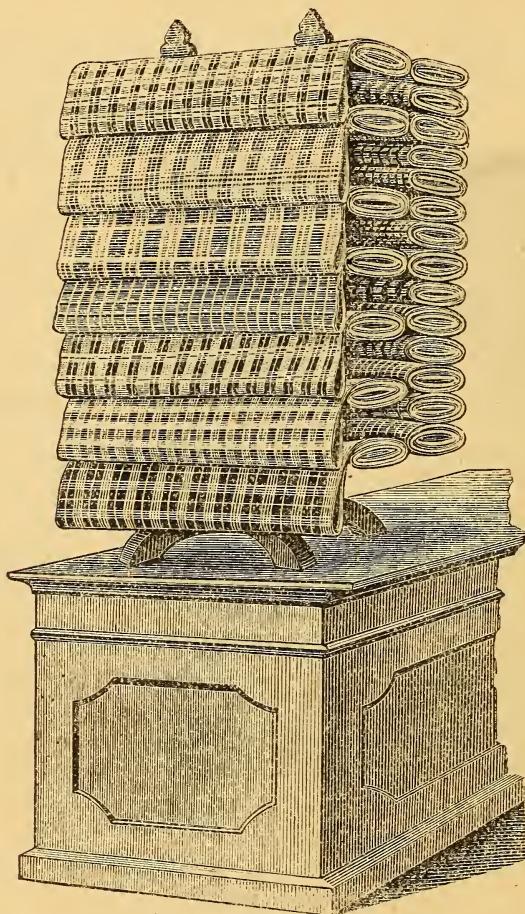
ADDRESS P. O. Box 2011,

N. Y. Salesrooms,  
702 Broadway.

NORWICH, CONN.

# REVOLVING COUNTER DISPLAYER.

*Very useful for floor display between counters.*



Height 3 feet 5 inches. Price \$3.50.

Above cut shows seven open pieces on one side and fourteen unopened pieces on the other.

---

No dealer in Dry Goods should be without these patent Dry Goods Displayers. The most useful device ever offered for exhibiting their goods. They are all made of thoroughly seasoned hard wood, natural finish, with two coats of varnish, and with bright metal hooks that will not rust. The goods can be arranged in many different ways to make a fine display of the various kinds and styles of goods, and when once used you will say they are indispensable. Any piece of goods can be removed without disturbing the others, and every piece can be seen without removing any.

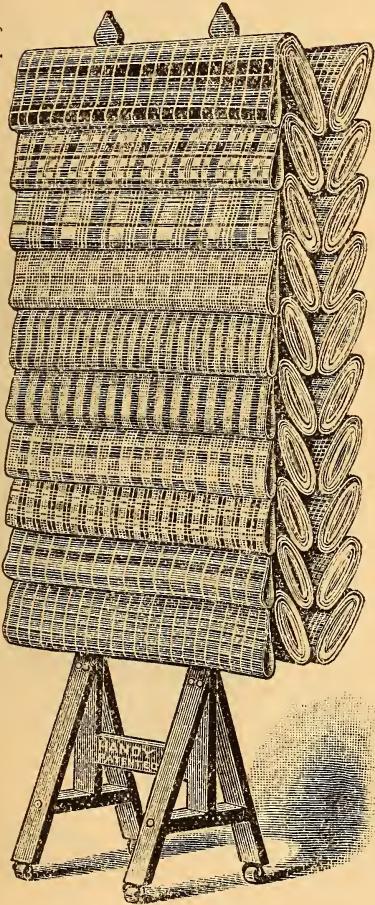
SENT BY EXPRESS ON RECEIPT OF PRICE.

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

# “HANDY” “GEM”

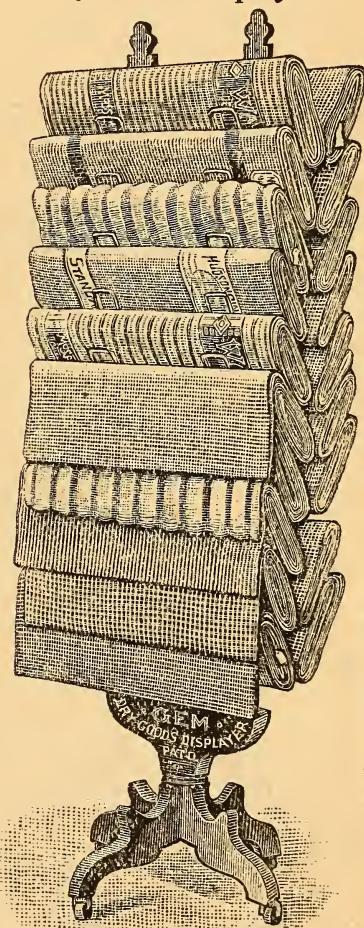
## DISPLAYER.

You will be surprised to see how much prettier goods look when tastily arranged on these displayers.



Height 6 feet 4 inches. Price \$5.00.

## Dry Goods Displayer.



Height 6 feet 2 inches. Price \$7.00.

SENT BY EXPRESS ON RECEIPT OF PRICE.

THE GEM AND HANDY are just the thing to set at the door and attract the attention of passers-by. Best thing you can get to show off the goods in your store. It will save you clerk hire in handling goods. It will save the appearance of the goods, because they are not handled so much. Either full or broken pieces show up equally well. All of the different pieces in full view of your customer, and a tasty clerk can make a very attractive and varied display.

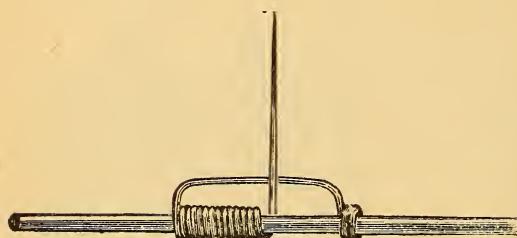
• They are just what you need. •

J. H. WILSON MARRIOTT,  
BALTIMORE, MD.

By contrasting the colors and patterns sharply a very attractive display may be made.

# The "Perfection" Hosiery Rack.

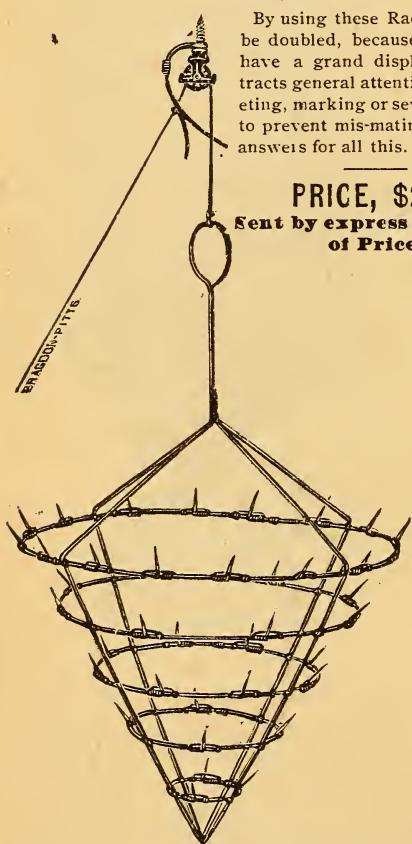
PATENTED MAY, 1888.



of which there are 40 on each Rack.

By using these Racks sales can be doubled, because you always have a grand display which attracts general attention. No ticketing, marking or sewing together to prevent mis-mating as the pin answers for all this.

**PRICE, \$2.50.**  
**Sent by express on receipt  
of Price.**



## HOW IT OPERATES.

The Rack has forty pins and springs, each pin holds one pair of hose. It is hung above the counter with cards announcing the price. By means of a cord running over a pulley screwed to the ceiling, it can be lowered to any desired height. Each pair hangs three inches higher than the underneath pair, whereby all the colors and sizes can be seen at a glance. With a slight jerk at the foot, the spring comes into action, the pin bends forward and the Hose are removed. The selection having been made it is again drawn up, by drawing the cord backward the knot catches in the fork in pulley (as shown in cut) and holds the Rack. The hose are still on exhibition, the counter is clear, the sale is made quickly, and the customer is better pleased. Give it a trial; it will revolutionize your Hosiery sales.

**Address all orders to**

**J. H. WILSON MARRIOTT,**  
**BALTIMORE, MD.**

CONNER'S

# Hose and Handkerchief Exhibitor AND REVOLVING STAND.

## Special Advantages.

Each Exhibitor will hold a dozen or more pairs of Hose.

Any pair may be withdrawn and replaced without disturbing any of the remaining hose or handkerchiefs.

Each Exhibitor is so arranged that a price card may be slipped into the groove. Can be changed at will.

Goods are constantly and attractively displayed.

Odds and ends can be put together and a price card put on all. What were old and unsalable will sell readily.

These Exhibitors will last a life-time—nothing can give out.

They can be used to exhibit other goods besides hosiery and handkerchiefs.

Their use will increase the sale of hose and handkerchiefs.

One of the most troublesome stocks to show and keep in order is hosiery. The use of the Patent Exhibitors enables you to show the entire stock at a glance without the annoyance of taking down boxes and unfolding, as is always necessary.

This stand is 64 inches high, and has two revolving wheels, each 24 inches in diameter, either of which can be raised or lowered at will, as may be desired. It will hold three dozen Exhibitors. It is strong and ornamental, and can be placed on the counter. With this Stand and three dozen Exhibitors, 36 dozen hose can be displayed.

THREE SIZES of the Exhibitors are made, for Ladies, Misses and Gents' hose.

**A** COMPLETE OUTFIT consists of three dozen Exhibitors—one dozen of each size—and a Revolving Stand. I will, however, sell the Stand separate, or sell single dozen Exhibitors.

PRICE OF COMPLETE OUTFIT \$10.

PRICE OF EXHIBITORS ALONE, \$2.50 PER DOZEN.

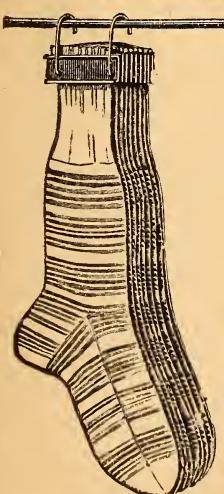
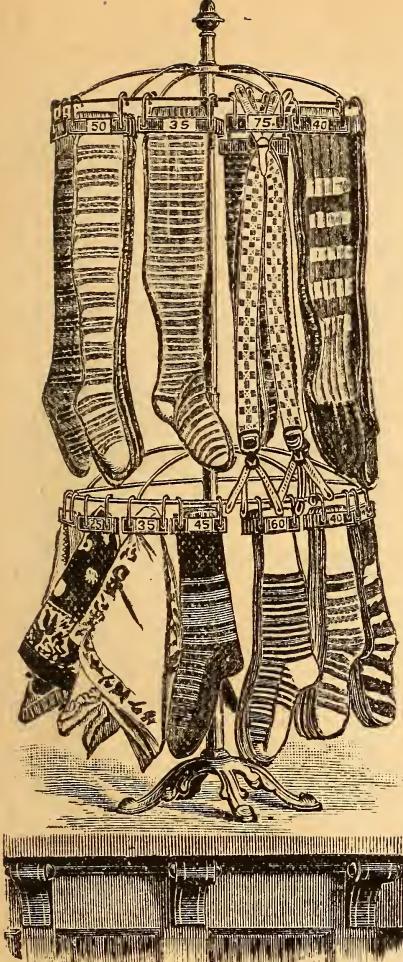
STANDS, \$2.50 EACH

Stand with three dozen Exhibitors, boxed, ready for shipment, weighs 50 lbs. A sample Exhibitor only will be sent by mail postpaid for 25 cents, to those who may wish to examine them.

**TERMS—Cash upon receipt of goods, or C. O. D. to unknown firms.**

**J. H. WILSON MARRIOTT,  
BALTIMORE.**

This cut shows how an Exhibitor appears when filled and hanging up



\* EMPIRE \*

# Patent "Self-Fastening" Pin Tickets.

A First-Class LOW PRICED Ticket. Neat, Strong and Reliable.  
All Ready to Fasten on Goods. No Pins nor Sewing.

FOR DRY GOODS, CLOTHING, HATS, CAPS, SAMPLES, AND ALL TEXTILE FABRICS.

PRICES AS HERE GIVEN ARE FOR "PLAIN TICKETS."

| Size C.                                    | Size C.                                       | Size C.  | Size D.   | Size E.  |
|--|---|--|---|--|
| Em. Pat. Metcalf Bros. & Co., Detroit.     | Em. Pat. 35                                   | Em. Pat. W<br>L  | Em. Pat. A. Hamburger & Sons, People's Store, Los Angeles, Cal. | Em. Pat. LORD & TAYLOR, Upholstery Dept.               |
| 50c per 1000                               | 50c per 1000                                  | 50c per 1000   | Width<br>Price<br>55 cts. per 1000                              | Width In.<br>Price \$<br>New York.<br>60 cts. per 1000 |
| Size L.                                    | Size K.                                       | Size H.  | Size F.   |  |
| Em. Pat. Penn Knitting Mills, Philad'a.    | Em. Pat. T. C. ERVIN & CO. Chattanooga, Tenn. | Em. Pat. I. STONE.   | Em. Pat. Darlington, Runk & Co. Philadelphia.                   |  |
| Style 36<br>Warranted full Size as marked. | Width In.<br>Price<br>\$1.10 per 1000         | No.<br>Suit \$.....<br>Pants.....<br>Coat.....<br>Vest.....<br>Overcoat.....<br>90 cts. per 1000 | Width Price<br>65 cts. per 1000                                 |  |

## PRICES FOR PRINTING,

Similar to Samples above.

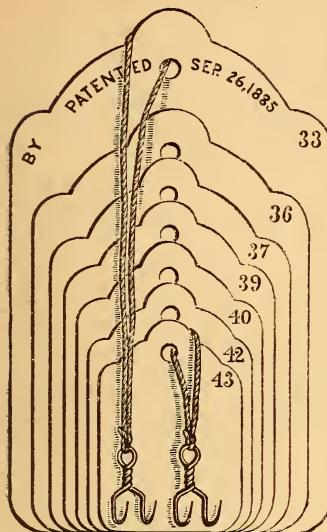
|             |    |                |
|-------------|----|----------------|
| 5,000.....  | 35 | cts. per 1,000 |
| 10,000..... | 25 | "              |
| 15,000..... | 20 | "              |
| 20,000..... | 15 | "              |
| 25,000..... | 10 | "              |

Special prices on larger quantities. No orders for Printing received for less than 5,000.

Where different sized Tickets are included in the same order for Printing, which will necessitate the changing of Type, Fifty Cents extra will be charged for each change. The utility and convenience of these Tickets, combined with the great saving of time and money, is highly appreciated by thousands of Merchants and Manufacturers who are now using them. Address all orders to

**J. H. WILSON MARRIOTT,**  
**BALTIMORE, MD.**

# CONNER'S SELF ENGAGING TAGS



This cut shows the different sizes.

are recognized by the trade as the very best device manufactured for marking Cassimeres, Cloths, Dress Goods, Flannels, Ginghams, Cheviots, or any other Folded or Rolled Goods.

The tediousness of tagging is entirely dispensed with, as the Tag can be attached instantly.

The cord is flexible, which permits the ticket to hang nicely, and the knot does not show.

A small brass hook, of the size shown in cut, is attached to the cord.

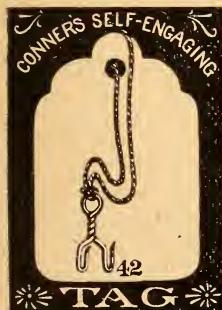
## CAN BE ATTACHED INSTANTLY.

To fasten the Tag, all that is necessary is to place the hook on the end of a flat, thin stick, and push the stick between the folds of the bolt of goods; withdraw the stick and the hook will remain where it is placed.—"Self Engaging."

These Tags are made of the best quality of White Tag Board and are sold at the following

## REDUCED PRICES PER 1,000.

|             |        |
|-------------|--------|
| No. 33..... | \$3.00 |
| " 36.....   | 2.80   |
| " 37.....   | 2.60   |
| " 39.....   | 2.40   |
| " 40.....   | 2.20   |
| " 42.....   | 2.00   |
| " 43.....   | 1.80   |



No order received for less than 1,000. Terms Cash with order.

The Tags can be sent by mail at the following rates per thousand :

|             |         |  |             |         |
|-------------|---------|--|-------------|---------|
| No. 33..... | 48 cts. |  | No. 39..... | 31 cts. |
| " 36.....   | .40 "   |  | " 40.....   | .28 "   |
| " 37.....   | .35 "   |  | " 42.....   | .24 "   |

No. 43..... 22 cts.

Samples mailed upon receipt of 10 Cents.

Address all Orders or Communications to

## SHOW WINDOW PUBLISHING CO.

Exchange Place and Commerce St.

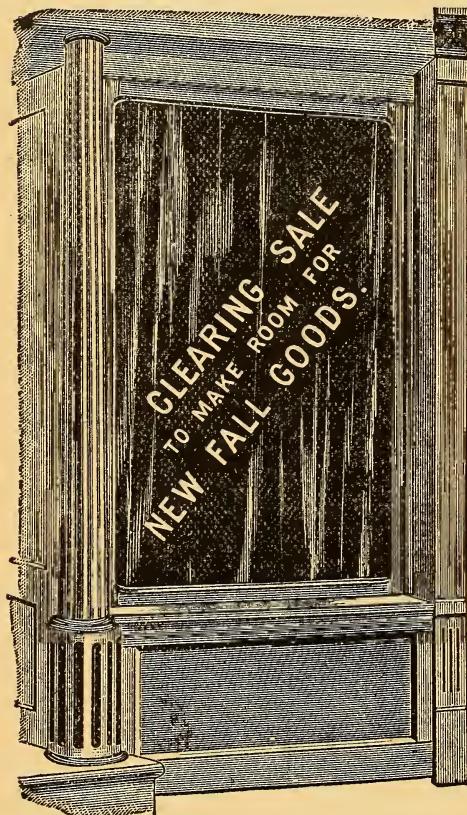
BALTIMORE, MD.

# Willson's Enamelled Letters and Figures

—ARE JUST THE THING—

To announce Special Openings, Closing-Out Sales, for Labelling Boxes, Drawers, Etc., and for Lettering Show Cards, Price Marks, Glass Signs, Show Windows, Show Cases, and to announce Special Sales on Store Fronts.

**Ready Gummed and Cut. Easy to Put on. Useful in a thousand ways to Decorate the Store and Advertise Goods.**



It will cost less than 13 cents to letter your window as above with these letters.

THESE LETTERS AND FIGURES ARE ALSO PUT UP AS FOLLOWS:

#### OFFICE BOXES.

|  |        |
|--|--------|
| No. 5 Box, containing 500 Letters and Figures, 1 inch high.....        | \$1 00 |
| No. 10 Box, containing 500 Letters and Figures, 1 1/4 inches high..... | 1 50   |
| No. 16 Box, containing 500 Letters and Figures, 2 1/4 inches high....  | 3 00   |
| No. 24 Box, containing 500 Letters and Figures, 4 inches high.....     | 4 50   |
| Boxes 5 and 10, or 10 and 16, make a good combination.                 |        |

Send for Illustrated Price List showing full line of goods, as also actual samples of Gummed Letters.

#### Trial Outfit for \$1.50.

Sent to any address, charges paid, on receipt of price.

#### THIS OUTFIT CONTAINS

- 270 Letters 1 inch high,  
270 Letters 1 1/4 inches high,  
170 Figures 1 1/4 inch high,

Either Black, White or Red Letters. In ordering, specify color.

One Illustrated Book of Instructions, showing how to use the Letters about the store in many ways.

Above outfit contains 710 Letters and Figures, all ready for use.

These Letters and Figures are all put up in separate envelopes and packed in neat boxes.

#### THEY COST BUT A TRIFLE,

But with them you can announce Special Sales or New Goods on your store fronts, make beautiful glass signs, attractive show cards and neat price marks.

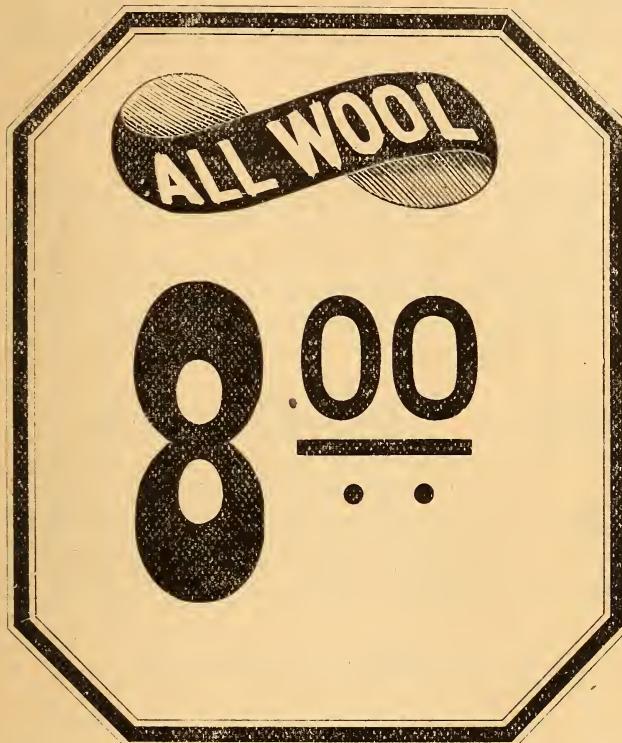
For larger outfits see "Office Box" and "Handy Box" assortments below.

#### HANDY BOXES.

|  |        |
|--|--------|
| No. 5 Box, containing 1,000 Letters 1 inch high.....             | \$1 75 |
| No. 5 Box, containing over 500 Figures 1 1/4 inch high.....      | 1 00   |
| No. 10 Box, containing 1,000 Letters 1 1/4 inches high.....      | 2 75   |
| No. 10 Box, containing over 500 Figures 1 1/4 inches high.....   | 1 50   |
| These Letters and Figures are also made 2 1/4 and 4 inches high. |        |

J. H. WILSON MARRIOTT.  
BALTIMORE.

# Willson's Letters, Figures, Fancy Cut Cards, &c.



Willson's Card Pins,  
FOR  
Holding Price Cards, &c.



PRICE:  
*Per 100.....30 cents*  
*Per 1000.....\$2.50*  
100 IN A BOX.  
Sent by mail on receipt of price.

You can make this Price Card complete with Gummed Figures, Fancy Cut Cards, and Gold headings at a cost of about 1 cent. Over 50 styles of Gold headings, and 25 different shaped cards in stock. Send for descriptive pamphlet, giving prices and styles of cards, also list and prices of Gold Headings.

## WINDOW DRESSERS

Will at once see the conveniences of Willson's Gummed Letters and Figures, as well as the Cards and Card Pins for dressing windows, and for dressing the store generally. You can make any price card that you need without sending out to the printer or painter, and can also make a tasty show card or glass sign to hang among the goods.



## PATENT CHAINS.

There are always some lines of goods that you are anxious to sell, either because they are new and profitable, or that you want to close them out. The best way to do this is to attract attention to them by hanging a few glass signs over these particular goods with these patent chains, and neatly lettered with 1 and  $1\frac{3}{4}$  white letters. A common piece of window glass and a few Patent Chains, with a box or two of letters, is all you need, and you can make an elegant and attractive sign or show card. Another important feature is that you can wash them off, and at a trifling expense of 5 or 10 cents, re-letter them daily or weekly as the occasion may require.

Chains of the following sizes are kept in stock: 10x16; 6x18;  $3\frac{1}{2}$ x14; 6x12; 3x24.

**PRICE 15 CENTS EACH.**

These chains have Patent Link Corners for holding the glass firmly.

**J. H. WILSON MARRIOTT, - - Baltimore, Md.**

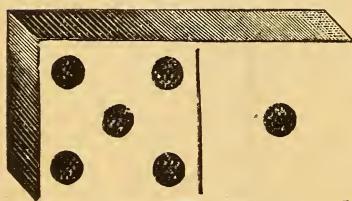
USEFUL AND LASTING

# Advertising \* Specialties.

In addition to Yard Sticks and Foot Rules, I also make a number of Advertising Specialties in wood, such as

## SGHOLAR'S COMPANIONS.

A small Basswood Box, with sliding cover containing Lead Pencil, Slate Pencil, Penholder and 6-inch rule, with your advertisement printed on cover of box. Every mother and father will bring their child to get one, and the merchant who uses them will become immensely popular.

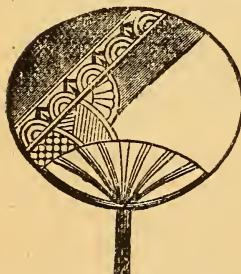


## DOMINOES.

White Basswood, black spots, with advertisement printed on the back of each Domino. Wooden box, with your advertisement printed on sliding cover. Every time the game is played you will be advertised. An excellent medium.

## Advertising Pin Cushion.

This is one of the best Advertising Novelties ever placed on the market. It is well made and will last for years. Every lady ought to have one for her dressing room; every merchant ought to have one to keep on his desk. Your advertisement being printed on it, it is constantly before one, and your name and business thus becomes indelibly stamped upon the mind.



## FANS

MAKE A SPLENDID ADVERTISING MEDIUM FOR SUMMER TIME.

Have a fine line of these goods, all strictly first-class, beautiful in designs and colors, complete with wooden handles.

Prices range from \$12.00 to \$16.00 per thousand, with your advertisement printed on them.

Send 25 cents for full line of samples and prices.

SAMPLES of Yard Sticks, Rulers, Scholar's Companions, Dominoes, etc., sent upon receipt of 50 cents, which amount will be credited on first order.

J. H. WILSON MARRIOTT,  
BALTIMORE.

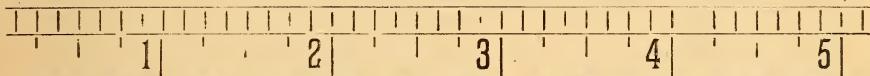
# USEFUL AND LASTING Advertising \* Specialties.

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## Yard Sticks and Rules

Are generally recognized as being SOMETHING USEFUL, and therefore are always appreciated. They are never thrown away, but are saved, and being continuously used, your advertisement is therefore continually brought to notice. They last for years and their usefulness never ceases.

### YARD STICKS.

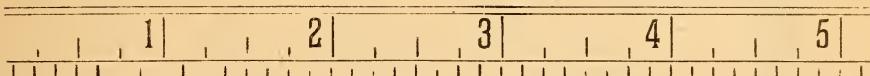


## Compliments of EDW

These Yard Sticks are made of best quality, well-seasoned wood, neatly finished and carefully graduated, and can be relied upon for accuracy. They are finely printed from steel dies, and your advertisement is printed full length of stick on one or both sides, in large, bold type.

### ADVERTISING RULES.

Presented by J. H. WILSON M



The above cut represents our most popular style of advertising Rule. I manufacture a large variety of Rules, from the plain Basswood Rule to the finished Brass Edge office Rule.

## SAMPLES

In order that intending purchasers may examine my full line of Yard Sticks, Rules, Dominoes, etc., etc., I have put up in a neat package an assortment of samples, which will be mailed upon receipt of **50** cents. The amount thus paid, however, will be credited on first order.

J. H. WILSON MARRIOTT, BALTIMORE.

THAIN'S

# Damascus Blade MAIL \* OPENER

IS ACKNOWLEDGED TO BE ONE OF

## The Best Advertising Mediums in the Market.

MADE OF STEEL, HIGHLY TEMPERED.

BEAUTIFUL IN FINISH AND VERY DURABLE.

A Few Reasons WHY It is a Good Medium.

1st. It will be used by a business man himself, and not by his clerks.

2d. It will be used as often as the merchant receives his mail. This means several times a day.

3d. It will last for years. Therefore, it means many times a day for many years.

4th. If you are in business to stay, and know where you want to get your trade, it is worth something to get your name in the hands and before the eyes of would-be customers, so that you can be sure that it will stay and be a constant "drummer" for you.

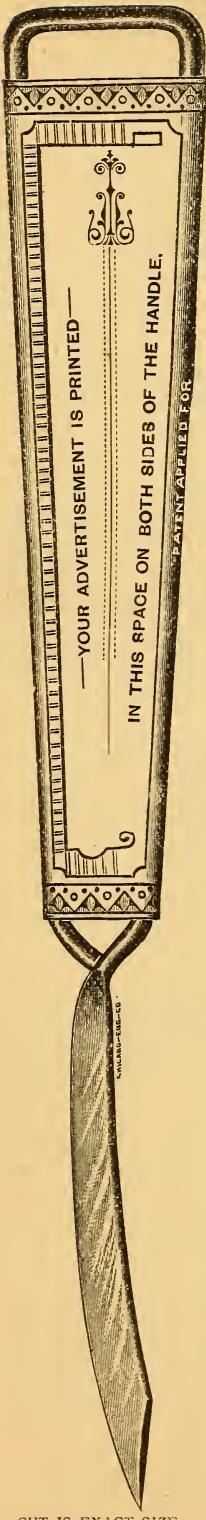
5th. Your advertisement is handsomely printed on both sides of the handle, and will always, therefore, be "right side up."

EACH ONE IS ENCLOSED IN A WOODEN BOX FOR MAILING.

SAMPLE MAILED ON RECEIPT OF 25 CENTS,  
and Quantity Prices quoted upon application.

J. H. Wilson Marriott,

BALTIMORE, MD.



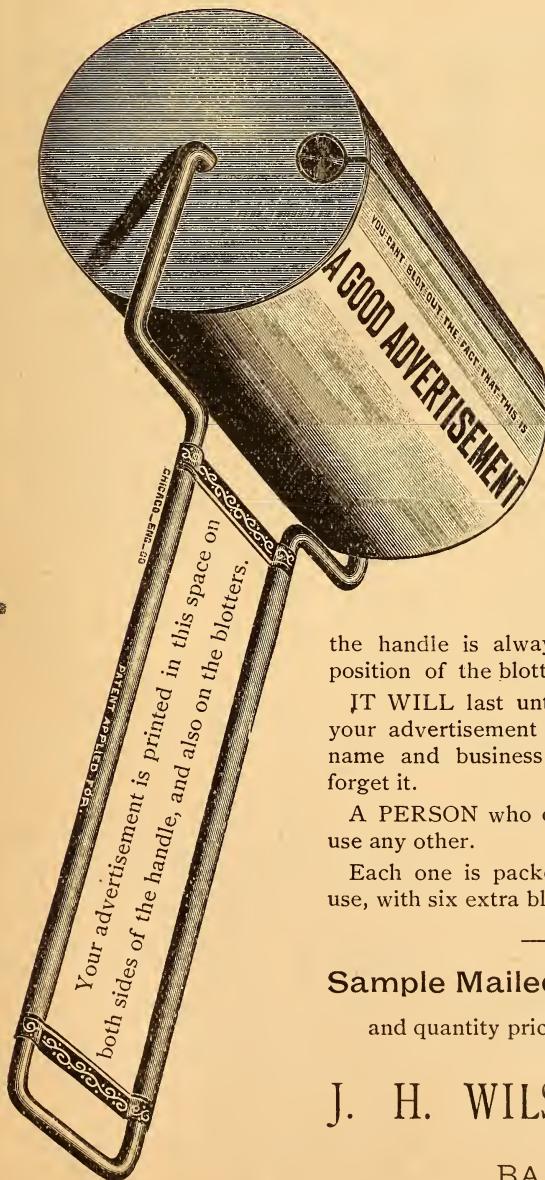
\*— THAIN'S —\*

# ROLLING BLOTTER

MAKES A CAPITAL ADVERTISEMENT.



## Points of Value.



IT WILL not get lost among the papers on your desk as a common blotter will.

IT REQUIRES but one movement of the hand to do the work. With ordinary blotters at least six movements are required.

YOU DO not soil your fingers while using it as with an ordinary one.

IT IS useful in sealing envelopes and putting on stamps.

IT OFFERS a capital space for showy advertisements, both on the handle and blotter.

YOUR ADVERTISEMENT being printed on both sides of the handle is always in sight, regardless of the position of the blotter.

IT WILL last until any person using one with your advertisement on the handle will learn your name and business so thoroughly he will never forget it.

A PERSON who once uses it will never want to use any other.

Each one is packed in a box with directions for use, with six extra blotters accompanying.

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Sample Mailed on Receipt of 30c.

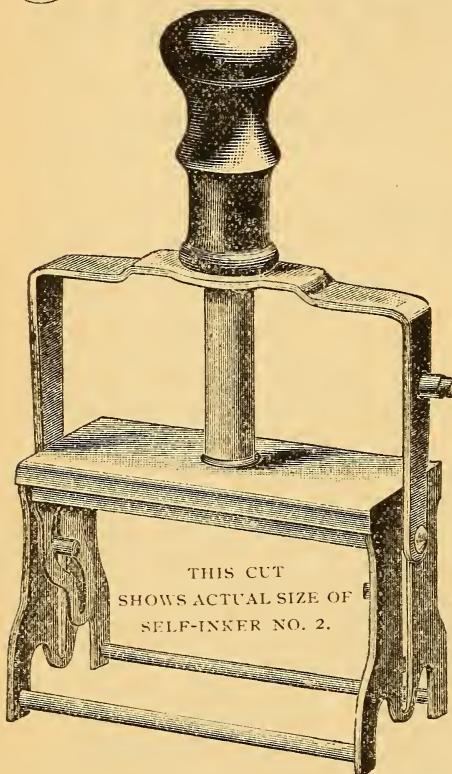
and quantity prices quoted upon application.

J. H. WILSON MARRIOTT,

BALTIMORE.

PATENT

# Self-Inking · Rubber · Stamps.



Specimen of No. 1.

RETURN AFTER 10 DAYS, TO  
**M. J. FOLEY & CO.**  
BOOKSELLERS,  
11 WEST FAYETTE STREET.

1 $\frac{1}{4}$  x  $\frac{1}{2}$  inch.

Specimen of No. 2.

WM. H. SMITH,  
—DEALER IN—  
**FANCY GOODS,**  
19 W. Montgomery Street,  
BALTIMORE, MD.

1 $\frac{3}{4}$  x  $\frac{3}{8}$  inch.

Specimen of No. 3.

• LAKE'S •  
**Boot & Shoe Palace,**  
18 N. Charles Street,  
BALTIMORE, MD.

2x $\frac{3}{4}$  inch.

**FLEET, McGINLEY & CO., Baltimore, Md.**

No Retail Merchant Should  
be without a Self-Inking  
Rubber Stamp.

THEY WILL BE FOUND USEFUL  
FOR VARIOUS PURPOSES.

YOU CAN PRINT YOUR CARD  
ON ENVELOPES, LETTER  
HEADS, WRAPPERS,  
TAGS, ETC.

They are made in four sizes, and are  
furnished with any lettering, as  
per specimens below, together  
with an extra tube of ink  
at following prices:

|                 |        |
|-----------------|--------|
| No. 1 . . . . . | \$ .60 |
| No. 2 . . . . . | 1.00   |
| No. 3 . . . . . | 1.25   |
| No. 4 . . . . . | 1.50   |

Postage Paid.

Specimen of No. 4.

**THOMAS & SON,**  
DEALERS IN  
**DRY GOODS,**  
22 E. LOMBARD ST.  
BALTIMORE.

2 $\frac{1}{8}$ x $\frac{1}{4}$ .





