



AUTUMN LEAVES

A decorative symbol of Fall

The display man will find a rich array of decorations that can be used to symbolize Fall. They include flowers, such as the chrysanthemum, practically all of the fruits, grains and leaves. Of these, display men generally have found that the Autumn leaf, with its many shapes and brilliant colorings, is the most attractive and most readily adaptable to display purposes. To demonstrate the diversity of this one type of decoration, a number of Autumn trims are featured herein.

Below is pictured a background particularly suitable for the showing of larger items, such as ladies' and men's apparel for

Fall openings. All style items, such as millinery, shoes and men's furnishings, will look well in this setting. The background may be in a mauve tone, while the curve topped panels may be in maize. These two neutral colors permit the use of brilliant colors in the leaves to form a contrast. The bands that form the conventionalized stems of the leaves should be in brown. The Cutawl Circle Cutter can be used to cut out the circular portions of these bands. These cutout bands and leaves are applied as shown. The cutout word FALL will look well in brown or gold.

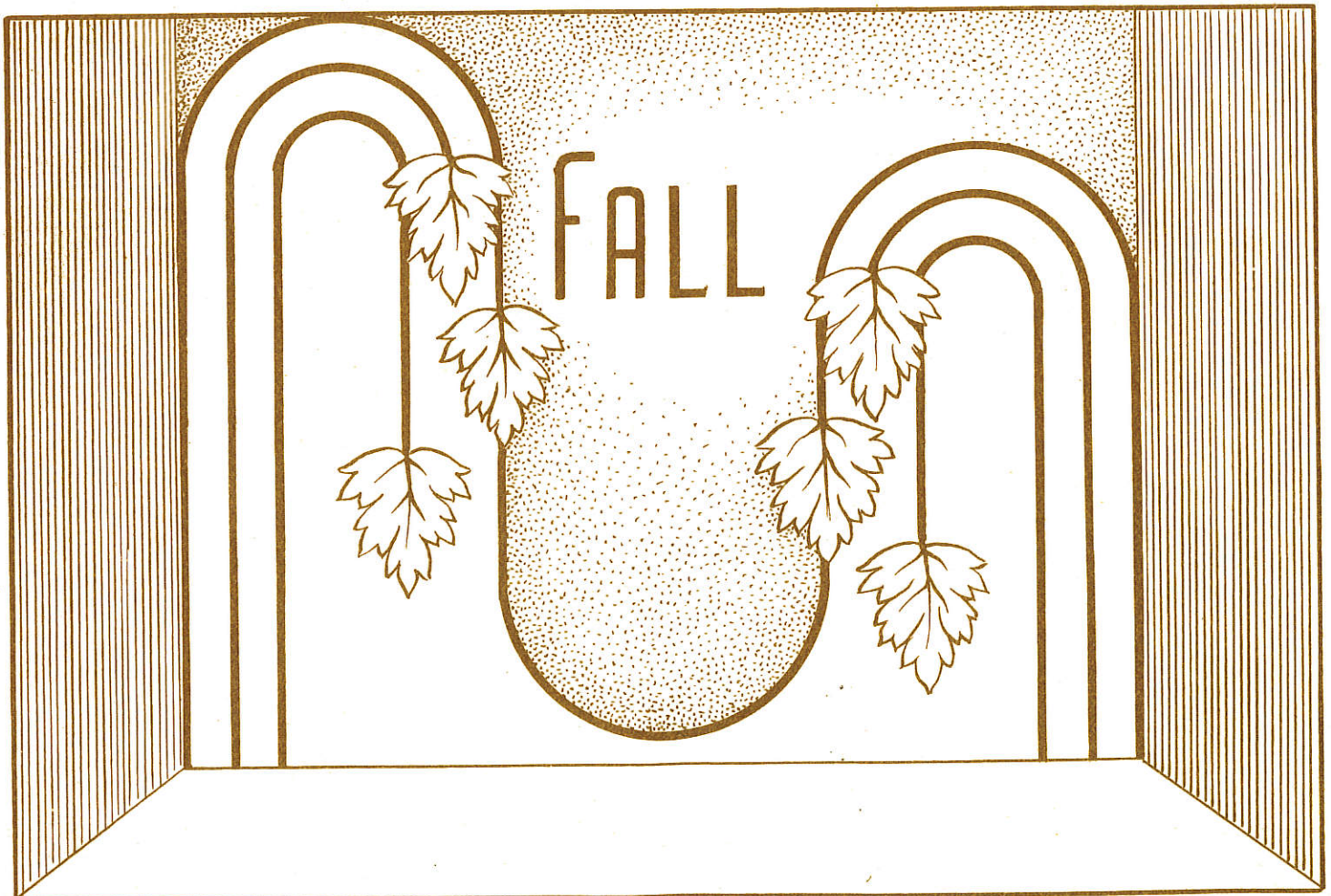


Fig. 1

Cutawl HELPS

LEAVES AND GRAPES

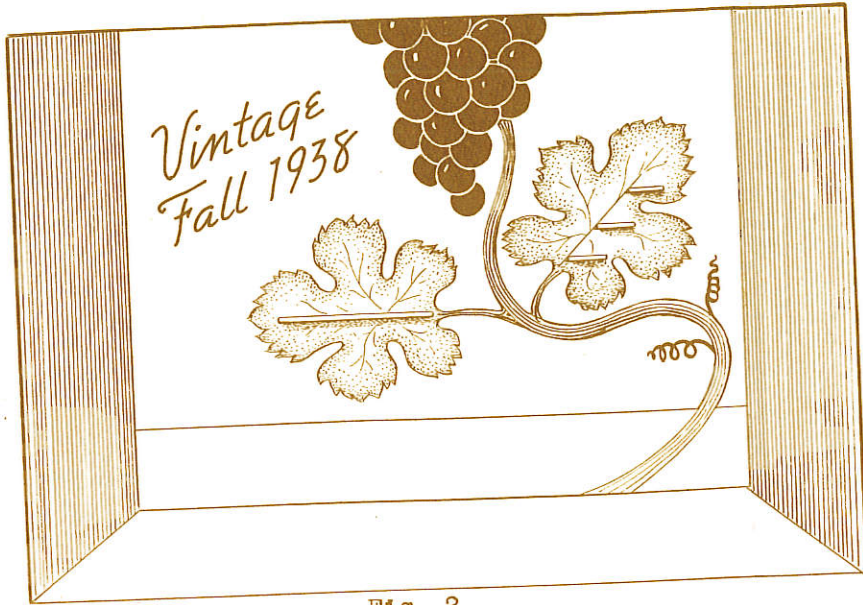


Fig. 2

Following up the theme of Autumn leaves, Figure 2 shows a very graceful jumbo cutout decoration of grapes and grape leaves. The grapes, painted in various shades of purple, are cut out with the Cutawl Circle Cutter and superimposed to give a bas-relief effect. The leaves serving as a backing on which to fasten shelves to display small accessory items should be painted green with darker green veining. The stem will look best if cut out of 1/2 inch Celotex and painted brown. The background may be in pastel green, white, soft blue or maize, while the cutout lettering may be deep brown or black.

OAK LEAVES AND ACORNS

A setting that can be placed in front of any background is shown in Figure 3. The leaves and acorns are cut out separately and then superimposed in an artistic grouping. This grouping is mounted on an oblong panel with rounded corners. The panel, in turn, is mounted on top of a step formation designed to help build up the display of shoes. Cutout acorns placed on top of tilting top shoe fixtures add a further autumnal decorative touch to the display. The leaves are painted brilliant shades of yellow and red, the acorns with a deep brown base and light brown tops, the panel and steps tan and the letters black.



Fig. 3

A MODERN LEAF TREATMENT

Figure 4 shows how the leaf treatment can be carried out along modern art lines in a two tone effect, with the upper part of the background in lemon yellow and cutout leaves in brown. The lower part of the background is in brown with the leaves in lemon yellow. Lemon yellow cutout letters are applied on the brown leaves and brown letters on the lemon yellow leaves.

The box border gives a third dimensional effect to the setting and forms a platform on which to show merchandise. This constructional border should be painted a ecru shade. The floor will look well covered with a brown material.



Fig. 4

HALLOWEEN DECORATION

The window pictured here makes use of a sky blue background with a silhouette cutout of a field of corn painted yellow. The cutout letters are applied to the upper part of the blue background and may be either white or black. The cutout pumpkin placed inside the letter O should be in yellow. The right side of the background consists of a series of shelves with cutout pumpkin heads serving as decorative shelf supports. The shelves and platform may be done in a maize color and the pumpkin heads in black. To add light and color to the setting, conceal electric lights back of the pumpkin heads to illuminate the eyes, nose and mouth.



Fig. 5

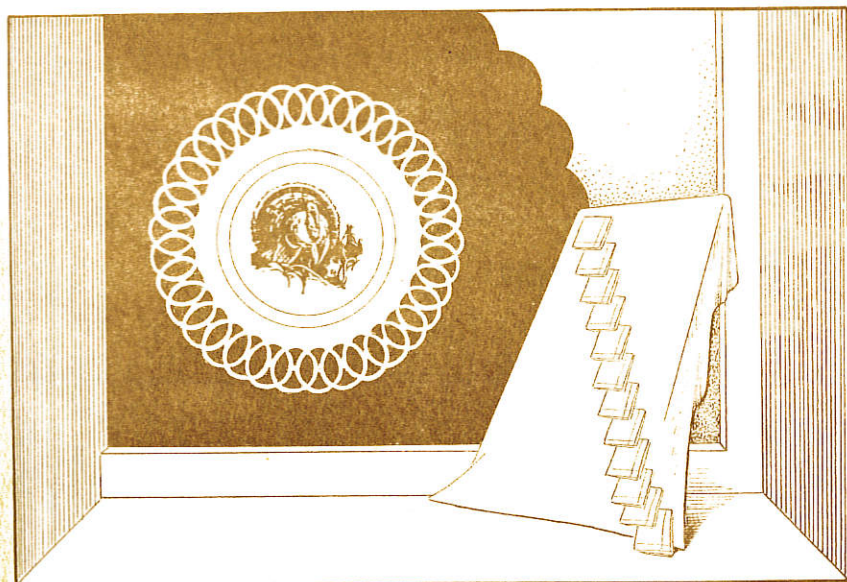


Fig. 6

THANKSGIVING DISPLAY

Thanksgiving time is one of the best opportunities of the year for selling linens, tableware, silver and glass. The window pictured in Figure 6 is designed especially for showing these lines. The principal decoration consists of a jumbo cutout plate with a cutout Dresden style of border. On the center of this plate a turkey or a spray of chrysanthemums may be painted in natural colors. The plate itself should be in white or old ivory mounted on a dark brown background panel with an edge cut in picrust effect. The Cutawl Circle Cutter will be a great help in cutting out the circles that make up the border of the plate.

FOOTBALL SETTING

Anything that will suggest football is a very popular decorative theme for Thanksgiving. The display shown in Figure 7 can be used at Thanksgiving time or can be used at any other time for a college window. The cutout football in natural color is used as a panel on which to mount the cutout letters. The letters O may be cut in the form of footballs and all letters should be painted brown. College colors are introduced through the use of a cutout ribbon border. A clever fixture that functions as part of the decoration is the miniature goal post. Use this for showing blankets, motor robes, etc.



Fig. 7

Cutawl HELPS

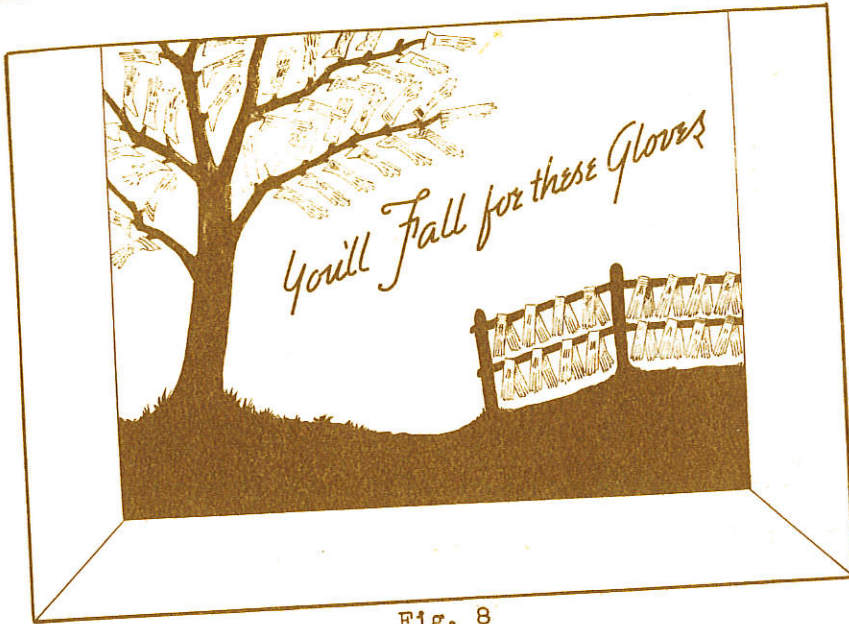


Fig. 8

GLOVE WINDOW

Figure 8 is a very unique dramatization of Fall gained by using actual gloves as the leaves of a tree. The tree, cut out so that the smaller branches can be inserted in the gloves, becomes a display fixture that can be given a third dimensional effect if it is placed several inches away from the background. A cutout rustic fence also serves as a fixture with gloves draped on the rails. The entire cutout setting, tree, fence and foreground, is done in brown. The background should be a very soft blue to represent the sky. The cutout lettering should be black.

NECKTIE DISPLAY

In line with the present day tendency to use large cutouts in the window, Figure 9 shows the use of a cutout figure in life size that dramatizes the tying of a tie. Two slots are cut at the front edges of the collar and an actual tie is pulled through the slots and tied in place. The arms should be separate cutouts to permit the fingers to overlap the tie. Paint the man's figure with natural hands and face, white shirt and black trousers. The lettering should be in black and the background in white because black and white serves as a good contrast for colorful ties.



Fig. 9

FUR WINDOW

It is very important at this time of the year to feature a display of Furs. The display illustrated in Figure 10 can be used any time during the Fall and early Winter. The large cutout letters serve as a foundation on which to place cutouts of fur bearing animals painted in natural colors or as black silhouettes. Two color treatments can be used. One, to give a cold atmosphere, would have a rich blue background, silver letters and the animals in black natural colors. The other, in contrast, would have warm colors in the window, such as a maroon background, gold letters and the animals in natural colors.



Fig. 10

Cutawl HELPS

CHRISTMAS DISPLAYS

For Christmas two types of decorations are needed, one for gifts for grown-ups and one for toys for children. In Figure 11 we show a trim for gifts for grown-ups. It is done in very smart modern style using a constructional set of shelves shaped like a Christmas tree with a cutout back of the conventionalized Christmas tree. In the upper corners are conventionalized sprays of Christmas greens to harmonize with the tree. Instead of using the customary colors of red and green, a most sophisticated effect may be gained by painting the tree and sprays in blue, the background in white and the shelves in silver.



Fig. 11



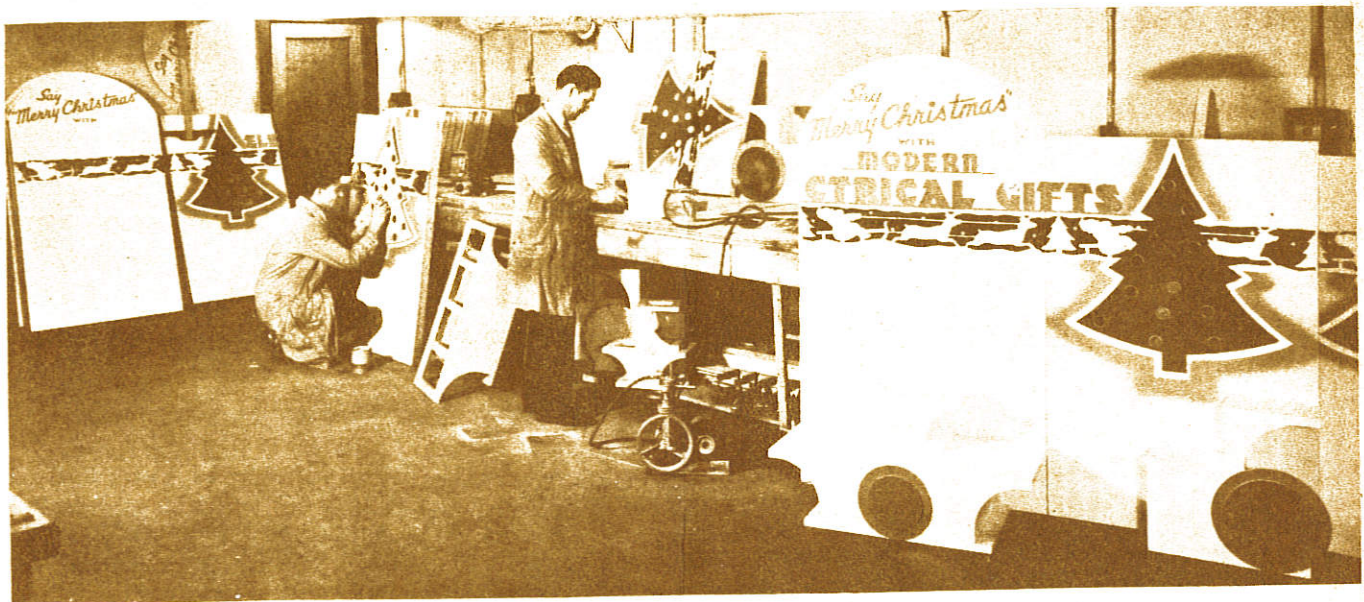
Fig. 12

Figure 12 is a setting for Toys. It represents a candy castle with a chocolate drop dome in brown, stick candy columns in red and white, rock candy hills in white covered with glitter. The border of lollypops is cut out and painted in various colors and covered with cellophane. The doors are cutout grills painted a flat green to represent Christmas trees and Holly wreaths. The open work may be a red transparency so that concealed light can show through. The body of the castle should be yellow and the background behind the castle should be blue. In order to get the rock candy effect the crystals are outlined in pastel blue and the glitter applied only to the upper face of each crystal.

The use of the cutout pandas part of the decoration in Figure 13 brings this Christmas Toy window display up to date because the great amount of publicity given to this animal has made it very popular. Paint the pandas in black and white, as shown in the illustration. The center cutout panel in the shape of a Christmas tree should be used to serve as a foundation for the cutout word "TOYS" painted in white. The semi-circular decoration of holly leaves consists of individually cut out green leaves and red berries mounted in overlapping fashion. The background should be a soft pastel green so that the black and white pandas will show up in contrast.



Fig. 13



"Bob" Miller and his assistant, busy in the display work-shop weeks before most of us have even started to think very much about Christmas.

window-display, does not realize the amount of thought, planning and preparation that precedes it.

In his usually modest manner, "Bob" says this about window-display — "The purpose of a window-display is to enhance the appearance of the merchandise. The background cannot dominate the display because it then draws attention away from the very thing you are advertising. One must build into the display the character of the institution merchandising the wares displayed. Just as a man's face reveals his character, so

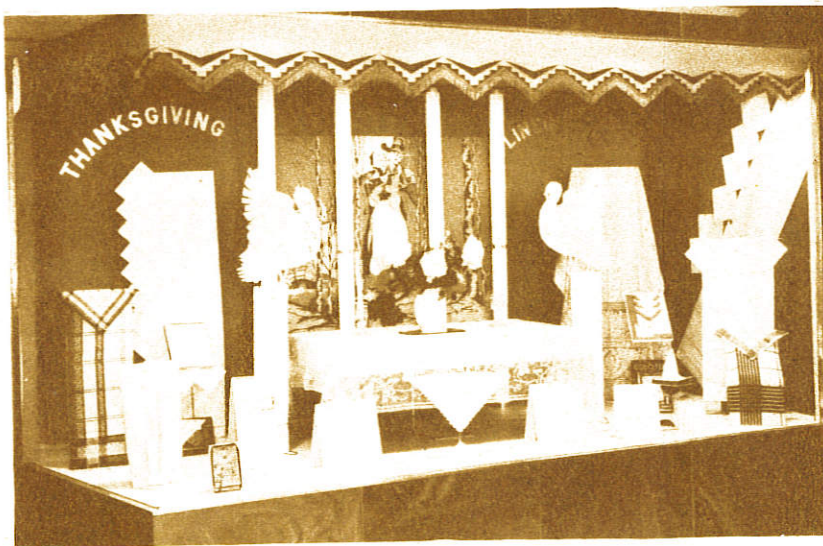
does a window-display reveal the character of the store. Our window-displays must be strictly in keeping with the company's merchandising standards, with the fine reputation accorded it by the public and with the Company's ideals of service and quality electrical merchandise".

"So you see", said "Bob", "there's no place in our window-displays for gaudiness, hot-shot stuff and outlandish, silly effects. Such things just don't harmonize with our way of doing business".

Yes indeed, our little interview

with busy Bob and his assistant down in Bob's work-shop, reaffirmed in our minds the importance of window-display and its rightful place in modern day business.

A display-man must have various qualifications. He's a good mechanic with an ingenious knack for making 'something out of nothing'. He is an artist, understanding and using color values and color harmony. He "paints" a picture in his window-display — he is no longer a window trimmer.



Thanksgiving Display

by Oscar Hagen for
Rice-Stix, St. Louis, Mo.

Thanksgiving linen display showing both staple and fancy linens. Cutawl made cutouts are used as the decorations.

CUTAWL CIRCLE CUTTER

The Circle Cutter is an attachment for the front of the Cutawl to guide the chisel in cutting a true circle. Circles from $\frac{3}{4}$ " to 48" in diameter may be cut. When ordering, specify the model number of your Cutawl.

International Register Company

15 South Throop Street, Chicago, Illinois