

## WHAT A STORE SHOULD BE.

HINTS FROM A FINE MEN'S FURNISHINGS ESTABLISHMENT.

ONE of the best appointed men's furnishings stores on this side of the Atlantic is the new branch opened by R. J. Tooke, of Montreal, last April. Everything is arranged in the neatest and newest style. Perhaps the most striking feature is the absence of counters groaning under their load of goods, as is too often seen. A description of the arrangements may not be uninteresting.

## THE EXTERIOR.

The building, which is 27 feet by 102 feet, is on the corner of Peel and St. Catherine streets. There is an entrance on each street, the one on St. Catherine street being the front entrance. Both the front and the side are composed entirely of glass panels, sixteen in number, giving ample opportunity for window display. These are supported by small steel uprights. No pillars are to be seen. They are encased in plate glass mirrors, so that their presence is not noted. At the back of the window are mirrors extending its whole length. All the fixtures for display are nickel plated and of the latest design.

The name plates are of black mahogany, which takes a beautiful polish. The name is in gold letters and shows up very distinctly against the black background. The plates are covered with plate glass for protection. They were manufactured especially for this building in Birmingham, England.

## THE LIGHTING OF THE WINDOW.

Perhaps the most noteworthy feature in the window is the arrangement of the lights. Looking from the outside, no lights can be seen, although the whole window is brilliantly illumined. The two hundred lights in the window are the ordinary 16 candle-power incandescents, with straight globes instead of the ordinary pear-shaped ones. They are placed at the top of the window. Behind them is a semi-circular silver reflector, which throws the light down on the goods in the window. Part of the light is again reflected from the mirrors at the back of the window. The lights are on several different circuits, so that the various sections of the window may be lighted or not, as desired, also each section may be more or less brightly lighted by turning on or off the various switches.

The great utility of this system is that the spectator outside does not have a glare of light in his eyes, and can see the goods as well as in daylight.

## THE WINDOWS WILL NOT FREEZE.

Another feature of the windows will be more noticed when hard frost sets in. The window is practically a long room. That is, it is closed off from the rest of the store by partitions of glass above and of wood below. In the partition are a number of doors which shut very closely. The idea is to prevent the warm air of the store from coming in contact with the cold windows and the formation of moisture, which would cause the windows to freeze up. It also prevents the goods in the window from becoming dusty.

For convenience in dressing the windows a narrow passage is left between the partition mentioned above and the mirrors which form the background. This passage extends from one end of the window to the other, giving easy access to all parts. In this passage there are several ventilators connected with the cellar to insure a supply of fresh air and prevent the goods displayed from becoming musty.

## THE INTERIOR.

Entering the store, one is struck immediately with the way in which the inside is finished. The floor is of greyish Mosaic, with a dark border just outside the show cases. The ceiling is white. The walls are tinted with a delicate shade of yellow. All the

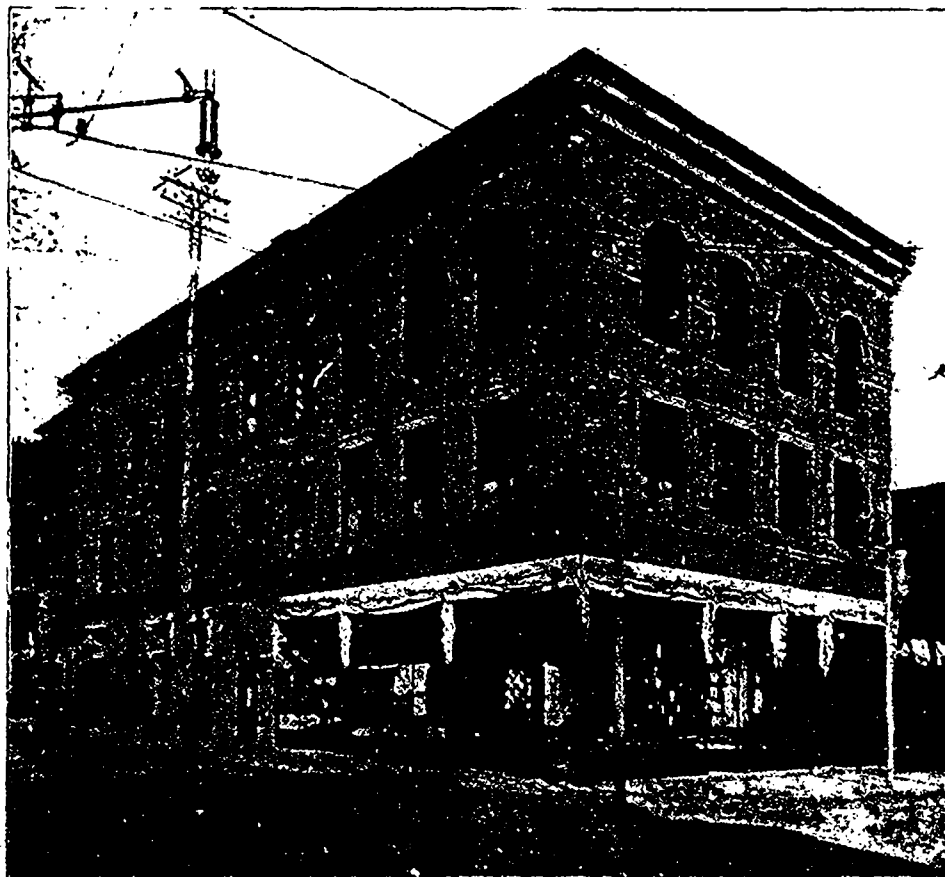
panelling and other woodwork is of red mahogany with gilt facings. The cases in which the goods are displayed are also of mahogany. Behind the cases are shelves of the same wood. In the front of the store there are two large mirrors, one at each side of the entrance.

The heating is by steam. All the coils are concealed, and the heat enters the store through gratings below the shelves.

The store is lighted by two rows of electric lamps, hung on long brass rods. The globes are of ground glass, modelled on a design made especially for these lights. In the centre is a large chandelier of sixteen lamps, which throws a very brilliant light.

## THE DEPARTMENTS.

The show cases, in red mahogany and glass, are in two rows, one on each side of the store. The one row is broken by the Peel street entrance: the other, by the office, which is exactly opposite this door. From the front door up to the office there is a row of



R. J. Tooke, Montreal—Exterior View.