

of goods displayed. Contrast should also be borne in mind to make each separate display as distinct as possible from the last. Thus your windows and your goods will ever appear bright, fresh, clear, and striking.

Trade papers are sometimes of use to the young window-dresser because it is an increasing fashion to publish in them photographs of good displays. These, when they are sufficiently clear and suggestive, should be cut out and preserved for reference.

Use a Note-Book.

A note-book is also helpful. In it the novice can jot down his impressions of good windows he has noticed and notes as to how the goods were shown. Otherwise, if he trust to memory, many of such impressions, vivid enough at first, will gradually fade quite away. In a book he can by writing them down avoid this loss. He can also record wherein poor displays he has seen, fail and how good ones might have been still better. He might also write down ideas, which may occur to him at odd moments for future displays of his own. Moreover, he should keep account of the effect on sales of every window dressed. By so doing an at least approximate knowledge will have been gained as to what it pays best to show and the best paying way of showing it.

Suggestions on Displaying Stationery.

Note paper is an easy article for the window-dresser to work with. It is comparatively bulky and consequently showy, and it is usually done up and boxed attractively. Consequently a small quantity will go a long way in the window.

The two illustrations, in which, are shown displays of Autoerat stationery, will give a better idea than any words can do, of what is meant. Note how a pack of envelopes can be effectively arranged by pulling out two or three of them and placing them in a fan-shape.

Manufacturers, such, for instance, as the makers of Autoerat stationery, White & Wyckoff, are usually willing to supply hangers, posters, show cards, etc., which help to fill out the window. It might be mentioned in this



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connection, that this firm are at present offering cash prizes of \$50, \$25, \$15, and \$10, and \$10.00 assortments of Autoerat stationery for the best window display of their goods. They also offer \$5.00 cash prizes and other prizes to clerks for the same purpose. A pamphlet, giving full particulars, will be sent on request.

Prizes for Christmas Windows.

Last month we made editorial announcement of a prize competition for photographs of the best window displays, made between November 1, and December 31. Two money prizes were offered and a promise was made to purchase all photographs submitted, which were found



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to be of sufficient merit, to be reproduced in the paper. We repeat the rules.

(1). The window display must be in a Canadian store, where Bookseller and Stationer is regularly received.

(2). The display must be the work of the principal or one of the employees in the store.

(3). Photographs must be taken at the expense of the contestants and must be sent in to the Editor of Bookseller and Stationer, 10 Front Street East, Toronto, not later than January 15, 1907.

(4). Displays must be distinctly Christmas in flavor.

(5). Photographs must be of a single window; where a dealer has two holiday windows, two photographs should be submitted.

(6). Photographs must be accompanied by a written description of the contents and arrangement of the display, with the name of the window-dresser.

For the best photograph submitted in compliance with these rules, we will give a prize of \$10.00 and for the second best a prize of \$5.00. For any other photographs submitted, which we deem of sufficient value to reproduce, we will pay the sum of \$2.00 each. As we are anxious to secure a supply of photographs of good Christmas windows, dealers should not hesitate to enter the competition, on the ground that they imagine they stand no chance of winning a prize.

The decision will be in the hands of three competent judges, whose names will be published later, and the result of the competition will be announced in our February number. We will reserve the right to hold back the publication of the prize-winning windows until next fall, should we deem it advisable.

The Canadian Ink Manufacturing Company, 37 Wellington Street, Montreal, report a gratifying increase in their business. They have, recently, added the Dominion and Quebec Provincial Governments to their list of customers.