

WINDOW DRESSING—Continued.

each bolt of ribbon drop to the centre of the window floor. Of these form an immense rosette, harmoniously blended. From the roof of the window form loops extending from one corner to another and dropping almost to the projecting rods. At the centre, where they meet, form another rosette of vari-colored ribbons. If the colors are well selected this display will be most effective.

The merchants of Leipsic do most of their advertising through their window displays, and they take a great deal of pride in their show windows. In many of the first-class shops the windows extend down to the floor of the basement, thus giving a larger space for display and presenting attractive and artistic effects.

Two lines of goods that are so in harmony with each other that they can be appropriately and effectively displayed together in a window are wash goods and parasols. This combination is frequently seen in the displays of the largest stores, and, at the present time, especially when hot weather fabrics and sun shades are among the most salable articles in stock. The fixtures that hold the parasols may be home-made, for they are covered with wash goods. White puffed cheesecloth may cover the floor. The fact should not be overlooked that a well worded and neatly printed window card is an important item in a display of this kind.

SMALLWARE DISPLAY.

During the busy season, when so many departments are clamoring for window space, it is but natural that the preference be given dress goods silks, etc., but at this season of the year, when you may be at a loss for material for a window trim, let the smallwares have a showing.

Suppose you have a fair-sized window, with front and side view. Arrange your fixtures so that you have a number of small tills rising like steps from front and side. Fill each till with one article at a price—dress shields at 10c., hairpins at 5c., feather braid at 8c.—and put neat price cards on each.

In the centre of window, place medium-sized card, which may read:

A BIG SAVING

ON LITTLE ITEMS.

Have a salescounter in the store to represent each article shown in the window, with price tickets. Above the counter a sign reading: "Spend Your Pennies."

HINTS.

The display of millinery and dress goods in the same window is not always an easy task, says The Economist. The following idea is novel, and can be conveniently arranged:

Drape the back and sides of the window with cheesecloth, the color of which should be the leading shade of the season. Fasten the top of the background and ends with the same.

The drapery should extend from floor to a height level with the top of the front glass. Fine wires, about 10 inches apart, must be drawn tightly across the window and securely fastened at each end. On these wires hang red roses, and then select a variety of birds and suspend them from the wires by means of a fine thread of the same shade as the background. Arrange them promiscuously in one end of the window, first having attached to each bird a baby ribbon of some harmonizing shade.

Improvise a chariot, to be covered with roses or other suitable flowers, drape a wax figure in some pretty Grecian style, and place it in a chariot. Bring all the baby ribbons together and place them in the outstretched hands of the wax figure.

About six or eight pretty hats, on stands, and three or four dress patterns should be displayed on the floor in an artistic manner.

If carried out nicely such a window should attract attention. Much will depend, however, on the color used in the background.

CHICAGO WINDOW CARDS.

"The best material, put together by people who know how."

"The attractiveness of these suits lies in the

indefinable and indispensable thing called style."

"Not a matter of conjecture, but of fact. Trial proves the worth."

"Style makes trade—quality holds it."

"Just what you want—durable beauty."

"A man put on one of our dollar shirts and had a fit."

"Try our summer shoes, so easy and cool."

"Goods that never vary. Filled with selling points."

"Crumbs of comfort for the economical. Net prices on net qualities."

"'Bargains' are uncertainties. These are as sure as Government bonds."

"Here's a savings bank for you—\$1 underwear for 70c."

"Standard styles and patterns—just what you want."

"Low prices are loud talkers. Any suit in this window for \$8.88."



Interior of Messrs. W. L. Kane & Co.'s Store, Halifax—Showing back of store, art needlework department to the left, corsets, etc., on the right, mantle room at the end.