

on a rainy day it was noticeable what a great rush there was at the umbrella counter in a certain establishment, and if the cloudy, rainy period bids fair to be prolonged indefinitely, as it often does, a window display of medium priced ones is a diplomatic and profitable movement on the part of the store.

Many a new establishment just starting has gained a reputation for style by attractive window dressing. It is a good way to let people know the general characteristics of the goods in the interior, for we all know how slow and unwilling the majority of people are to patronize a new store, till long and thorough investigation is made of the contents; a general suspicious cautiousness seems to influence their demeanor with regard to it, as well as a praiseworthy dislike to deserting old friends, and so if no one enters the store for a time, they can form estimates of it from what is seen in the windows.

The tendency on the part of so many window dressers to overcrowd and jam the goods together in a heterogeneous mass, without regard to harmony in colors, effect or style of goods shown, such a method has about the same effect on one as a plate heaped full of food has on a dyspeptic.

If fewer articles or less goods are displayed the added space left unoccupied allows a better opportunity for goods to show all the good points they possess, as some garments appear to a better advantage in this way, and the price mark, which should be also displayed, will be another factor in helping to sell the goods.

SIGNS IN THE WINDOW.

A well-dressed window in Toronto has dress goods altogether, well draped and arranged, with this legend in good black letters that you can see from across the street. "These styles are right or we would not have them." A Chicago contemporary records the following in stores there.

"Our minimum mid-summer suit stock would be a whacking big stock for most clothiers. Bargains are plenty now."

"Money-saving hat prices on up-to-date styles."

"Outing caps galore."

"Still in the lead for novelties in negligee shirts."

"True economy and solid satisfaction in our qualities."

"A comfort it is to have a neatly fitting pair of shoes. Our shoes are guaranteed to fit and wear well."

"Sensible and seasonable suggestions on pants at paltry prices."

"We'll shoe thousands at \$1.50. It seems that such low prices are only possible here."

"Clearing of shirt waists. No more at this price. Delay not."

"Read the tumbled prices."

"Got time to carry a trunk? If not, we'll deliver it."

"Embroidered curtains don't cost much more than the plain kind if you buy them at the right place."

"You ought to know that ---'s shoes are the best."

"Every parasol in stock priced for quick going."

"Wonderful waist sale at pre-inventory prices."

"Travelers' necessities, dependable qualities, lowest prices."

WATCH FOR RESULTS.

While special clearing sales are in progress is an excellent opportunity to test the efficacy of window dressing, as well as to experiment a little in order to learn what kind of window displays the people like best or are most impressed with. It will show both in the sales and in the number that stop in front of the store to examine whatever may be on exhibition. The class of people that are attracted, and whether they enter the store or not, are interesting points to observe.

The operator may be doing what he considers is very good

KNOX, MORGAN & CO.

HAMILTON

Wholesale

Dry Goods

OUR representatives are now covering Western Ontario, Manitoba, and North West Territories with a collection of carefully selected samples which for value and style will interest all merchants.

The stock is now well forward and we respectfully solicit an inspection of the values now offering by our representatives, and a share of your FALL ORDERS.

Customers know that we fill orders in rotation, and that goods are shipped promptly and equal to samples.

During the warm summer days we shall be pleased to have want lists by mail.

Letter Orders *Filled with Particular Attention.*