

with a display of clothing, trousers, and gentlemen's hosiery. I don't think any other lines but those mentioned would be in keeping with shoes.

For instance, it would look quite out of place to mix shoes in a display of underwear, neckwear or hats; or in the ladies' line to mix ladies' shoes in a display of corsets or millinery.

Gloves are quite in keeping with shoes, and the two lines combined form a neat display. In a display of evening silks, a few opera shoes or a few fancy slippers placed here and there between the forms would be quite appropriate and attractive.

An effective display of footwear and hosiery is obtained by using the ordinary bar window fixtures about three sides of the window, on which are placed fine quality silk or listé thread hosiery. One side is used exclusively for tan, the centre for black or black and white, and the other side for striped or fancy hose. These are hung artistically over the bars and the bottom after being covered in cardinal or pale blue felt, etc., is nicely dressed with shoes.

Never leave off scheming to make the show window attractive and striking, having in view the one object viz., to make it a selling window, and to make the impression on the observer that the goods you are selling are the best and cheapest to be obtained anywhere for the price.

There is nothing like occasionally showing a line at one price. Take a lady's \$2 shoe for instance. Have a pair of every style carried at this price shown on stands or forms with a small \$2 ticket attached. (See illustration.) The balance of the window should be well filled with \$2 shoes nicely arranged and fitted up as a "sale window." A large card,

nicely worded, calling attention to these lines of \$2 shoes should be hung in the centre of the display. The passerby is impressed by your assortment of \$2 shoes and recognizes that you are making a specialty of them for the time being. Such displays help to break the monotony of shoe displays, which, at their best, are unattractive when compared with other lines of goods.

THE INTERIOR OF THE SHOE STORE.

With the window display attractive enough to induce a customer to enter, don't spoil the good impression made by having the department look uninviting. A shoe department, if not luxurious, should at least have a neat and comfortable, yet businesslike, air about it. Easy settees or chairs, arranged in the most convenient positions, and a few foot rests add to the attractiveness. A carpeted or hardwood floor with rugs not only helps the appearance of the department but saves the boots from soiling while being tried on. This saves time and insures better attention to the customer. Cases for shoe displays can be used in many parts of the store. They induce many to purchase by introducing styles which would not otherwise come to their notice. A small table or case for shoe dressings, wool soles, overgaiters, etc., should find a place in every shoe department.

In the next edition of *THE REVIEW* the remarks under the heading of "Window and Store Decorating" will be on boys' and men's furnishings and ladies' and children's wear. The following editions will bear on linens, notions, chinaware, housefurnishings, rugs and carpets, furniture and stationery. We invite criticism on any of these articles on window arrangement so that we may correct and better any mistakes in opinion.

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