

pression on the dog's face is capital. Several city stores have one, and the picture is very typical of the mood of the average Britisher just now.

AUGUST WINDOWS.

It is a difficult task to trim windows in August, says the window dresser of The N.Y. Economist. Stocks are at a low ebb and the goods that are left are not of a sort that invite good display work from the window dresser's point of view. Still the trims have to be made, and they must be good trims if they are to accomplish satisfactory results.

It is assumed that every dry goods store has put its price down to the lowest notch for August selling. Reductions have been made that in many cases wiped out every vestige of profit and perhaps a good percentage of the cost.

surely get most of the women who pass the store to stop and read it.

There are other departments that need the same kind of pushing—for instance, the hosiery stock. There may be a surplus of summer goods, but it is surprising to note the number of people who wear light-weight hosiery all the year.

These are the people to cater to with a special display of summer hosiery now. The prices must be made as attractive as the display or the results won't materialize, and the window dresser must get the department manager to note this fact if he doesn't readily grasp it of his own accord.

While certain departments may show a dearth of goods and be reduced low enough to satisfy the merchant or buyer, there are a few other stocks that ought to get some window display now, for they rarely can get it at any other time.



Dress Goods Department John Macdonald & Co.

This gives the cue to the window work during the coming month—the fight must be made with prices.

Suppose you have a window full of wash goods at 10½c. that early in the season were 16 or 17c; the mere statement that these goods have been reduced from 16 and 17c. to 10½c. does not impress the shopper as it should.

Why? Simply because every store in the country around has been saying the very same thing.

Why not put it this way: "You can buy a dress pattern of any of these fabrics now for \$1.50. We have some very pretty ribbons for trimming it at 6c. a yard—60c. worth for the dress. The making you can figure out for yourself, but so far as the materials go you would have paid almost double two months since. You can afford another summer dress when the whole cost is covered by a \$5 bill."

It takes a big placard to say all this, but big placards are occasionally useful, particularly when you have a story to tell that will

PEOPLE WHO ARE INFLUENCED.

There are plenty of sensible, thinking people, says The St. Louis Dry Goods Reporter, who, knowing the value of a good appearance, desire to purchase good quality at as moderate a cost as possible, and it is to these that harmonious and original window displays are interesting. Most people buy goods only when needed, but it is equally true that a great many are required with which to get through the warm weather.

Goods which have not been sold at the usual time owing to backward or rainy season, ought to be shown in as attractive a manner as possible before the season closes, instead of which we often see fall or winter goods displayed long before the summer season is over and vice versa.

The object of judicious, well-arranged window dressing should be to put before people in as tempting a manner as possible goods which are the needs of the moment. The weather exercises a strong influence over people's buying propensities, as for example,