

LEADING CANADIAN STORES

MONTREAL'S NEW AND MODERN STORE.

AN establishment of extreme interest to the stationery trade is that of Charles F. Dawson, 239-241 Notre Dame street west, Montreal, in the heart of the downtown business district. Through the courtesy of Mr. Dawson an exact exterior view and an interior drawing of the ground-floor are presented. These views

equipment and arrangement have been incorporated, and these are well worth close examination. Time saving devices and selling hints are numerous. Perfectly organized system and entire harmony is the keynote which has contributed to the marked success of this firm in the retail field.

A Double Entrance.

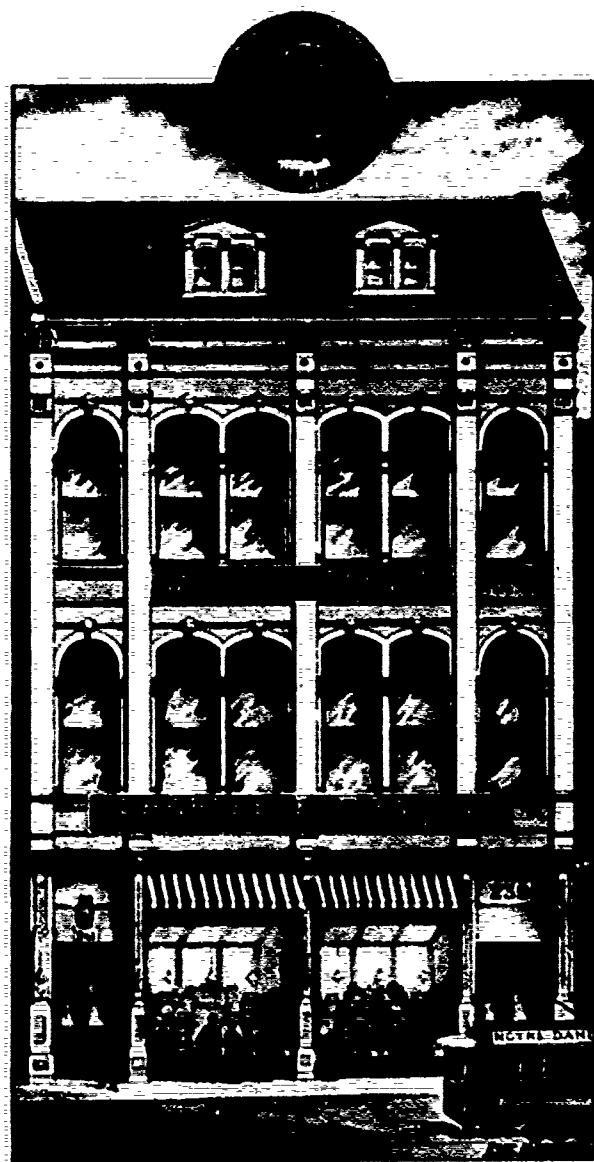
Five floors, each 60 feet in depth by 40 feet frontage, are occupied, although this description deals more particularly with the ground floor, where the active selling is transacted. The exterior view presented is self-explanatory, but due attention should be given the double entrance, which, besides affording easy access, allows for a display window of generous proportions. The favorable atmosphere created by well-directed stationery displays has a direct selling influence upon the general public, whose wants are sometimes more or less hazy. The idea sought in this window display is to dress the window so attractively that the shopper is confronted with a temptation to enter. The window is well-backed and has an entire upper portion of glass, which makes the store practically a daylight one.

Elegant Ground Floor.

Systemized stock arrangement and modern fixtures can be observed in the illustration of the ground floor. Everything above the line of shelving is painted white, and the effect with the front lighting arrangement gives the brightest of interiors. This firm believes implicitly in the necessity of showing merchandise attractively, and the importance of modern fixtures, in order to do so, is clearly recognized. Showcases and counter stands, their famous "fish-pond" cabinet, and various other accessories, can be seen in the arrangement. All kinds of facilities for promoting sales are incorporated. Uniform shelving, two feet in depth and three feet in width, is provided, and the shelves and bins are of the necessary proportions. Upon the right shelving is a classified arrangement of blank books, etc., while upon the left are the various stationery accessories, including inks, adhesives, rubber bands, pin tickets, etc. The two show cases fronting each other contain loose leaf price books. The fish-pond has the various small necessities, and this device aids materially in their sales. Back of this is a large fixture containing many other lines. The aisles are wide and free, and no crowding is evident. Perfect order is omnipresent.

A Perfect System.

Selling hints of utmost importance are exhibited in the arrangement of stock throughout this floor. In a word, alphabetical price lists of each line carried are made, and every drawer and shelf is numbered, corresponding to the list. These lists are hung up at convenient points. Where possible samples are also shown, and this saves much valuable time. Note paper, pin tickets, etc., in small quantities, are all sold in this manner. For instance, when a purchase of note paper is desired the samples are shown, and when the selection is made the sample indicates the box where this is stocked.



Exterior View, Charles F. Dawson's Store, Montreal.

cannot but prove of sound commercial value to retailers throughout the country. The general results of a liberal investment in store fixtures, as well as years of widespread experience and careful planning in store arrangement, everywhere confront the observer in this thoroughly modern and up-to-date store. The latest ideas in