

WINDOW DRESSING—Continued.

vests, and would be very useful for exhibiting boots, or in fact, any small article solid enough to "sit well."

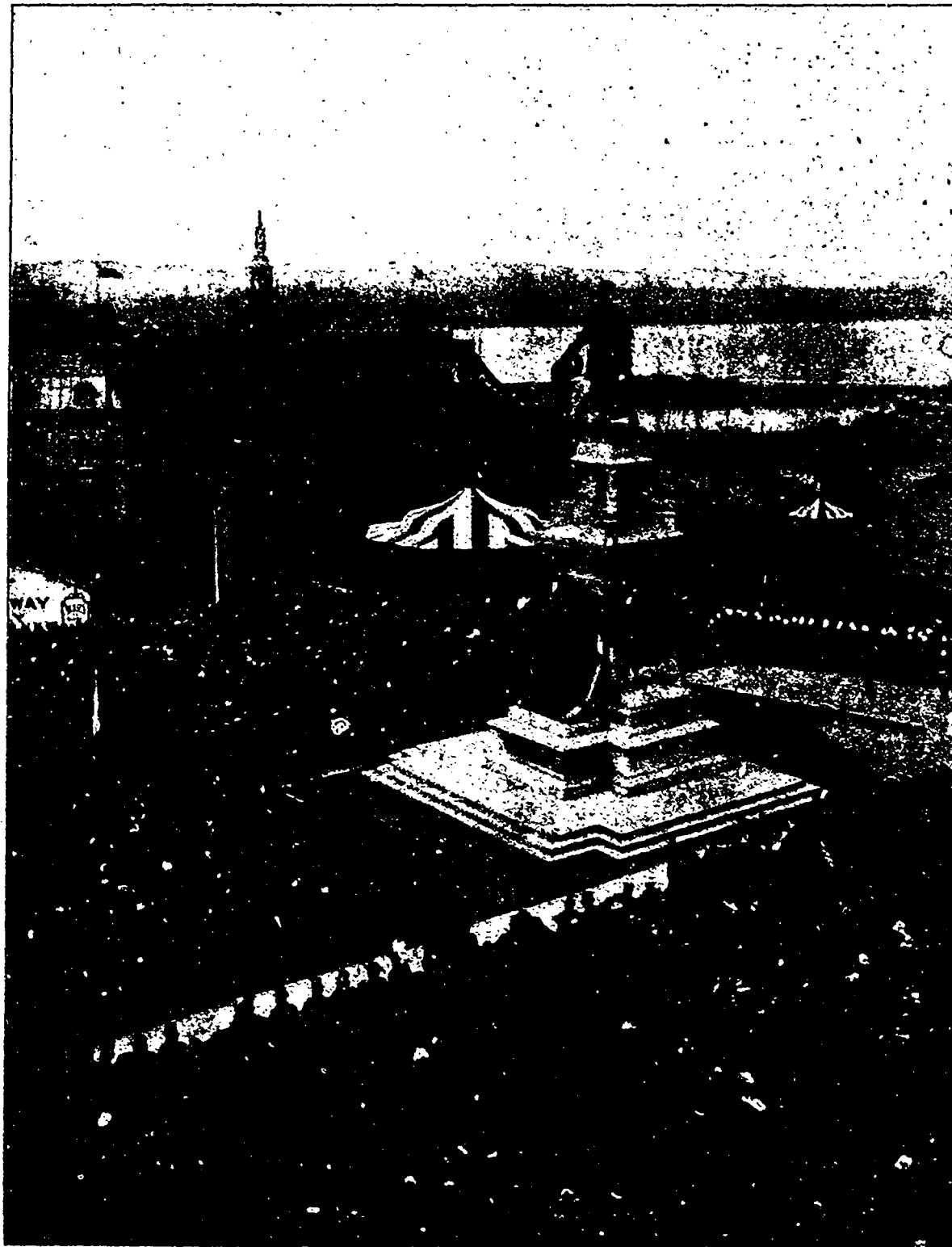
A stand is not necessary, however, to show off to advantage any lines of men's wear. I saw a striking display of gloves to-day, which, for simplicity, would be hard to excel. A stand slanted from the floor of the window, about a foot from the glass, to about four feet back, where it was about three feet high. The display comprised three divisions of about equal size. To the left, fur-lined gloves were shown in their boxes. On each box one pair of gloves

were placed, one of them being turned partly outside-in to show the lining. The centre division was devoted to cheap gloves. These were not in boxes, but were arranged in small piles. The top of each pile consisted of a pair of gloves arranged to show both their exterior and interior. To the right, boxes of wool lined and unlined gloves appeared. Samples of these gloves were shown in a similar manner to the exhibit of fur-lined gloves.

A very good display of silk mufflers and handkerchiefs can be made on a stand like this. To show off these goods well, the stand might be covered with alternate rows of dark and light crepe

tissue paper. On the dark paper, light-colored handkerchiefs can be nicely shown off by shaking them out from their folds and piling them in as large a compass as they can be made to take. Thus, with a dozen or two piles of light handkerchiefs on a dark ground, alternating with dark mufflers on a light ground the effect is striking, and should lead to sales, if it is understood that the prices are right.

It will be seen from the foregoing that I make no mention of an assorted display; I speak always of a special push in certain lines. An assorted display may be good at certain times of the year, but it is not the thing in January. This month is, generally speaking, a quiet one, or, in other words, the general demand is light. In a month like this, therefore, a special demand has to be created. And a special demand cannot be created without special effort, and it is decidedly



Recent Unveiling at Quebec of the Statue to Samuel de Champlain, Founder of the City of Quebec in 1608.