

## WINDOW AND INTERIOR DISPLAY

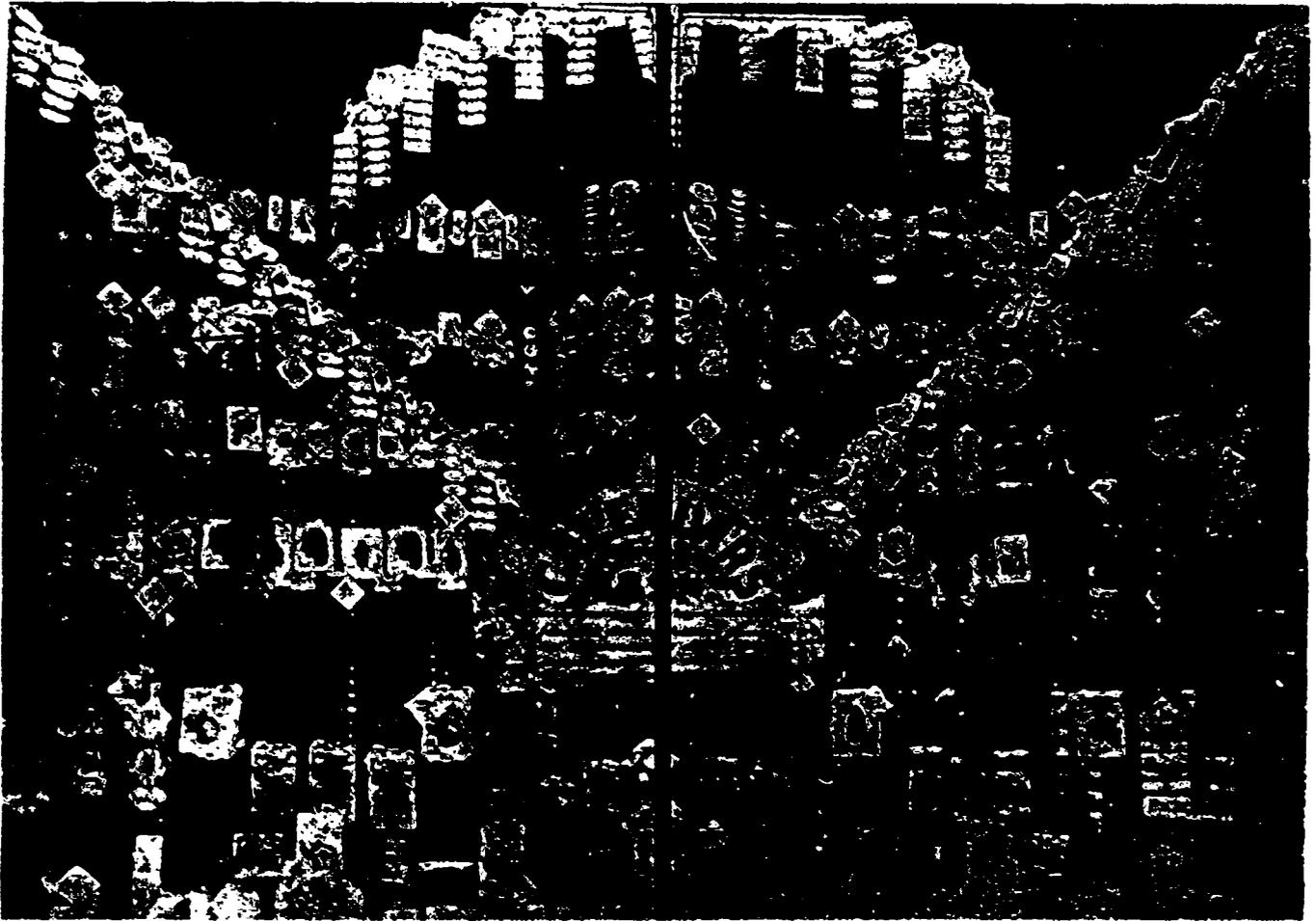
CHRISTMAS displays are now in order, and the windows of the booksellers and stationers have become the chief centres of interest throughout all the towns and villages of the country. He is a wise merchant who realizes the capabilities of his windows and spends some time and thought on them. Accompanying these notes appears a picture of a window filled with cards and calendars, arranged simply and artistically. This display can be readily reproduced by any bookseller.

The use of price-cards and window-cards ought always to be carefully regulated. There is frequently a danger that an

case. Whenever possible, the merchant believes in clearing out congested matter and giving his customers breathing space. Stores are more open, less crowded up with stock, and the goods show to far better advantage.

Frequent changes of window displays are often rendered impossible about Christmas time on account of the rush of business, which demands the attention of all hands in the shop. A good scheme to overcome this difficulty is to so arrange the window in the first place that without altering the general proportions a change can readily be effected in some portion of it. The general outline of the window, such as the drapery and the fixtures, may be retained throughout, and the additional features added rapidly and easily.

The Christmas rush also suggests preparation beforehand. When December once comes round, it is too late for any person, except a born genius, to contrive successful schemes for showing his goods. The merchant or window-dresser should



DISPLAY OF CARDS AND CALENDARS.

otherwise artistic window is marred by the introduction of cards that clash with the general effect of the display. In no other business is it so essential to keep out the commercial suggestion. Clothing and food are bought because of stern necessity, but most of the booksellers' wares appeal to a far different taste. They are accordingly better advertised by what they are themselves than by anything a show-card can say about them.

A few years ago the tendency was to crowd stores with stock, so that every available inch of wall, floor, and even ceiling space was utilized. Nowadays, quite the reverse is the

spend time away back in the Fall reading up and thinking over plans, and then, when the critical time comes, he is in a position to do justice to his business and his stock.

Albert Britnell, the second-hand book dealer of Toronto, has moved across Yonge street from his old stand on the west side. Second-hand businesses are usually associated with dingy, ill-lit stores, but Mr. Britnell's new stand is a model of brightness and cleanliness. The windows are white in effect, well-lighted, and capable of being used effectively for book-displays.