

WINDOW DRESSING.

TIMELY HINTS ON DISPLAYING GOODS SO AS TO HELP SUMMER AND FALL SALES.

DRAWING PEOPLE WITH PICTURES.

THE idea of putting pictures of current events taken from the magazines has been mentioned before by The Dry Goods Reporter, Chicago. It has been used considerably of late by some of the best Chicago stores. During the excitement preceding the great inter-collegiate boat race, a prominent tailoring house displayed in its windows photographs of the different crews, and pictures of their quarters and the race course. Needless to say, there was no little interest manifested in these windows, and it was strange if, while looking at the pictures, some one was not attracted by a piece of goods or a price for a suit. Since the Queen's jubilee celebration a large department store has shown about a

luxuries of the camp; fishing tackle, bicycle sundries and, perhaps, most important of all, for trunks, valises and traveling bags.

All these goods can be displayed in one window, but it is better to make two or more exclusive displays. The fishing tackle, if the stock is of fair size, will make a most interesting exhibit. A boat, some oars, a sail and fish nets or hammocks, as a substitute, help to fill in, giving bulk to the window and something on which to attach the small stuff.

A State street store improvised a display of this kind by putting a life size plaster paris figure of a small colored boy in the midst of a myriad of poles, nets, hooks, lines, etc. He was holding a fish



Carpets and House Furnishings Department—John Macdonald & Co.

dozen pictures, in as many windows, different parts of the parade, or various interesting features of the great event. They were better than the average print, and were framed and placed in one corner of a window.

A window of sailor hats can be made to look well by enclosing the greater part of the rear and sides with mirrors and covering the rest with a navy blue denim, trimmed with white cord. The figure of a lady in a white duck suit, trimmed with red, makes an excellent centrepiece, and if space allows an arch could be built over her, on which to attach the sailor hats. A pair of oars at either column of the arch is a good addition. Make the arch in blue and white. Place the hats in the foreground of the window.

Probably more people will take their vacation or outing in August than in any other month. Within the next few weeks, as parties prepare for camping, fishing excursions, bicycle trips, there will be a big rush for hammocks and the many necessaries and

pole, and seemed to be enjoying the favorite summer sport to the utmost.

It may not be possible for every store to have so good a representation of a negro lad as this one, but many a window dresser or store employe has been heard of who could fix up a good imitation of an angler. Something like this helps out a display considerably.

A TAKING PICTURE.

Referring to the suggestion of our Chicago contemporary mentioned above, a picture which has created a lot of talk in Canada is one founded on a recent remark of Mr. Chamberlain's about British policy: "What we have we hold." It is in colors. A determined-looking bulldog is seated on the deck of a vessel with his paws on the Union Jack. The ocean surrounds the picture. In the distance is a man-of-war and the shore of Britain. The ex-

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