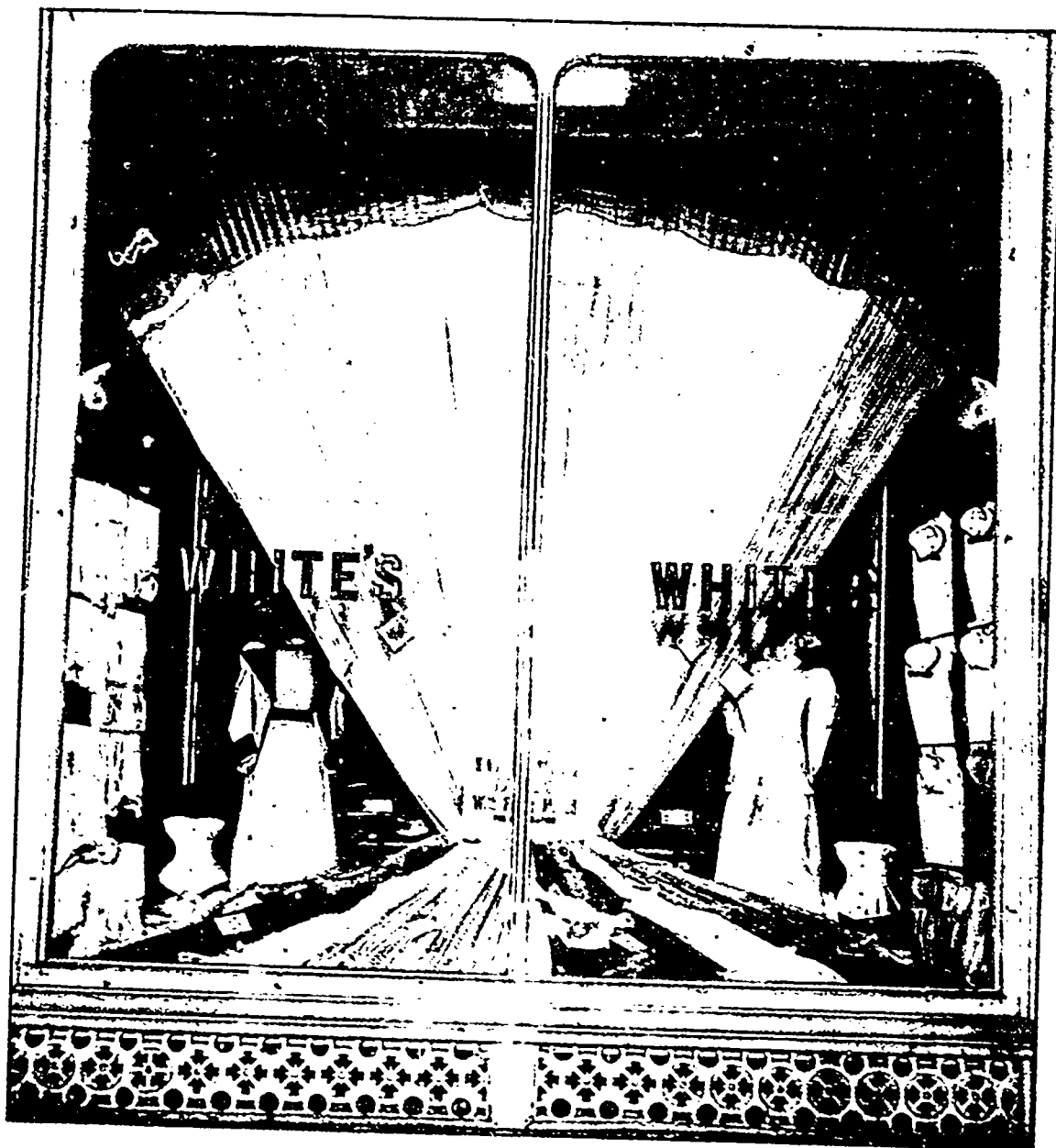


WINDOW DRESSING.

NOW that electric light is so commonly employed for lighting the stores, arrangements should if possible be made to have the windows illuminated at night after the store closes. Night displays are often very effective. They attract people who are in a mood to buy. There is plenty of time for examination, and certain classes of goods show very well at night. Even

and trips to the city rare. Now they are every-week affairs, and the town merchant has to exercise ingenuity and skill to retain trade that would once have come his way as a matter of course. Window dressing supplies the merchant with the best chance to show goods, to impress customers with the value of the stuff in stock, and to attract new trade.

There are merchants who haven't time to get the windows dressed. It adds, they say, another worry to an already hard



WINDOW DISPLAY AT G. H. WHITES, INGERSOLL - HIGHLY COMMENDED BY THE JUDGES IN THE REVIEW'S RECENT COMPETITION.

if you haven't electric light, a night display once or twice a week will be found to pay. Fastidious people in towns often think they can do better by going to the nearest large city to buy. They are wrong, but they think so. The way to keep trade at home is to display your stock well; make it artistic, get the ladies of the place to feel that your goods are nicely chosen.

Years ago window dressing in towns was not so necessary. People were forced to buy at home, as railway fares were high

worked staff. In short, it is not worth the extra trouble. But they are wrong.

A prime requisite for a good window display in cloaks is the wax figure, writes F. L. Carr in *The Dry Goods Economist*. In buying these no pains should be spared to get good ones; the unattractive kind is a positive hindrance instead of a help.

In placing a jacket upon a model be sure that it fits. Select