

ART OF WINDOW DRESSING.

When a new store has been completed nowadays and the management is ready to announce a date for the opening, one of the first requisites is an up to date "show window dresser." Without a competent window dresser, the modern store of pretension, be it wares, jewelry or dry goods, tobacco, pipes, or furniture, would no more think of opening for business than without a salesman and a cashier.

The difference is that when the time comes to hire a cashier—or cashiers—men or women are picked from a whole "cove" full of applicants, while the dresser is a much scarcer commodity, and a man for whom the owners would frequently be willing to spend what to the lay mind must seem a ridiculous sum. Frequently the dresser is imported several hundred miles from another city. More frequently he is stolen; that is, he is lured away from a rival concern by an advance in salary.

The art of dressing a show window properly is one that has come to the front only in recent years. Time was when the show windows were used simply as a sort of storehouse, even as the subcellars of the buildings were used. Incidentally the goods, crammed in slovenly fashion into the windows, were to show the nature of the merchandise sold in the establishment. Nothing attractive was to be seen, and those who happened to halt before them were caught, not through anything pleasing to the eye, but stopped simply to see whether what was wanted was exposed for sale.

In time the chaos of the show window was recognized as an eyesore, and then the attempt was simultaneous throughout this city, the suggestion coming from a trade publication, storekeepers realized that in the show window lay a great possibility. Even at that, none dreamed of the fine art to which window dressing would one day rise, and the prediction that the time would come when stores would not only dress their windows for the following day's trade would have been derided. However, the severe and straight lines of places of silks and cloths were massed into a more pleasing disorder, colors were harmonized, and at least twice a year the makeup of the window was altered.

It was not until the big department stores appeared, with their wealth of different merchandise, housed in splendid, light and airy new buildings, that the full art of window dressing began to spring up. It was then that the owners of the big establishments began to analyze the theory of window dressing, and the files of a trade paper contain the following as the conclusion arrived at.

"The object of the show window can be made to induce customers to enter the place. To gain that object we must give people something to see. To make them see we must give them something attractive—in other words, we must hold up the passing pedestrian on the street and, if he has no desire to buy, we must create in him the desire."

With that end window dressing was "on" in earnest, and each store presently had its own dresser to build up the attractions in his own tasteful way. But even then window dressing was in its infancy.

The art of window dressing, and the key to the whole situation, appeared in a big store in Philadelphia, when the dresser of that establishment surprised every merchant in the city by a departure that was, from a trade point of view, sensational and alarming. That year a certain scarf threatened to come much into vogue, and it was this scarf, shown in an original way in the men's furnishing department of the establishment, that caused the sensation.

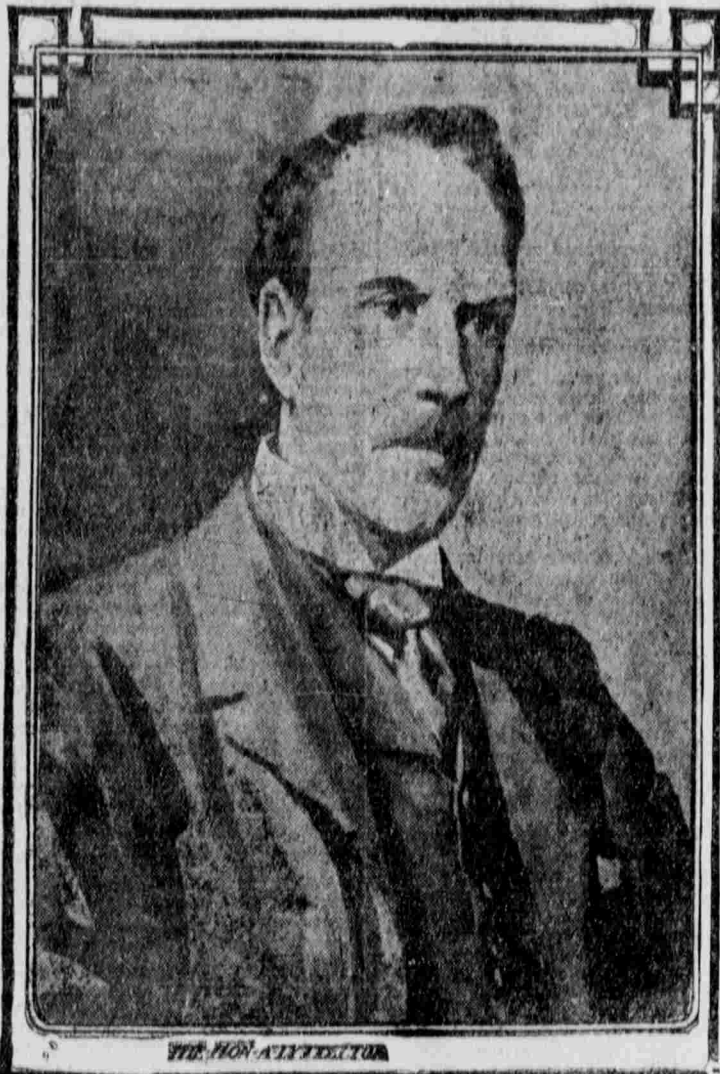
The entire window was lined with black velvet. The floor, the walls, and the ceiling were lined with the same dark material, and, standing in the middle of the window rack, was a single white collar, and in it, neatly tied, the scarf that threatened popularity. The success of the move was proved in a single day. Crowds stopped in front of the flaming tie in the midst of its somber surroundings, and even the newspapers took notice of the strange decoration. The scarf jumped into popularity at once, and in modified form outlived several seasons.

In that unique decoration lay a lesson which has been learned by every window dresser now in the business.

with big establishments. In the case of the huge department stores it was realized also that to put too many different articles in the window, be they ever so attractive, would have the effect of obscuring the merits of all, even as an "ed" in an elevated railroad car will not be read when the print is not bold and the literature on it brief as a glance.

Again, the store in Philadelphia solved a problem that still further brought forth a principle in window dressing. A new shirt was on the market, and the store came out with a show window loaded with not a thing but white starched shirts, collars, and neckties neatly attached. The founding principle of the art was unsharpened on that occasion, until today it stands simple and bald, and therefore probably where it will stand in one hundred years from now.

MAY SUCCEED PAUNCEFOTE.



It is generally accepted both in London and Washington that Lord Pauncefote, the British ambassador to Washington, is shortly to retire, and also that his post will be filled by the Hon. Alfred Lord Lyttleton. Lord Lyttleton is a bachelor, 45 years old, and is an amateur athlete of considerable note. He was champion tennis player from 1882 to 1895, and famous as a cricket and football player.

No matter how, from time to time, mere styles in window dressing change, the principle was established that one single, attractive article, even if the pedestrian does not want it at all, will lead him to expect equally fine things in the goods he does want. Exactly along the same lines of strength which apply to literature and to art and to oratory, and to every other conceivable subject, so dressing found its strength in simple, direct channels.

Another respect in which the dresser has wrought changes is in the "form," as it were, in which he dresses his window. In former times, and even in some places at the present day, windows are dressed from top to bottom, which, in trade etiquette, is more pardonable than to eat fish with a knife. The well-dressed window is dressed low, and it is dressed away from the glass. In other words, the goods are not jammed up hard against the pane, and they do not extend from top to bottom, but rarely more than one-third of the way up the length of the window.

own societies, and their own meetings to devise new effects and to act on suggestions.

In Maiden Lane among the jewelry houses there are some of the cleverest window dressers to be found in this city, and many of them are women. In one of the stores a young woman has dressed the two windows of the place every morning for three years. She has rough sketches of the various decorations which she has used in setting forth the goods to advantage during that time, but no two sketches are alike. The young woman is incidentally a saleswoman in the place, but her salary of \$2,000 is paid almost solely because of her taste in making up the window.

Asked as to her opinions as to modern window dressing she brought forth her sketches. "Experiences I have none, really," she said, "but they tell me here I am the 'man behind the gun,' and that I lure the customer into the place with my handiwork as if I were a sten." And that explains in a word the

A Marvelous Spring Health Giver and Invigorator.

Paine's Celery Compound.

Purifies the Blood
As Nothing Else Can Do.
It Nourishes the Tired Brain and Braces the Weak Nerves.

Paine's Celery Compound purifies the blood as nothing else can do; it is nature's brain food; it builds up weak and shattered nerves; it is the world's best and surest health giver.

Paine's Celery Compound, taken during the opening of spring, has a remarkable efficacy in making sick people well and strong. It makes short work of debility and nervous exhaustion. It quickly drives out neuralgia, rheumatism, sleeplessness, and dyspepsia from the system. Its virtues promptly banish kidney disease and liver troubles. It enables all weak and run down men and women to cast off their besetting troubles and gives them a happy and vigorous life.

Rev. J. W. Ricketts, Sugar Grove, Ohio, cheerfully testifies as follows: "I have been a sufferer from dyspepsia, attended with biliousness and constipation, for a number of years. During the last year it became so much worse that I had a misery in my stomach nearly all the time, and my flesh left me, until I was a mere skeleton. I have used four bottles of Paine's Celery Compound and am now at my normal weight. You cannot recommend Paine's Celery Compound too highly for chronic dyspepsia."

Mrs. Jennie H. Steele, Vaughns, Ga., who was rescued from the agonies of a terrible disease and sure death, says: "I have suffered for ten years with what the doctors called neuralgia of the liver, and never had any relief until I began to take Paine's Celery Compound. I have taken about three bottles and have not suffered any since. I first began to use it. I feel that Paine's Celery Compound saved my life."

DIAMOND DYES. Purest, Strongest, Simplest, Fastest of all dyes.

duty of the window dresser—"the man behind the gun"—the siren."—New York Times.

WOULDN'T TAKE HIS GOLD PIECE.

There are places in New York where gold will not always pay one's way. A few days ago a man with two pennies and a \$2.50 gold piece in his pocket climbed the stairs at one of the elevated stations of the Ninth avenue line, on his way downtown. He was in a hurry, and pulling the gold piece, which was of the year 1899 and in perfect condition, from his pocket, he clapped it down on the ticket agent's shelf. The agent picked it up, looked at it curiously a moment and then handed it back.

"Can't take that," "Why not?" was asked quickly. "I haven't any scales to weigh it with."

"Well, have I got to walk downtown because you haven't any scales?" "I can't help that. My orders are not to take gold without weighing it. You can get it changed down on the corner."

Down went the man to the street again, and readily obtained bills and silver for the gold piece. He afterward learned that the Manhattan Elevated Railway company does not object to taking gold coins when it is evident that they are not counterfeit and they are in good condition. It does object, however, to receiving coins that have become so light in weight by use that they will not be received at the sub-treasury at their face value, and has a rule to that effect. This particular agent is supposed to have been a new man, who interpreted the rules too literally. The company does not provide the stations with scales, for weighing gold, but does weigh them

at the main office.—New York Tribune. In some forms mohair seems to be indestructible by ordinary use. Dr. Davis.

STORIES OF GLADSTONE.

James Bryce, the English parliamentarian, whose long intimacy with Gladstone gave him unusual opportunities for studying that statesman, has published some reminiscences which show the almost unhealthful activity of Gladstone's mind. "Sometimes," says Mr. Bryce, "he felt the activity of his mind press too heavily on him. I remember one misty evening between 10 and 11

o'clock to have seen his remarkable figure a few yards before me in St. James' park. There was no mistaking him even at night, so peculiar was his walk. Thinking it hardly safe for him, famous as he was, to be alone in so solitary a place, I overtook him and asked him if I might walk with him, apologizing if I should be disturbing his thoughts. 'My wish,' he answered, 'with a touch of sadness, and my difficulty is to avoid thinking, so I am glad to be disturbed.' And a year or two later he told me that to rest and distract his mind, he had formed the habit of counting the omnibuses he met, between his

residence in Downing street and the house of commons, so as to see whether he could make an average of them, based on a comparison of the number that passed each day."—Chicago News.

That Throbbing Headache

Would quickly leave you, if you used Dr. King's New Life Pills. Thousands of sufferers have proved their matchless merit for Sick and Nervous Headaches. They make pure blood and build up your health. Only 25 cents. Money back if not cured. Sold by Z. C. M. I. Drug Dept.

If You've Furniture to Buy

Don't let a little thing like the lack of money cause you to postpone the purchase. There should not be a man in Salt Lake today who ought deny himself the luxury of a comfortable home. We've paved the way for men in all walks of life to live in homes befitting their station, and whatever goods are purchased, terms will be arranged to suit the buyer's convenience.

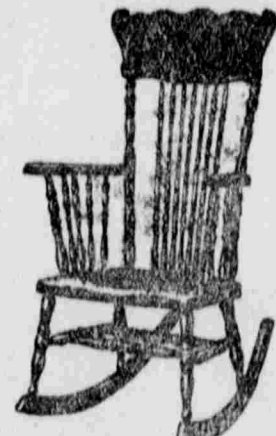
DRESSERS.



There are better Dressers, 'tis true, but not anywhere near this price. If you've an odd bedroom you want to complete, this is just the thing. Solid oak, French plate mirror, large drawers, substantially constructed—

\$14.50

ROCKING CHAIRS.



A very special value for this week's shoppers is this Rocking Chair, made of solid oak. Leather seat with neatly carved pattern on back—

\$2.90

Go-Carts and Baby Carriages



Go-Carts and Baby Carriages, made of wood and reed combined. Gears finished in all colors, loose cushions, made in all grades of goods. 75 different styles of the celebrated make of Whitney Carriage Company, the best and cheapest in the world. Prices from—

5.00 to 35.00

Cash or Credit.

EXTENSION TABLES



An Extension Table is put to more use than any other article in your home. Get a good one while you're about it. It costs so little, at least in our store it does, that you'll never miss the difference. The quality of material used in this table is second to no oak produced, and the price is the richest. We'll match it to any \$20.00 table in this city—

\$13.50

DINING CHAIRS.



You cannot afford to be without a set of dining room chairs. Solid oak, cane seat, high back and nicely carved chairs—

\$1.20

P. W. Madsen's Furniture Store,

51 to 57 EAST FIRST SOUTH STREET.

Miss Laura Tefft

172 Ellicott St., Buffalo, N. Y.

"One good turn deserves another and because Wine of Cardui restored me to health I have been glad to speak a good word for it whenever I have had an opportunity. About two years ago I suffered such pain every month from three to four days that I dreaded the time. The doctor said there was a misplacement and that the only real relief laid in an operation and advised me to have one performed. I dreaded the ordeal and speaking of it to my aunt she said, 'why don't you try Wine of Cardui first?' I took it and it cured me of ulceration. Much relieved and full of hope I bought another bottle and after taking the medicine for a short time my general health improved and thirteen bottles completed the cure. It is a grand medicine for women."

MISS LAURA TEFFT'S gratitude shows how well Wine of Cardui did its work in ridding her of this terrible suffering. Her joy at finding a medicine that made her a well woman is unbounded. Wine of Cardui left her nothing to be desired in the realization of the greatest of Nature's blessings—perfect health to perform the duties and enjoy fully the privileges of life. Wine of Cardui, in giving Miss Tefft health for sickness, joy for sorrow and a light heart for the dreadful apprehension of the dangers of the operating table has made her a happy and grateful. Her eyes are brighter, cheeks rosier, her steps more sprightly and a happy smile lights up her face once clouded by suffering. With Wine of Cardui offered freely this health and youth is possible to any woman. Banishing suffering cannot fail to make any woman



lovelier and more beautiful, because the very presence of health means pure blood, sparkling eyes, a clear complexion and a grace of physical poise that is a natural response to a merry laugh and a sunny disposition.

Mrs. Donoho, of Handley Station, Texas, has had a happy experience with Wine of Cardui, of which her husband writes as follows:

"I must write and thank you for what your Wine of Cardui has done for me. It has given me a beautiful, healthy, rosy-cheeked wife. She looks so much younger and prettier that my friends very often ask me 'Was that your wife whom you were with?' When I tell them it was they are surprised. I always tell them Wine of Cardui made the change. I expect to keep Wine of Cardui in my house always."

Wine of Cardui has been relieving woman's ills for over 75 years, and it has a record of cures that makes it supreme as a reliable remedy for menstrual disorders, bearing-down pains and all the debilitating vital drains which rob a woman of her beauty and health, then her reason and life itself. It is sad to see a charming girl deprived of her natural charms which bind her to all that is worth living for.



And this all because of the terrible lurking cancer worm of female weakness—so loathsome—yet so easily banished by Wine of Cardui as these two letters have shown. Write to The Ladies' Advisory Department, The Chattanooga Medicine Co., Chattanooga, Tenn., if you are a sufferer. Tell all your symptoms and a letter of advice will be sent you. If you want them you can send your testimonials from ladies cured by Wine of Cardui in cases similar to yours. We have over 10,000 letters on file and many will fit your case. But you can have a quicker proof of what Wine of Cardui will do for you. Go to your drugist and buy a \$1.00 bottle. Take it as directed and you will find the treatment is as easy as it has been proven to be powerful and effective by over 1,000,000 cures. The directions on the bottle to take a tablespoonful three times a day is the condition of health, beauty, happiness and the joy that Miss Tefft and Mrs. Donoho have. Why not start this simple remedy today?

WINE OF CARDUI RELIEVES ALL FEMALE ILLS.

REVOLUTION RUMBLINGS THREATEN SPAIN'S THRONE.



Photographs and snapshots by our special photographer at Madrid. The eyes of the whole world are now centered on Madrid, where the coronation of King Alfonso is scheduled to take place. On account of the weak mental and physical condition of Alfonso, it is now regarded as extremely unlikely that the boy king will ever reign. Well informed diplomats are of the impression that the regency will be indefinitely postponed. From reliable sources in Madrid, however, comes news of a still more startling character. Revolution is said to be boiling in Spain and the Spanish throne is tottering above the rumblings of a great political movement. This has for its object the forming of a Spanish republic with Weyler at its head. Certain it is that Weyler is the man of the hour in Spain at the present moment, and the past has shown him to be a man of considerable political daring.