

WINDOW DRESSING.

The season is upon us when the thinking merchant begins to unfold his plans for a ten strike. Last year, on or about August 15th, he bought a big drive in blankets, but this season it has been the regular offering, and no cut under. He has been musing though, and his tunnel has entered the storehouse, where the cases of oil-spot rolled blankets and poor coloring destroyers have worked their dire results.

He has in hand a couple of hundred or more blankets to open the ball with.

A window decoration, representing a toboggan slide, which of course is a staging covered with cotton wadding for the slide, and the sides hung with blankets. Blankets piled on the ground and on the back and sides of the window, a toboggan at the top ready to make the slide, a toboggan at the foot almost hidden from sight, having plunged into a drift of blankets. All you can see is what would be taken for a human being, clad in a red blanket so far out of sight in that drift as to show only her pair of storm gaiters.

A ticket in the window, giving the facts and prices, and a word or two of suggestion as to saving gained by this opportunity, will do the work.

Another idea would be to erect an Indian tepee, and cover same with blankets. A good snow scene could be made with batting, and for a fortress wall on sides and back folded blankets would answer.

The ticket could read: "Are You Fortified From the Cold Blasts of Winter." Then say something of the facts and prices.—Dry Goods Economist.

A RED WINDOW.

A remarkable window dressing is seen this week on Broadway, red crepon, chaille and China silk being festooned over the stands while as a background are red parasols of chiffon elaborately ruffled. On a warm day it must be admitted the sight of so much red is rather oppressive, but still the attractiveness of the display cannot be denied.

The fancy for window dressing of one color seems increasing. Harmony of coloring is now so generally understood that the window dressing in all leading stores is really artistic. Transparencies, parasols, white, black, red, pink or blue, and the more diaphanous the more fashionable and dressy, are effective whether for the fustian world or for the window that is to be handsomely decorated.

Dust cloaks in circular shape are also just now features in windows on full length figures. Gray gloria, blue foulard, various shades of light weight silk are seen, and in the millinery line flowers, ribbons, feathers and fancy ornaments are handsomely and temptingly displayed. Dry Goods Chronicle.

TWO KINDS OF DISPLAYS.

Window displays may be divided into two styles called conventionally the "stocky" and the "sensational." The "stocky" method consists in utilizing any article taken from the stock of the store to produce the desired effect. They may consist of simple arrangements of garments or fabrics, or of representations of various objects, such

as houses, bridges, marine views, etc., constructed from adaptable articles. A display that has been quite common has been the Brooklyn Bridge, done in spool thread.

The "sensational" display consists of a window advertisement in which something outside of or remotely connected with the business is used to attract attention to the window and to draw people to the store. In this line we may mention as examples the display of craftsmen, such as shoemakers, rug weavers, cigarmakers, and the like, engaged in their occupation and manufacturing some article in sight of the passers by; the displaying of animals as curiosities in the window, the forming of scenes such as an army bivouac at Decoration Day time and all similar methods. Some stores rely on the "stocky" display alone, but the most pushing business men, as well as the most expert window dressers, employ both ways of advertising their business by means of window displays. Of course due regard must be had to the character of the business, and a first-class dry goods store entering for the best class of trade would use less of the "sensational" display than a store in which the popular trade was sought and in which the bulk of the goods were of moderate price. In future articles we shall have something to say in regard to adapting the display to the character of the trade sought.—The Chicago Apparel Gazette.

UNDERWEAR WINDOWS.

The favorite way of dressing windows with underwear is to represent a toboggan or sled slide. The slide can be easily made with an inclined board covered with white blankets or underwear. The sled can be shown either half way down, just emerging at the top from a pile of underclothing, or just disappearing into a pile at the bottom, or a combination of these, as suits the taste of the dresser, the space and other circumstances. It may be made amusing by showing one sled overturned and two or three pairs of legs sticking out of what appears to be a snowdrift, composed of blankets or underwear. The ingenious window dresser can easily think out numerous situations such as have been mentioned, any or all of which would be attractive and suitable. Moreover, the slide may be kept in the window some time, and the situations of the sled and its occupants changed to relieve that which is to be avoided at all hazards—viz., monotony. Below the slide, bank up underwear showing parcels of drawers and of shirts, well mixed and displayed in a sort of rugged grandeur style. Above the slide the goods should be placed in a receding bank. There is plenty of room for ingenuity in fixing up a window of this sort. The goods can be flecked with cotton batton to represent snow. If the glass in front of this display be flecked also it will give the appearance of a snow storm, but this requires great skill and care. Never consider such a window as this finished until you have displayed a neat card in the window which will drive home the point represented. For example: "Our prices of underclothing have gone down like the toboggan." "Our prices are on the down grade." "They are going fast—so is our underwear." "Winter is coming, have you

bought your underclothing?" "A snow storm—it may come when you are still without blankets." "Down they go—so do our prices."

CAUSES OF FAILURES.

The manager of the eastern branch of the mercantile agency of R. G. Dun & Co., Mr. George Henderson, makes some remarkable statements as to "Why merchants fail," from which the following is extracted:

The changes in business throughout the United States and Canada are computed at 2,000 per day. These are not all failures, but include dissolutions, retirements, deaths, changes of ownership and fires.

There are at the present time nearly 1,217,000 business names in the two countries, and that about one-half of this number should be involved in changes in the course of three hundred working days is remarkable.

Business operations are becoming more and more ephemeral in their character, consequently more faith is needed in the transaction thereof, and faith without knowledge is simply superstition—a rudderless vessel intended to widen commerce upon.

The great number of failures is not among men of limited means, but among men of limited knowledge. Abundance of capital at the start is not essential to the success of a business man. Good character, an industrious disposition, economical habits and a knowledge of the business undertaken are qualifications for whose absence capital does not compensate.

Aversion to taking stock is a dangerous habit to fall into. No merchant is safe who neglects to take stock at least once a year. The extent of future operations can only be satisfactorily gauged by the condition of the present. A merchant who does not take stock regularly is doing business on guess work.

The largest and most conservative houses of the country are now insisting upon their debtors taking stock at least once a year and carrying ample insurance. They further insist upon a copy of their debtors' balance sheet being placed in their hands every time one is drawn out.

The percentage of failure would be lessened materially if the dispensers of credit were less indulgent and knew more of their debtors. Trade would be steadier and the transaction of business relieved of many of its irksome responsibilities.

Mr. J. T. B. Lee, manufacturer's agent, 60 Yonge street, has received a number of new agencies. The sample books from a firm in Le Ray, France, contain over 1,000 different patterns. He expects samples from a silk firm in Lyons very shortly. Among other firms from whom he has samples coming for ward are three Irish firms, one in shirts, collars and cuffs, another in pillow shams, doilies, and sideboard covers, and a third in handkerchiefs; a Paris firm which manufactures embroidery and fancy goods; and the Art Manufacturing Co., of New York. When these samples arrive Mr. Lee's stock of samples will be unsurpassed in Toronto, and will be worth seeing. His advertisement in last month's issue gives the names of the firms that he represents.