

WINDOW DRESSING.

THE Christmas windows this year showed quite an improvement over previous displays and indicate that our leading retailers realize the benefit to them of carefully arranged windows. A Christmas tree and a living Santa Claus were tried wherever possible and proved a great attraction. Both in Montreal and Toronto stores of the largest class there was a plain effort to do better in the way of trimming than in previous years.

There have been some good handkerchief windows this month. By far the best was one at R. Walker's & Sons', Toronto. The window was large, and swiss and embroidered handkerchiefs were arranged with care and taste on all sides. A few articles were put in at the bottom to heighten the effect, but the central idea was handkerchiefs. And it was well carried out. The dresser of that window has THE REVIEW'S congratulations.

A doll window seen in a Chicago store the other day is thus described by The Bulletin: "In the centre of the window was a perpendicular post about five or six inches square. Projecting from this post were steel arms about 18 inches long, and one row at two feet high and another two feet above these. From the steel arms hung yellow ribbons, like a swing, and in each of the swings were dolls. Also from the post to the side of the window was a swing with a doll. Dolls were fastened to the post and to the sides and back of window. It was a pretty effect."

January being often regarded as a sort of time of reaction after the holiday trade, is the very best month for careful displays. If you are clearing out some lines to make room for spring goods let the public know it. Dress the window with the most attractive of these lots. Put in tickets showing the reduced prices, and see if business does not result.

One of the essential points for a window trimmer to bear in mind is that of timeliness, and to avoid standing displays as the merchant does accumulating dead stock.

Frosted windows are a nuisance. Two methods of keeping them clean, even in the coldest weather, are mentioned. One is to rub the inside of the glass with a soft cloth which has been dipped in alcohol or glycerine. Do this frequently. Another method is to keep the temperature inside the window at the same degree as the outside. The window must be close enough to prevent the hot air in the store from getting in the enclosed space. The frost forms from hot air on one side of glass which is next a low temperature on the other. In climates not too severe small holes may be bored in the sash, both at the top and at the bottom, to allow cold air from the street inside the window.

An exchange gives the following directions for a severed yet living head, such as is sometimes seen in a fair or museum: Mirrors are placed in an upright position, forming a right angle with the point toward the spectator, leaving behind them the intervening space of convenient dimensions to mask the body

of the actor. A thin glass is placed on top through which the head is placed and surrounded with a section of table, the reflections of which provide the completed pedestal. By using a floor cloth covered with geometrical patterns the mirrors are so adjusted in relation to each other as to reflect the pattern and give the idea that nothing but space exists between the head and floor. Judicious drapery completes the illusion.

Get a bicycle goods display ready. Some ingenuity can make a wheel. It can be draped with stockings and other accessories, and a figure astride the wheel may wear a serge or Oxford suit. In the window gather handkerchiefs (the new silks in black and grey effects are good), and other articles of apparel likely to figure in a bicyclist outfit.

JOHN MACDONALD & CO. IN 1896.

In greeting their customers at the beginning of 1896, John Macdonald & Co. are, as usual, prepared to maintain the record of the house, and their great warehouse is now in a state of readiness for the season's trade. The spring orders already placed are larger than for a number of years, and having been in the market early and secured most of their purchases at the old prices, the firm naturally attribute to this the large trade already done, and expect to do a bigger business in 1896 than ever before.

A large shipment of Victoria lawns, India linens, nainsook muslins, dimity, piques, apron lawns and prints have just been received, and shortly the stock will be complete. The first shipments of dress goods and hosiery are already in, and in a few days larger ones are expected. In men's furnishings the house is fully assorted, and the shipments of the next fortnight will make this department complete. The same is true of the woolen, tailors' trimmings, carpets and housefurnishings' departments.

In prints the house is pre-eminent, and equal to any in the market. The new prints are opening up in every way equal to sample. The firm's trade in linens has grown rapidly, and in the range and character of goods shown they feel able to challenge comparison. In towelings alone over 70 different numbers are shown. The range of loom and bleached damask tablings surpasses that of former years, and a special study has been made of the different makes required for the different sections of Canada.

It is a strong point with John Macdonald & Co. that, though their warehouse is under one roof, each department is complete in itself, and being under an expert who knows the goods he buys, the firm feel that they are specialists in these departments—carpets and house furnishings, men's furnishings and haberdashery, silks and dress goods, woollens and tailors' trimmings, linens and staples—equally as much as if the various lines were shown in different parts of the city. By this arrangement the firm contend that they can buy on better terms and sell at less expense, and the trade reap the advantage of immense range at a minimum cost.

Notwithstanding the advance in raw silk and cotton, W. R. Brock & Co. have placed in their travelers' hands all their leading lines of gloves and mits at last season's prices. This cannot be repeated when the present purchase is exhausted. A novelty that this firm is showing is "The Melba" to retail at 25c. per pair, neatly gotten up with white and colored points and welt.