

WINDOW DRESSING.

THE SIZE OF THE WINDOW.

MANY a man neglects window dressing because he is not able to afford the elaborate displays of some of his competitors. It is a poor reason. It is little better than none at all. Size certainly makes a difference. A large window is more striking than a small one, provided that one is as skilfully draped as the other. But a window is by no means twice as striking as one half the size. Choose a subject in keeping with the size of your window. A large window partly draped is about as attractive as a house partly built. That kind of a window doesn't sell goods. Neither does a window with too much draping. Perfection is always attractive. A small thing can be perfect as well as a large one. Both are objects of admiration. Make your window as perfect as possible. Small as it is, it will pay. It may as well, in proportion, as the large one.

A CHAT ON WINDOW DRESSING.

"We've seen all this before, dozens of times." Of course you have. Like most good things the suggestions here are not new by any means. But still the fact remains that too many of our stores are remiss as regards attractive display in their windows. Especially in the hot months of the year, when even spending money is too great an exertion, it is necessary for the merchant to make his store attractive outside and in. First of all, the display outside must be attractive in order to get people inside, then the interior must be pleasing to retain their custom. In walking down the street of your town notice the places which pay attention to this line. Are they not the best houses in the town, and do they not carry on a large business? Are they not, as a rule, among the most wealthy of the men in the trade?

Many say it costs money and time, and that they cannot afford it. What, not afford to increase your business! It is rather the other way. The large merchant cannot afford to do without it. It pays him. He is not spending money for fun, as the expression is. He has built up his business in this way. Then, why not follow in his footsteps? What he has done you also can do if you only believe so and apply yourself towards that end.

To be effective a window display must not remain too long unchanged. People get tired of seeing the same thing in the same place and are apt to think that you have no other goods to display. Change frequently. It is not necessary to make a complete change of the material, as a limit would soon be reached, but after the arrangement, make another color more prominent or some such change, so as to give the whole a different appearance.

Another point worth noticing is not to put too much in a window at once. No one demands of you to put your whole stock on exhibition. There is, of course, a danger in having too little, but the most common error is in having too much. There is a happy medium which a little thought, together with ordinary common sense, will enable each merchant to find out for himself.

COSY CORNERS.

Fashion has decreed that every well-appointed home shall possess a "cosy corner," and no wonder, for there is nothing more inviting than one of these luxurious corners. The Toronto Feather & Down Co. claim to be headquarters for all kinds of cushions, etc., for this purpose.

THE WOOLEN CREDITS.

THE following is the circular referred to in the last issue of THE REVIEW regarding the shortening of credits in woolen goods:

MONTREAL, July 11, 1896.

DEAR SIR,—I have been instructed by the committee of the Woolen Manufacturers' Association to inform you that at a meeting of woolen manufacturers held here on the 19th May last, the following resolutions were unanimously adopted, viz.:

Resolved:

1. "That in future the terms for the wholesale trade be 4 months from March 1, and 4 months from September 1 respectively, and four months from the first day of the month following delivery for goods delivered after these dates, this arrangement to come into force for spring orders of 1897.
2. "That the rate of interest to be allowed for prepayment shall not exceed 9 per cent. per annum.
3. "That the giving of sample ends for the purpose of taking orders should be discouraged to the utmost, and that in no case should sample ends be given without double price being charged."

An agreement binding the members of the association to adhere strictly to these terms has been signed by the following: Auburn Woolen Co., Peterboro'; A. W. Brodie, Hespeler; Wm. Clark & Son, West Flamboro'; Cobourg Woolen Co., Ltd., Cobourg; Cornwall Mfg. Co., Cornwall; The R. Forbes Co., Ltd., Hespeler; Granite Mills, Ste. Hyacinthe; Globe Woolen Mills Co., Montreal; R. Gemmell & Son, Perth; Gillies, Sons & Co., Carleton Place; Hawthorn Woolen Co., Ltd., Carleton Place; A. Lomas & Son, Sherbrooke; Lambton Woolen Co., Lambton Mills, Mississippi Co., J. A. Teskey, Appleton; Markham Co., Markham; Montreal Woolen Mills Co., Montreal; Moorhouse, Dodds & Co., Glen Tay, Ont.; P. McDougall, Blakeney; Duffton & Sons, Stratford, Thos. Waterhouse, Palmerston, represented by A. A. McDougall & Co.; Paton Mfg. Co., Sherbrooke; Rosamond Woolen Co., Almonte; Trent Valley Woolen Mfg. Co., Campbellford; Wm. Thoburn, Almonte; A. S. Van Esmond's Sons, Seaforth; Waterloo Woolen Co., Ltd., Waterloo; S. T. Willett, Chambly, Que.; Yarmouth Woolen Co., Ltd., Yarmouth, N.S.; D. Morrice, Sons & Co., Montreal; Millichamp, Coyle & Co., Montreal; G. D. Ross & Co., Montreal; Stevenson, Blackader Co., Montreal; Ferguson & Pattinson, Preston; A. A. McDougall & Co., Montreal; T. A. Cantlie & Co., Montreal; James Lockhart, Son & Co., Toronto.

I am yours truly,

(Signed) A. H. PLIMSOLL, Secretary.

Concerning this agreement, now supposed to be in force, The Montreal Shareholder says: "At several meetings of the dry goods section of the Board of Trade the credit question was earnestly discussed and a definite arrangement to shorten credits from six to four months was arrived at. Had this arrangement been honestly carried out by all in the trade the success which was aimed at would have been reached, but it now transpires that while some houses stood firmly by it and refused orders rather than violate it, others were found to have broken it and to have sold goods at six months, the old rate, instead of adhering to the terms agreed upon by the trade. The delinquents referred to are among those who are still protesting against the evils of the long credit system."