

OUR WINDOW DRESSING AWARDS.

FIRST PRIZE—McColl & Lee, Owen Sound.

SECOND PRIZE—J. Sutcliffe & Sons, Toronto, and T. Long & Bros., Collingwood, equal.

IN PRESENTING our readers with reproductions of the windows which won the prizes in THE REVIEW'S Second Series Window Dressing Competition, a few general remarks will be in order.

The photos presented were generally very poor, and did not show to advantage the design of the window. To secure good photos they must be taken early in the day—between 5 and 7 a.m. The light must be good, and yet not strong enough to make a reflection. The hour of the day may, perhaps, have to be varied to suit the direction of the street and the side on which the store may be. But there is no reason why a photograph full of reflections should be accepted by any window dresser who is having a picture of his work taken.

The object of window dressing is twofold. First, to attract attention, and second, to sell goods. The first feature is always necessary, as it is pre-essential to the latter. But to have an attractive window without having in it the latent power to impress purchasers is to totally fail. The winning set of photos will be seen to possess the twofold character.

Another essential of a well-dressed window is that it should be of such a design that it can be taken in at a glance. Some of the photos showed that much labor and time had been spent on the windows, but on account of the dresser having no central idea to develop, he merely produced a jumble. Some of the windows contained about twice the quantity of goods required.

To illustrate that idea two windows here reproduced may be mentioned. Sutcliffe's lace window contains only one class of goods. The main idea is laces, and a score of different kinds are exhibited without covering up the one central idea. So with Long's linen window, the main idea is linens, and this one thing is impressed by an artistic display made up entirely of this class of goods.

The judges were two practical window dressers: Messrs. H. C. Fletcher, of R. Simpson's, and W. C. Griffith, of W. A. Murray & Co.'s, two of the largest retail dry goods stores in Toronto. The foregoing remarks show on what grounds they based their awards.

Mr. McColl must be congratulated on again winning First Prize. He seems to be the best window dresser in Canada, and his designs will compare favorably, all the circumstances considered, with the best window dressing in New York and Toronto or Montreal. In addition to the series submitted for competition, Mr. McColl sent in some specimens of other windows which show great skill in the art of dressing, and which, for the benefit of our readers, will be reproduced in these columns later on.

In awarding the Second Prize the judges decided in favor of dividing it between Long, of Collingwood, and Sutcliffe, of Toronto. The series of these two competitors clearly entitled them equally to second place, and the task of deciding between them was not easy. The judges decided to take one window from each series and divide the prize. In the judges' opinion a controlling factor in awarding the prizes was whether a window would sell goods. The other two windows in Messrs. Sutcliffe's series were well dressed and attractive, but in this particular

they seemed to fail. The same was true of the Messrs. Long's other windows. Yet the two series, taking the exhibits altogether, were very praiseworthy, and the judges deemed the only fair course was to divide the award. Of other series submitted for competition, those of Mr. White, of Ingersoll, were very handsomely dressed, but the judges deemed them wanting in power to sell goods.

A MARITIME PARTY.

A pleasant party of visitors to the Toronto Exhibition was one which came from the Maritime Provinces. It included a number of the friends and customers of John Macdonald & Co., among them the following: W. J. Power, of Smith & Power, Halifax; E. B. Elliott, of R. T. Braine & Co., Halifax; Geo. D. Gallert, of Windsor, N.S.; J. Joseph Rudolf, of Lunenburg, N.S.; D. T. Chapman, of Chapman Bros., Amherst, N.S.; F. A. Dykeman, St. John, N.B., and Messrs. Sinclair and Ramsay, of Sinclair & Stewart, Summerside, P.E.I. They saw the sights of Toronto, and Mr. Macdonald entertained them with his proverbial hospitality and bonhomie. They visited Niagara Falls, and were taken for a drive on the tally-ho coach. Mr. J. E. Ellis, the Maritime representative of the firm, also helped to entertain the party, who expressed their appreciation of Mr. Ellis' efforts by presenting him before their departure with a handsome marble clock as a token of their esteem.

SHORT WEIGHTS IN YARNS.

Complaint is again being made of some of this season's fingering and factory yarns being put up in light weight spindles. For the regular 6 lb. spindle one of 4½ lbs. is sometimes sold to the trade, the term "spindle" being employed without any notification of short weight. THE REVIEW inquired of a man in the trade: "Is it not a fact that Berlin wools are sometimes put up 14 ounces to the pound?" "Yes, often, though I know a case where an English maker refused to take an order where the weight was to be less than the standard. But then there is this difference: The box wools are sold by the box, and nothing is said about weight, and the retailer sells not by the pound but by the skein. In the case of fingering yarns the short weight tells."

A NEW COMPANY.

The King-Jones Co. Ltd., is seeking incorporation to manufacture, buy and sell dry goods, specialties and similar goods. Capital stock, \$50,000, in 1,000 fifty-dollar shares. The applicants are: Albert Edward Jones, Niagara Falls, manufacturer, and Henry Jones, manufacturer; Selina Jones, married woman; John Sifton Dignam, manager, and Mary Ella Dignam, married woman, Toronto.

AN ENGLISH CLOTHIER IN CANADA.

Henry Marsden, of Henry Marsden & Co., the ready-made clothiers of Manchester, England, has been paying a visit to the United States and Canada. He has called on the principal clothing concerns in the two countries in order to secure ideas which may be introduced into the English trade. In this country he visited Montreal, Toronto and other points.