

shown in three other colors, black, brown and navy. No. 334 is a black nap cloth jacket with beaver trimming and cuff. This style is kept in five or six different qualities. Their leading lines of cheap mantles are of black and navy cloth, trimmed with black astrachan. They show these at \$2.75, \$3, \$3.50 and \$4. They have a full stock of children's mantles in sizes 1 to 9, and in black and colors. Their children's reefers are kept in all the different sizes. Their stock is an excellent one, and one which the dealer will always find profitable to inspect.

S. F. McKinnon & Co. are an authority on the mantle question, and they look for a good business from this on in the cloak department. They predict that this will be a strong, healthy trade, and certainly have made provision for such. The whole of the fourth flat of their large warehouse is devoted to this important article of ladies' wear, where cloaks of German manufacture suitable for all classes of trade are showing in great abundance—perfect fitting, graceful, stylish-looking garments every one; even their lower priced goods have a style and finish which is self-recommending. The special mantle buyer for the firm searches all the fashion marts of Europe in quest of the newest ideas, which gives them great confidence in the selling strength of their productions. Also being conscious of the fact that they



No. 333—Reid, Taylor & Bayne.

do the largest mantle trade and carry the heaviest stock of any wholesale house in Canada, they cordially invite all cloak buyers visiting Toronto to call and get ocular proof as to the correctness of what is here written.

TAILOR—How wide a collar shall I put on the overcoat, sir?

CUSTOMER—Make it so wide that when I pass you in the street I can turn it up so you won't recognize me.

#### MAKE USE OF YOUR WINDOWS.

These are the times when the show window can be made very effective as a trade drawer. There is no department of the store which can be put to better use, and we might add which



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can be put to poorer use; it all depends upon the way the thing is managed.

It is not so much in the superior manner of displaying goods in a window, although this is important, says The St. Louis Dry Goods Reporter, as it is that there should be a change made in the arrangement. Something which was very attractive for a few days will shortly lose its novelty, and a dealer may wonder why it is his windows no longer attracts people. It is simply because they have become oblivious to the display as it has ceased to attract them. The thing to do is to change the goods in a window as frequently as possible.

In connection with this the liberal use of price cards on which are plainly printed or written the price of the article will prove a great help to attract customers. It is also a great labor-saving and is the means of saving much time for the employees who otherwise would have to answer innumerable questions. Just now in this city the leading retail stores are doing most effective advertising through their show windows, not so much by the beauty of the display, as by its practicality; that is, they put in the window what is suitable for this season of the year and put the prices as low as possibly can be made.

The early sale of fine negligee shirts did much to give an impetus to the large sale which these goods achieved. There was a falling off in the latter months of summer, however, when everybody impressed with the blues bought nothing.