

LONDON WINDOW DRESSING.

A REPRESENTATIVE of this Journal recently made a hurried visit to London, Ont. The retail dry goods stores in this city are not very large, but nearly all seem to be prosperous and very carefully managed. There is a very tasty appearance about the interiors of these stores, which be tokens live merchants, fresh stock and thorough supervision. But what strikes the observer most forcibly is the fact that the windows are all carefully and artistically dressed, and much originality is displayed in their arrangement.

One very pretty window might be described as "a hollow square." Around the back and sides of the window were hung lengths of dress meltons, loosely folded to about nine inches in width, and arranged with a space between each two lengths about equal to the width of the goods. The sides and back of the window were possessed of a nickel steel framework, and on this were arranged card samples of all kinds of braid and jet passementeries and other ornaments. These were not crowded together, but placed at regular spaces and hung so as to be easily studied by the onlooker. Then the floor of the window was covered with a plain cream fabric, arranged in luxurious puffs and small erect folds, giving it a very rough but pleasant appearance. On this a few dress goods pieces were placed standing nearly upright, but still slightly inclined, and being also placed at an angle with the window. Only a few of these pieces were used and space was abundant. These pieces of dress tweeds, tied with white tape, looked quite fresh, and were ornamented by having one corner of the last fold turned back, and also by having a sample card of buttons attached to one side. Thus the window was very simple in arrangement, not overcrowded and very striking. It had a fresh appearance which detained the passerby for more than a mere glance.

Another worthy window display which was observed was in a smaller window, and consequently the goods looked more crowded. No framework was used. The window was only about six by eight, and was dressed so as to be properly viewed from the corner of the window touching the street and beside the entrance to the shop. The back and sides were hung with dress goods neatly arranged, and the bottom was filled with dress goods pieces with folded tops, and fluted folds on the sides in some cases. These were arranged so as to show the rear pieces over the tops of the front pieces. Then from the centre of the window ceiling boas and other hangings, artistically caught up, gave a cosy and cheerful appearance to the window.

Ribbons were shown in several of the windows, the favorite method being by a suspension of the roll from the ceiling by a double band of the material. By arranging the distances and plan of these hanging rolls, as well as by varying their height from the floor of the window, very pretty effects were produced.

Linen was used in one window and shown in profusion: the window being dressed pretty full and well to the front. Towels piled up made a foundation, which was topped off by a display of fancy and stamped linen goods.

Much attention seemed to be paid,

especially in clothing stores, to their outside displays and to the exhibition of price cards. The men's furnishings stores were also made attractive by well filled windows. Some dealers seemed to have acquired the knack of displaying neckwear, and most of this was shown with a white shirt as the background for each tie. Extensive displays of white goods, relieved with a proper proportion of colored ties judiciously placed, show to advantage in a good sized window. But the display should run back as far as possible from the glass, thus securing a heightened effect.

THE SUCCESSFUL ADVERTISER.

THE following description of the successful advertiser is from the trenchant pen of J. J. Jones, who has charge of the advertising for Jones & Co., Kansas City, Kansas:

If you were going to plant a crop, would you test all signs, read all weather prophecies, and if against you sit down and say, "the season's going to be against me, therefore I'll not put in a crop"? Would you not be considered a splendid subject for an insane asylum? Would there be any comparison between you and the cheerful farmer who went out early and plowed his land and then planted his seed and used his every hour in assisting in the growth of the plant after it should begin to grow?

Then there is another kind of farmer who is an inseparable part of this discussion. It's the fellow who sits back and says, "I've done my part, now let nature do her's."

These three farmers remind us very much of the three classes of business men in existence. First, the business man who never advertises because he's afraid he won't get his money back. Then the one who advertises about twice a year, sits back with his hands in his pocket and says, "I've put an ad. in the paper, now let the people rush in and take my goods and pay me the money." Then there's the last

fellow. Ah! he's the daisy! He advertises every day. Has something to advertise. Has the goods shown, explained, displayed, sold. Always at work; early and late tending his crop-killing weeds, but advertising! advertising! He may throw away some money occasionally, but he laughs at that and goes in further and bolder than ever.

Don't plant a crop unless you expect to cultivate it. Don't advertise unless you intend to work it for all it is worth.

How many goods do you suppose this ad. would sell? "John Smith, dealer in hats, caps, boots and shoes, dry goods and notions. We defy competition. J. J. Smith." How would this work? "I'm going to sell a bargain to-morrow. Listen. Twenty cases men's winter boots on sale to-morrow at \$2 a pair, regular value \$2.50. Bought 'em low, sell 'em low. John Smith."

Don't advertise a lie; tell the truth and prove it.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issue of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

Toronto Fringe and Tassel Company

Manufacturers of

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ALL WOOL AND UNION DRESS GOODS Dyed and Finished, guaranteeing no shrinkage in the width.
RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.
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FINGERING YARNS, Berlin Wools, Dyed and made up.

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