



PARISIAN SHOP WINDOW DISPLAYS.

To the majority of Parisians, says the London Drapers' Journal, the big magasins are familiar ground, but to strangers their intricacies are somewhat confusing, and the latter are pleased to have a choice of goods displayed where they can examine their effect at leisure, and which will give them a general idea of what is to be had within. Price tickets are somewhat more plentifully used at this time for the same reason. Strange to say, although marking up is much resorted to in the various departments of all the French magasins, a relatively small number of tickets appear in the windows. The artistic beauty of the principal shows made by the Louvre, Bon Marche, etc., is never marred by a placard—that is to say, from half a dozen to a dozen windows are reserved in each shop for harmonious groupings of materials and special articles; in the smaller and shallower windows, where less attention is paid to the artistic side of the question, price tickets are admitted, but as frequently as possible one is made to do duty for a row of articles, or perhaps for the entire show, when the price is put up on a very handsome card at the back. Laudatory and other remarks are mostly excluded from window-tickets, and are reserved solely for the catalogues issued at each season, when they are used pretty freely. Still, one often sees the words *Haute nouveaute* and occasion (which signifies *bargains*); whereas explanatory notices, giving the name of the material, the fashionable designation of a color, are frequent enough in show windows and certain special shops. The *Trois Quartiers*, for instance, is lavish of such notices; they form a part of their particular system. New names of stuffs and tints are often launched by this establishment and they are mostly in the first place prefixed by the announcement, "Registered," or "Manufactured specially for the *Trois Quartiers*." The same reason which causes the bigger magasins to be more prolific of price-tickets at this season, makes the proprietors of the aforesaid shop partial to this species of window advertising, namely, to arrest the attention of chance purchasers and the floating population of visitors.

The tickets used here are invariably white, and they are made of Bristol board; ornamentation is generally eschewed. The letters and figures are inscribed in printed letters, large and clear, more often black than color. But whatever style of letter or ink be chosen the same will be used for the whole of the tickets and placards required in the establishment, which may amount to many hundreds; for if they are sparingly introduced into the windows, they are multiplied to a great extent within the buildings. Huge placards, suspended over the counters or in the galleries, indicate the nature of the articles to be found there, and greatly facilitate matters to the customers, while relieving the assistants of constant applications as to their whereabouts. Changes of color and style in the lettering have been made at various times at the Louvre and Bon Marche, but the proprietor of the *Printemps* adopted blue lettering on a white ground at the outset, and has persevered in it ever since. His catalogues are printed in blue, and even the little tickets affixed to each object. However small and insignificant a thing, it always has a square of paper, with the name of the magasin, the name of the department to which it belongs, the price and length (if a remnant) gummed to it. This rule is also carried out at all the magasins. As a precaution against shoplifters and kleptomaniacs, when an article has been chosen by the purchaser, the assistant either makes a little pencil mark on the price ticket, or sticks on a circular or star-shaped piece of gummed paper, so that if search is made in the pockets or in the houses of suspected persons (a proceeding admitted by French law) the stolen goods can be immediately identified by reason of the absence of the mark.

POLISH YOUR WINDOWS.

The prettiest display in the world will not look well through dirty or streaked windows. The Pharmaceutical Era says that a good window-polishing paste is made of ninety parts prepared chalk and five parts each of white bole and armenian bole, rubbed together into a smooth paste with fifty parts of water and twenty-five parts alcohol. This paste is to be rubbed on the window, allowed to dry, and then rubbed off with cloths.

KEEP SUCH GOODS TO THE FRONT.

In a general merchant's stock one source of loss is the accumulation of goods in out-of-the-way places, and their consequent slow-selling or no-selling. Not more than half the people who visit a store know just what they wish before they get there. They are going to look, and then make up their minds. Many times they buy an entirely different article from what they had a half-formed intention of buying, because it is prominently thrust upon their attention, and it suits them better.

Every busy merchant should set apart some day in every month, when he sees each article of merchandise in which he deals, and learns the quantity on hand. If it is too large, or sells slowly, and will permit of removal, bring it to the front of the store, arrange it tastefully, and call the attention of every customer to it, and it will sell.—Dry Goods Chronicle.

MANCHESTER DRY GOODS TRADE.

The last issue to hand of the Textile Mercury says: The week's trade has on the whole been somewhat depressing, and the fancy season has been most unsatisfactory. The heavy departments have been better off in comparison, as climatic influences do not have so much influence upon the trade in this branch. Cotton goods as used in the home trade are decidedly cheaper, quilts and sheetings being easier. In flannels and blankets there is no change, but the season's prospects are considered good. The harvest outlook is, however, gloomy, and this tends to discourage merchants. The hay harvest has been considerably delayed in Cheshire, Buckinghamshire, and, in fact, most counties, floods having in some cases swept it away. The crops have been beaten down a good deal by the heavy rains, and drapers in agricultural districts, owing to the unforbidding character of the outlook, have not placed orders for such extensive parcels as hitherto. The branches are dull, the season all round having been most disappointing. The American demand for dry goods is quieter. Some New York importers are offering goods imported before the enactment of the new tariff at prices which firms who have had to pay the higher duties cannot compete with. This, of course, applies to other departments also, but the stocks on hand cannot last much longer in any case. Silks are slow, especially in the dress goods branch. The material is used for trimmings, but not to a marked extent. Ribbons do not sell satisfactorily for either trimming or millinery purposes. In linens, roughs are enquired for to a moderate extent. Stocks generally are fairly large. Fancy makes, such as damasks, are bought more freely. Yarns are certainly not weaker, and there does not seem to be any prospect of cheaper cloth yet. The mantle trade keeps steady, and the output here increases yearly. Cheviots and imitation Harris tweeds of Yorkshire makes have been in good request for mantle cloths. It appears hard on Scotch hand-loom weavers that whenever their cloths attract the attention of the fashionable world, the power-loom manufacturers step in and secure the bulk of the trade with an imitation which is cheaper, but, of course, inferior so far as quality and wear are concerned. The uncertainty with reference to the position of Westbeads has continued to exert a depressing influence by causing some retail buyers, in anticipation of future bargains at a sale, to hold off.