

a 34 or 36 rather than the larger sizes. Press out every wrinkle and see that no dust or strings adhere to the garment. Make sure that the skirt on the figure harmonizes in color with the jacket. Never use a skirt of too gaudy a style, as it detracts from the interest which should be given to the jacket. The



1—Our Canvasser Secures an Advertiser.

bottom of the window should, at this season, be covered with terracotta felt. The background of the window should be white. In arranging the display the figures should be in the centre and should show the finest garments.

The stands or models should be so arranged as to afford a good view of each. Ladies' garments

should not be mixed with misses' and children's. A good way to rob the display of its stiffness is to intersperse between the garments a few fall hats or bonnets on stands. A large jardiniere at each side of the window is appropriate and pleasing. Always put the lighter shades of garments to the rear and the blacks and navies to the front. A cloak window should, if possible, be next to a dress goods display.

Says The Owen Sound Times: "Mr. W. R. McColl, of McColl & Lee, is perhaps the best pleased man on Poulett street to day. The reason, however, is a very good one, for he is receiving congratulations from his friends over having won for the second time THE TORONTO DRY GOODS REVIEW prize for the best dressed windows. The prize, a very practical one—a \$25 cheque—was received this week with the notification of his success."

Our Halifax correspondent writes: "Window dressing is not carried on to any great extent in Halifax, but several firms are taking the matter up, and it may, in time, become general. McPherson & Freeman will have windows in their new store admirably adapted for this. The most tastily dressed windows to-day are those of Kane & Flett, on Barrington street. They display considerable artistic skill, and they tell me that it pays. G. M. Smith & Co. have also well dressed windows, as also have Barnstead & Sutherland, Power & Co., and Wood Bros. McManus, on Hollis street, and Scovil & Page, on Barrington street, are ahead in window dressing in gents' furnishings and ready-made clothing. Ross and Lane, both on Granville street, make fine displays in hats and caps."

SHOWING CARPETS.

A large United States firm has just adopted a new plan in its carpet department, which entirely does away with the expense of sending out samples. It has had over 100 different styles of carpets reproduced on paper, in colors, so that an accurate idea of the appearance of the carpet can be obtained. This work is done by a secret process, and is said to have caused an outlay of \$25,000. While it is expensive, it is claimed

it will be cheaper on account of doing away with express charges on samples. Over 1,000,000 cards have been sent out.

HOW TO SUCCEED IN BUSINESS.

The Bradford Textile Society does very excellent and useful work in the dissemination of commercial knowledge by means of lectures and the issues of a monthly journal. At its annual general meeting, held a few days ago, Mr. W. H. Mitchell delivered an interesting address on "Some Qualities Essential to Success in Business." Naturally, the lecturer dwelt upon the necessity for hard work, but he pointed out that "too close attention to business might be hurtful. The brain as well as the body needed rest, and it was a fact that many most successful men had strong interests outside business." This dictum, with which we cordially agree, will be especially welcome to those who have the early-closing movement particularly at heart. Mr. Mitchell went on to urge that despite the importance properly attached to hard work, technical information, and reasonable amusement, "the knowledge of human nature was the first condition of success in business life." This can hardly be regarded in the light of a discovery, but its repetition will none the less serve a useful purpose. The primary necessity is that a man should "know himself," and the direction in which his capabilities will be most likely to lead to success. Then he must be able to recognize the true character of those with whom he is brought in contact, so that he may trust the trustworthy, and avoid the unworthy. These and other similar considerations Mr. Mitchell laid before his hearers with eloquence and humor.—Drapers' Record.

THE LATE MR. GORDON.

The death of Mr. John Gordon, of the well-known firm of John Gordon & Son, removes a highly respected member of the dry goods trade. His funeral was largely attended by many business men, some of whom had been associated with him for over 40 years. He was born in Aberdeen in 1833, came to Canada in 1853, and entered the employ of Wm. Stephen & Co. He was afterwards a partner in James Roy & Son's, and during the past eight or ten years has been in business as head of the firm of John Gordon & Son. Mr. James R. Gordon will carry on the several agencies of the firm as usual, he having for some time been practical manager of the business.



2—The Advertiser Becomes Rich.

A big dry goods store in Indianapolis was completely destroyed by fire early one morning last month. The whole stock went. By next morning the firm had bought out a neighboring competitor, and over the ruins of their previous building was stretched this sign. "We are in shape to handle your business."