

WINDOW DRESSING.

THE big houses differ much on the subject of window dressing, but they are unanimous in one thing—its great importance and direct value in making sales. THE DRY GOODS REVIEW has not found a single merchant who does not rate highly the benefit of a well-dressed window.

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In most cases a trained man, an artist we may fairly call him, does the work. He takes pride in his task, and the merchant should encourage him by every possible means. There is no better way than by letting him enter the competition now being promoted by THE REVIEW. It will let him see that his work is important, and that it is appreciated. There are too many merchants who give the window-dresser no encouragement. They like to see the goods well displayed, but grudge the time and trouble. Some too readily jump to the conclusion that their windows are not adapted to careful dressing. This is a mistake. Undoubtedly some windows are better constructed to show goods than others. But every window can be made to look well. Leave it to a good dresser and see.

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It happened the other day that two windows in a big retail store, side by side, afforded an instructive example of how dressing should be done and how it shouldn't. One was a display of handkerchiefs, silks, linens, etc., and these were well arranged to show their variety, extent of stock and quality. You would stop any time to see it. The next window was intended to show laces, and all the effects necessary to make a striking display were there. But the dresser had either entrusted the work to someone else, or had put it together hastily. Tickets of prices were concealed from the view of the passer-by. A soiled ticket had been used in one case. Do you suppose the passing purchaser would not notice these defects? Every time.

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THE WINDOW MUST EXIST.

Something for nothing never has been business, isn't business, and never will be business.

That which costs nothing in advertising, and in everything else, is worth about as much as it costs.

The nearest approach to something for nothing, or advertising at the minimum of expense, is the practical advertisement possible for a store window to present to its owner.

A store must have a window, and that window must be upon the street front.

The window must exist, and will exist no matter how it be used; the window is without cost to the retailer.

The necessary paraphernalia for proper window dressing consists of boards, boxes, frames, figures, cloth, etc.

The merchant simply loans to the window what the window needs for its proper dressing, and beyond the expense of the loan, the time of the trimmer or clerk in dressing the window, and some accessories required, a properly dressed window does not mean additional expense to anybody.

It is obvious that window space had better be used to advantage than not used at all. It is obvious that it would be better

curtained up than improperly dressed, for a perfectly plain thing is far more artistic than inharmonious elaborateness.—Harry Harman.

OUR REGULAR HALIFAX LETTER.

HALIFAX, June 20.

The state of trade in dry goods throughout the province during the month just closing has been very fair. Indeed, today the market is in nothing like the depressed condition it was at the opening of the year and the three months following. The weather has been backward, and that alone has prevented trade from booming. Taking things as a whole, the prospects for the summer and autumn are very encouraging.

Money is easier. Bills are being met with a certain degree of promptness, and renewals are not so frequently asked for.

Trade on the Island of Cape Breton is about entirely in the hands of the Dominion Coal Company's stores. The company are in a position to buy better than the general dealer, and consequently sell cheaper.

The big lumber syndicate has about completed arrangements to begin operations throughout the province. It is understood their contract for dry goods will go to a St. John house.

Trade in hats and caps is reported only fair. There is a good demand for straws. The new styles seem to put the trade on edge. A great deal of trouble is found in introducing them.

The city retail trade is reported very firm.

The early closing movement in the city among the dry goods houses has fallen through. At the last session of the Local Legislature a bill was introduced on the lines of the one now in force in Toronto. Only one or two houses opposed it, but their opposition was sufficient. The promoters were told to try the mutual arrangement plan. They did so. All were willing to close three nights a week but one firm. Firms in the neighborhood of the unwilling firm declined to close while their neighbor remained opened, and now the whole scheme is off. There will be no early closing this year.

The well-known premises at the corner of Granville and Buckingham streets, occupied as a dry goods store for the past 40 years by John Silver & Co., are being thoroughly renovated and modernized. This still handsome structure was erected in 1860 for the present occupants, who were burnt out in the great Granville street fire of September 9, 1859. It is now owned by Dr. Walker, of St. John. The improvements now being made will leave it one of the handsomest and most convenient dry goods houses in the city.

TAUNTON.

AUTUMN DRAPERIES.

There are likely to be some very handsome goods in draperies for the Fall trade. The promise of increased business with better times seems to point to larger sales of good class materials. At least, one would think so from the new draperies which Peter Schneider, Sons & Co., Montreal, will show this season. The new pattern and colors are striking and handsome. In chequer lines, too, the new curtains in derby cord, cotton in silk effects, will be very attractive. In new corded cretons, reversible, the new styles are of excellent designs and fine quality.