

WINDOW DECORATION--Continued.

store, the capital and energy necessary to make a success of it, comes the idea that the most important part of the store, that which is nearer the public, proclaims the character of the place and the standing of the business within, viz., the show windows.

During the recent holiday displays the progress of the art has been demonstrated in many instances. Every little town has made marked advances.

Newspapers have commented on the beautiful work done by this firm and that in their respective towns and villages. Window dressing is fast being recognized as the best advertisement the merchant has.

It has been ludicrous to note the wails of some of the "back numbers" who don't know how or won't try to get up a decent window display. One advertisement in a paper reads: "Pay no attention to the expensive show windows; but come to our store where you will find the goods without the expense of show windows tacked to our prices." Another reads: "We don't need any show windows; the people know we carry the best line of goods in town." A third says: "Other concerns carry all their stock in their windows. We carry it inside."

These "old timers" think these arguments are effective with the people, but it is easily guessed that their wails are caused by the people flocking to the stores where good window and interior displays are made. Otherwise it would never have occurred to them to decry the show windows in order to attract custom to their stores. Merchants are profiting by former experiences, and are being convinced every day that there is money to be made through well trimmed windows.

As this and next month are both clearing sales' months, the windows can be made great sales' helpers before inventory. There are lots of "left overs" from the different stocks that should not be carried another year, and the house prefers to make a reduction in price to clear them out promptly. Now is the trimmer's time to get in his useful hand. Price cards play the prominent part in these displays. Care should be taken to get everything shown in the most appealing way to the customer. The window-trimmer is now catering, not to a purchasing public in search of goods, but to a public that has to be "jollied" and coaxed into buying, perhaps, what he or she don't need, and that too at a time when pocket-books are greatly shrunken and when customers are not in a buying mood. Therefore, the trimmer who can induce customers into the store through his window displays during these "dog-days" is certainly doing effective and conscientious work, and is making himself extra valuable to his employer.

WINDOW TRIMMING IN FOREIGN COUNTRIES.

The best window trimming to be seen anywhere in the world is undoubtedly in the United States. Nothing can come anywhere near Chicago, New York, Washington and other cities. During Christmas time there are some very good trims in London, Liverpool, Manchester and other British towns. The clothing, gents' furnishings, grocers and the markets are far ahead of the dry goods displays. This, no doubt, is accounted for by the methods of the merchants who call upon the clerks, who in turn treat window trimming as laborious, and hurry through the work, crowding and mixing as many goods as possible, using no taste or judgment whatever, and following the same lines as their competitors, giving all the windows the same appearance. There are exceptions. Some firms employ window-trimmers, but the displays are not to be compared with those seen in New York, Chicago, Boston, Philadelphia, Washington, etc., whose beautiful window displays are becoming world renowned. In Paris the windows are small compared with those in America, and the much talked of

Parisian window displays are disappointing to the up-to-date American. In the swell shopping districts the window displays look grand in one way, that is, they contain beautiful, rich, expensive costumes, which never fail to attract the feminine eye, but they are not due to the artistic showing of the goods or trade-drawing features. The two leading department stores, the Bon-Marche and the Louvre, have small windows which are generally very poorly trimmed, but the interiors are always made very attractive. In Germany, Austria and Italy there exists the same lack of taste and skill as in Paris. The merchants still adhere to the old styles, and do not understand the trade-drawing qualities of modern window displays which characterize the go-ahead Canadian or American merchant.

If some of our modern window displays in Canada and the United States could only be transported to Europe, the European merchant would more than open his eyes in astonishment.

SOME DAINY NOVELTIES.

This season has brought out many pretty novelties in metal goods for the dry goods trade. The Parisian purchases of Flett, Lowndes & Co., Limited, particularly demonstrate this fact. This firm have such a large and varied range of this class of goods that it will tend to increase the reputation which they have acquired



as the leading Canadian house for fancy dry goods and trimming novelties.

Two ornaments, particularly, ought to be mentioned which will interest the trade. The one is a fan chatelaine, as shown in the accompanying illustration, and the other a boa clasp, a very pretty decoration indeed, which clasps the boa a few inches below the neck. Both of the above articles and many belt clasps, buckles, etc., are shown in gold, old silver and enameled designs.

CANADA'S GREATEST FAIR.

This year will mark the coming of age of Canada's Great Fair and Industrial Exposition, which will be held in Toronto from August 28 to September 9. It is just 21 years since Toronto Exhibition was established as an annual institution under the present management. During that time it has increased five fold in every direction, and to-day can fairly lay claim to have assumed a national character. Last year upwards of 300,000 people attended, and this year such arrangements are being made as will warrant the expectation of a still larger attendance. Many entirely new features will be presented, while the exhibits, with an increased amount given in prizes (totaling \$35,000), will undoubtedly crowd the 600,000 dollars' worth of buildings to their utmost. The usual brilliant military spectacles will be given, illustrating recent famous feats of arms on land and sea by both England and America, and arrangements have been made for an illustration of wireless telegraphy, wireless telephoning and the improved X rays. In short, the Exhibition will be more than ever up-to-date.

NOVELTIES FOR DRYGOODSMEN.

The H. A. Nelson & Sons Co., Limited, of Montreal, are showing a very select line of hair, side and back combs, and hair ornaments, beauty pins, etc.; also a very fine line of ladies' and gents' purses, wallets, shopping bags, fans, hammocks, and a great many other lines that are usually carried in dry goods stores. The trade should try to see their samples in the hands of their travelers. They can make money on such goods.