

WINDOW DRESSING—Continued.

spicuously that the persons who stop to observe the picture cannot but notice the display.

MIRRORS FOR INTERIOR DECORATION.

There are several reasons for the constantly increasing use of mirrors in the interior store decoration. Prominent among these is the desire of most ladies (and some gentlemen) to see how they look. This point is evidently kept in mind by the ingenuous merchant, says The Reporter's window dressing authority, for the mirrors, whatever their location, are arranged so they will reflect the image of one standing outside the counter. Another reason for mirrors is that they add size to a store by reflecting the displays from side to side.

An effective location for mirrors is on top of the shelving, and inclined downward, so the customer may get the benefit of them. These mirrors, as a rule, are about two feet high, and extend along the full length of the department. Where centre shelving is used, the ends of these broad shelves are convenient places for mirrors. In some shelving, long panel mirrors are set in the uprights.

Large pillars through the room are often boxed with square frames about three feet high, and placed three or four feet from the floor. Heavy French mirrors are set in these. Mirrors are often used for advertising purposes. Some write in white letters across the bottom or top of the glass the special attraction of the day, or call attention to some department; others make a small rack just above the mirror where a display card may be inserted. These cards are changed frequently. It would be impracticable here to attempt to describe the different methods in which the mirrors are used, but it might be in order to suggest that some bare spots or eyesores in nearly every store would be relieved by a mirror.

While it is important to have show windows that will bring people into the place of business, it is equally essential that the interior display should be such that he will be constrained to make a purchase. Since the deep show cases have become so common, there has opened up a distinctive branch of trimming. The sort of display that would look well in a window would be entirely unsuited to the show case.

By means of glass shelves the space is divided according to the necessities of the display. Jewelry, ribbons, china and small notions allow a number of shelves, while gloves, handkerchiefs and laces show to better effect when but one shelf is used. In the most modern dry goods stores, the heavy bolt goods are about the only line that is not shown in or over these cases.

THE MERCHANT'S COTTON COMPANY.

The annual meeting of the Merchant's Cotton Co. was held at their office in Montreal on Tuesday, February 14th. Among those present were Messrs. R. B. Angus, Robert MacKay, J. P. Cleghorn, James Crathern, A. Kingman, J. McKergow, J. Crawford, T. B. Brown, J. K. Ward, Jas. Tasker, John Turnbull, Geo. A. Greene, J. H. Scott, Jas. Walker, A. Robertson, H. Barbeau and others.

The annual report showed a substantial surplus, and in the discussion upon it a number of leading shareholders expressed themselves as being well pleased with the year's business. Mr. A. A. Ayer was re-elected president and the following were chosen as directors: R. B. Angus, J. P. Cleghorn, James Crathern, Jonathan Hodgson, Robert MacKay and W. G. Cheney.

A large addition to the plant of the St. Henri mill has been made during the past year and over 1,200 operatives are now employed regularly.

MONTREAL COTTON COMPANY.

There was a somewhat slim attendance at The Montreal Cotton Company's annual meeting in Montreal on February 14. This was due not so much to a lack of interest in the company's affairs as to the fact that many shareholders were attending the annual meeting of The Richlieu and Ontario Navigation Co., which took place at the same hour. Mr. A. F. Gault, the president, presided. The annual report and statements were considered to be eminently satisfactory, but they were devoid of any specially interesting features. The usual votes of thanks to the manager and staff of the mill and to Stevenson, Blackader & Co., the selling agents, were passed. The old board of directors was reelected as follows: A. F. Gault, Chas. Garth, Jacques Grenier, Hon. J. K. Ward, S. H. Ewing, R. R. Stevenson and Samuel Finley. At a subsequent meeting of the directors, Mr. Gault was elected president, Mr. Chas. Garth, vice-president, and D. F. Smith, secretary-treasurer.

Frank Stanfield of the Truro Knitting Mills Co., Truro, N. S. is on his way to the Pacific Coast on a business trip and reports trade good.

The Spring ranges of ladies' gloves do not appear to contain many novelties. In some makes 3 fasteners seem to have superseded the two fastener style which has been so much in vogue lately. This lengthens the glove slightly, and is, perhaps, neater in appearance. Where three are used, the fasteners are a size smaller than those used heretofore. White gloves will play an important part this season, and will be worn at matinees, afternoon teas, promenades, and in fact at all swell functions where the fair sex congregate. Both self and black trimmings are correct and the demand for either style will be regulated by individual taste. The embroideries are much the same as former years. Last season's colors are still worn though the shades are a trifle milder than those we have become accustomed to.

**A SUFFERER.**

Mrs. Goodwyfe—"Here, my poor famished man, here is a nice meat sandwich and a piece of pie."

Lazy Fritters—"Madam, haven't you got it in capsule form? I am actually too tired to chew it."