

WHAT OUR ADVERTISERS ARE DOING.

The imports of umbrellas and parasols into Canada, which amounted in value, to \$206,000, had been gradually reduced year by year until last year the imports were \$116,000. We do not doubt that part of this decline in purchases of such goods from abroad is accounted for by the fact that the Irving Umbrella Company, of Toronto, is filling a portion of the market formerly occupied by the imported article. This company, beginning in a modest way not many years ago, and growing with our growth, now supplies a large share of the demands of this country, having large facilities. Not only this, but they do some export trade as well. Umbrella handles are an important feature in the trade, and the variety of handles this company displays, brought from Austria, Germany and France, is remarkable. They have taste and individuality enough, however, to make designs of their own in boxwood and other handles, and these are as likely to please foreign merchants as they have pleased home ones.

No country has equal advantages with Canada for supplying wood goods, and probably no manufacturers of wood curtain poles and pole trimmings have as good facilities for manufacturing and supplying these goods as Messrs. Geo. H. Hees, Son & Co., of Toronto. Polished wood poles and trimmings are far more desirable in every way than the shoddy brass goods, which they are fast displacing. Geo. H. Hees, Son & Co. manufacture window shade cloth in all widths from 37 to 140 inches, and their standard size of these goods, 37 x 72, mounted on spring roller, is a staple article with dealers in this line. The trade opened up by the above firm in Australia two years ago, is steadily increasing, and the many repeat orders from there is proof that their goods are in demand at prices of advantage to the buyer. Their selling agent for Australia, Mr. W. G. Gunning, Queen Victoria Building, Sydney, N.S.W., has samples of their goods, which he would be pleased to show to the trade.

If a firm or company in its special line produces genuine goods, in handy packages with neat labels, and at low prices,

the chances are that such a firm or company will build up and retain an extensive trade. This is what has happened in the case of the Pure Gold Manufacturing Company, who for years in Canada have been making flavoring extracts, baking powder, spices, coffee, blue and washing powder and blacking. The adoption of the "Pure Gold" brand was a bold move; and it is not too much to say that its proprietors have kept the quality of their goods up to a standard which is worthy of the name.

The Hamilton Whip Company has already done business in the Australasian field, where their goods are not unknown. Their agency for Australia and New Zealand is at 281 George street, Sydney, where samples and prices of their well-known "Monarch" and "Napoleon" rawhide whips and other whale-bone goods may be seen.

When they have penetrated every province of Canada with their engines and boilers and motors, and have sent them across the Atlantic as well, it is not surprising that the Robb Engineering Works Co. is now aiming to do business with Australasia. It is probably no exaggeration to say that just as the Watrous Engine Works Co. was among the first to make Brantford known abroad as a manufacturing town, the Robb Company is making Amherst, Nova Scotia, known far beyond the Maritime Provinces.

The Bailey Cutlery Co., of Brantford, is a concern that has a large Canadian trade owing to the excellent quality of its products. We have seen samples of shears manufactured by them, and they certainly appeared to us to be exceedingly well finished. This firm is in a position to trade in foreign fields, having adequate facilities.

Among the Canadian manufacturers who are "reaching out for trade" are Messrs. Creelman Brothers, of Georgetown, Ont. This firm has been established 27 years, and in that period of time has acquired valuable experience in the manufacture of knitting machines. Both hand power and horse power machines are produced, while a specialty has been made of hand power machines suitable to mining and agricultural districts.

Pure Gold Brand

BAKING POWDER
JELLY POWDER
FLAVORING EXTRACTS
COFFEES SPICES
BLUES
WASHING POWDERS
BLACKINGS HERBS

FINEST GOODS
NICE LABELS
HANDY PACKAGES
LOW PRICES

200 Lines all our own
manufacture

Correspondence
Solicited

PURE GOLD COMPANY
LIMITED

31 & 33 Front Street East, Toronto, Canada