

WOOLENS AND CLOTHING.

CRIME.

THE man who picks your pocket is a criminal. The man who scales your wall and forces an entrance into your house in the night time is undoubtedly also a criminal, but the party who under guise of friendship robs you of your money, or the sneak thief who obtains entrance to your house under false pretences and purloins your property is a more disreputable criminal than the burglar or the pickpocket. The latter requires no pluck or daring in the accomplishment of his crime, but merely a certain amount of low cunning which enables him to prey upon the confidences of his victim. To the latter class belong the merchants who attempt to foist off upon their customers inferior goods to the ones asked for, by telling them that they are as good or better than goods that have been enquired for as a result of advertising. A merchant who has a good article and spends his money in making the merits of that article known to his customers, is as much entitled to the benefits to be derived from that advertising as he is to the benefit to be derived from the purchase of any other commodity, and to rob him of that benefit in an under-hand way is, in our opinion, a less reputable crime than to boldly rob him of a marketable commodity.

The occasion for our remarks on this question has arisen through the troubles of a large wholesale clothing firm, who have been very liberal advertisers, and have established a reputation for their goods through the fact of their fulfilling the promises made in their advertisements, conceiving the idea of distinguishing their make of goods by a card placed in the pocket guaranteeing their workmanship and otherwise guaranteeing their make of goods to the public. It seems that certain persons have been in the habit of taking the tickets out of the pockets of this make of goods and putting them in the pockets of others of inferior make with the object and for the purpose of making their customers believe they are getting the goods they ask for. This action has been brought home to people who would not be believed to be guilty of such methods, and it is only through the forbearance of the house we refer to that an example has not been made of them. We admire their charity, but do not approve of their forbearance.

CANADIAN RAGS.

It will be a length of time before Canadian woolen rags again find their normal level, which was upset by the American duty of 10c. per lb. What effect the prohibitive duty will have on the Canadian market is at present difficult to determine. However, it is reasonably certain that trade will be very quiet for a time owing to all the rags having been shipped over to the States and stored there. Some dealers in Toronto say that they have now stored in the States about \$20,000 worth of these goods. It is likely to be a good speculation, as prices are already advancing.

Fortunately for the trade, the demand for rags in the woolen manufacturing industry of Canada has lately improved and a new market for the rags has been opened. If a drop in prices occurs the lines of manufacture in which these rags are used are likely to receive a still greater stimulus, and by that means any loss that the country may sustain from the prohibitive duty will, in all probability, be retrieved by this or some such means. The dealers are assured that Canadian enterprise will devise some scheme which shall be a home consumption of these rags. Failing this, the English markets will be utilized.

Viewing these possibilities and probabilities, the fact is evident that the result of the American woolen tariff can hardly as yet be

predicted in Canada. It will be interesting to watch the course that Canadians will take in the matter and how far their enterprise will display itself in finding a substitute market at home.

HELPING THE SALES.

H. Shorey & Co., of Montreal, are determined that people who have bought their goods shall sell them. In addition to the circulars and letters issued this summer they are sending out a series of post cards to some 500,000 people throughout the Dominion, whose names have been sent them by their customers, advertising in a most convincing manner the value and advantages of wearing Shorey's clothing. This is most direct advertising, and they certainly deserve well of their patrons for their enterprise.

IMPORTANT AGENCY SECURED.

The Gault Bros. Co., Limited, make an important announcement to the trade this month. They have been appointed sole agents for Canada for the celebrated woolen firm of Auguste Dormeil & Co., of Paris and London, and are now in a position to supply the trade with everything necessary for a high-class tailoring business. Their representatives will be on the road shortly with samples of all the new goods for the spring trade.

CURRENT STYLES IN MANTLINGS.

With John Macdonald & Co., the leading features in ladies' mantle goods are tweed ulsters, in fancy mixtures, boucle effects, two-tone curled mantlings and curl serges. Beavers are still in demand, but curl effects are the best sellers. They have a line of Imperial suitings for capes and costumes in 34 different colorings, which are on the third repeat.

BACK FROM EUROPE.

Mr. W. L. Brock, woolen buyer for W. R. Brock & Co., has just got back from the European markets. He reports trade busy there, prices not higher than last year but firm, and the manufacturers quite cheerful. Mr. Brock says he picked up some new and handsome lines for his house, which the trade will be glad to see.

SHORT, BUT EFFECTIVE.

One of the postal cards H. Shorey & Co. are sending to the clothes-wearing public is a souvenir Jubilee postal card, and reads as follows:

"We wish you to understand that the guarantee card in the pocket of every garment of Shorey's clothing means satisfaction guaranteed or money refunded."

This is short, but means a lot and should be convincing and trade-producing.

A FAMOUS CANADIAN BRAND.

The Oxford Manufacturing Co. are out with their spring samples of ladies' fine costume cloths and men's suitings. These goods contain many novelties, and are a credit to the enterprise of the makers. Lighter makes in the same colors, suitable for bicycling suits, are a special feature of the stock. The goods are all wool, and are in fast colors.

MAKING A FEATURE OF THESE.

The Gault Bros. Co., Limited, tell us that they expect some very choice twill worsted suitings shortly, and they ask the trade to delay purchasing until after examining this stock. They also desire to call attention to their 54-in. "Columbian" costume cloths,