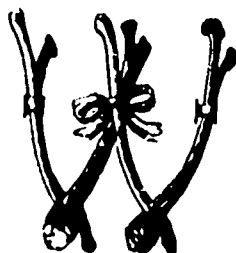


## OUR PANACEA FOR THE WOOLEN INDUSTRY.



WITH a certain amount of timidity we proceed to lay down a plan whereby the cutting of prices in woollen industry, more especially the knitting branch, may be avoided. Last month we reviewed the situation of this branch of our domestic textile manufacturing, showed the disadvantages under which it was laboring and promised to show a remedy. We hope to receive the opinions of those interested when they have carefully considered our plan.

There is a certain manufacturer of underwear in Canada who marks his goods with a brand, which consists simply of the word "Health," and the Health brand is known throughout Canada and cannot be imitated. Why should not the other Canadian manufacturers adopt some brand, copyright, patent or register it, and use it on all their goods? Take the famous Belwarp serges with the name stamped on every yard of the genuine cloth, there can be no imitation there and consequently no competition. What about Hermsdorfs Stainless black hosiery? What about Baldwin's "Beehive" fingering? Let us mention other brands "Dent's Gloves," "Perin's Gloves," "Amazon Skirt Facing," "Grandee" and "Glendowe" collars, such trade marks as "R. H. G. & C." "W. G. & R." the former being found on the goods of a well known Canadian white goods firm and the latter on a celebrated line of men's wear. A long list of brands might be mentioned, the value of which must be in many cases worth hundreds of thousands of dollars.

So much for the dry goods business. Let us take one example from the hardware trade. Have you ever heard of Rödger's cutlery? Is that brand valuable?

Take an example from the grocery trade. There was a time when the Canadian canned goods manufacturers could make little profit and losses were numerous. Driven into a corner these men found a plan of escape. They adopted particular brands. To-day the "Horse-Shoe" brand of salmon has no competitor and gets its own price. Instances might be multiplied from this trade, but one must suffice.

To return to the dry goods trade. There are brands of underwear, hosiery, etc., in Canada, but let it be noticed that these particular marks are wholesalers' marks and not manufacturers'. That is, the wholesalers have protected themselves by establishing certain lines and popularising these, and while they have cut the profit away from the manufacturers by playing one against another, they have tried, and with considerable success, to protect themselves. They know their business, and, with one or two exceptions, the manufacturers don't. The woollen manufacturers are men who live in small villages, away from the busy mart of trade, and they sell their goods through a commission agent. They do not rub up against the shrewd buyers and business men of the cities, and they are not sharpened by such contact, nor do they obtain sufficient knowledge of the market they sell in to enable them to keep up their prices. Cut prices does not lessen the commission agent's profits, and what cares he?

It is time the manufacturers of woollens in this country unbuttoned their eye-lids and took a glance over the little sphere which they are supposed to help make move, but which in reality moves without them. They seem to think themselves an especially clever lot too. They came down to Toronto a

few months ago and got into a nicely carpeted office, towards the maintenance of which they pay a handsome sum every year, and they held a secret meeting—yes, secret. It was exceedingly clever, you know; and a deputation goes down to Ottawa, and the Ministers size them up and they yawn behind their kerchiefs, and the deputation goes down below, and they are assured all will be well, and they go home well pleased, and they carry a bubble in their hands.

It is not thus that the woollen men of Canada will become rich. They must guard themselves on all sides. THE REVIEW's article of last month pointed out where they are losing, despite a favorable tariff, and now we have suggested a remedy. We do not desire to say that this is the only remedy, because we believe there are others; but to us this seems the best. Our criticism of the woollen manufacturers has been made because we consider they are not using themselves properly, and true friends are never flatterers. The columns of this journal are always open to a full discussion of such questions as these.

## CANADIAN-AUSTRALIAN TRADE.

MR. JAMES HUDDARD of the Canadian and Australian Steamship Line, and Mr. F. W. Ward, editor of the Sydney Daily Telegraph, whose visit to Canada is for the purpose of promoting closer commercial relations between Canada and Australia by means of the steamship line already established, have addressed the Councils of the principal Boards of Trade in Canada. Mr. Huddard told the story of the establishment of the steamship line on the Pacific, one that would take advantage of the great continental highway of commerce, the C.P.R., and connect Vancouver with Australia. A monthly service with two steamers was at once established and ran with the unprecedented speed for such a journey of fourteen knots an hour. In the two voyages that had already been made the exchange of products had been large and successful. In future he looked to see the immense Australian wool traffic developed in Canada.

Mr. F. W. Ward commented on the conditions of the two countries. Although in Australia they have seven Governments with tariffs against each other, their internal trade was great even with such harassments. The external trade amounted to \$600,000,000, 80 per cent. of which is with England and the balance chiefly with the United States. He wanted some system by which the exports of Canada to Australia might be made known and the principal advantages would be quick exchange of fruits, the magnificent fish, of which Australia has none, of wool and of Canadian manufactures. The Canadian Government has been memorialized to appoint a commercial agent who will reside in Australia and look after the general interests of Canada, and supply all necessary and useful information.

## DESERVING OF CONSIDERATION.

THIS journal is a combination of advertisements and reading matter, and we consider one as valuable to the retailer as the other. Much information can be gleaned from the bright, crispy and meaty advertisements which are found in this issue. They are written to give you information—not for effect. There is money to be made from a perusal of them, just as there is from a careful study of what THE REVIEW has to say concerning the present and future styles, or the movement of prices.