

WONDERING WHERE THEY ARE AT.

THE U.S. TARIFF CAUSES SOME UNCERTAINTY—DECREASE IN IMPORTATIONS—NOT ENOUGH REVENUE TO MEET EXPENSES—CONSUMERS READY TO PAY THE DUTY IF PROPERLY HANDLED.

N. Y. Dry Goods Economist.

WHILE the imports of foreign merchandise into the United States during September showed a gain over those of the same month of the preceding year, like August, October shows a decline. The loss for the last month is a small one, only \$500,000, while that of August amounted to over \$9,500,000, this important decrease being doubtless attributable to the larger importations induced by anticipation of the enactment of a new tariff. The total importations for the three months during which the present tariff has been in force are valued at \$140,674,115, against \$142,342,259 during the corresponding period of a year ago. This is not a very heavy decrease in view of the higher tariff now prevailing, yet it must be borne in mind that the imports during the period from Aug. 1 to Oct. 31, 1895, reached a value of \$197,048,277.

Figures which vary so widely cannot be accounted of much service in an attempt to arrive at the effect of the new tariff in point of discouraging importations, and some time must elapse before a just comparison on such a basis can be made. Nor can much be learned at present from abroad. The foreign manufacturers interested are not yet sure how far the new tariff will prove a barrier to the entrance of their products into the United States. The fierce outcry with which the passage of the Dingley Act was greeted in Europe seems to have died out, the German clamor for retaliation is reduced to insignificance and the manufacturers of that country, as a rule, are comforting themselves with the reflection that, after all, America must have their goods and that the American consumer will pay the increased duty. And that they are not far out in this calculation may be argued from the continued imports of Japanese silks into the United States in spite of the excessive duties recently adopted.

The revenue-yielding properties of the new tariff are what ought to interest Americans most, especially in view of the strong probability that the Congress which meets next month will prove fully as lavish in the matter of expenditures as its immediate predecessors. It is extremely unlikely that any effort will be made to apply economy to the reduction of the deficit, and hence the question of how sufficient income for the Government is to be obtained becomes of vital importance. It may be noted here as an encouraging feature that, in view of the growing demand for better goods on the part of American consumers, prominent importers look for a considerable increase in the value of textile importations from this out.

It seems to be made more and more clear by recent developments that the American consumer can always be induced to pay the increased price on goods necessitated by the introduction of a higher tariff. Just as the excessive rates on Japanese silks have failed to keep these goods out of the market, so it now appears that consumers of linens will prefer the regular-weight fabrics at higher prices to a light and papery material at the old figures. A prominent buyer—doubtless an excellent judge of the sentiments and inclinations of the consumer—declined to purchase the cheaper stuff made to sell at old prices under the new tariff. Here is a pointer for the retail salesperson, the facts tending strongly to show that no difficulty need be met with in selling good goods at better prices if trouble be taken in presenting them.

CLOTH CHART FOR EVERY MERCHANT.

A novelty for merchants is Putnam's cloth chart. This new invention gives an absolutely accurate measurement of dress materials, ribbons, etc., in a piece, without unrolling the goods. The chart is finely made and neatly packed for keeping in good

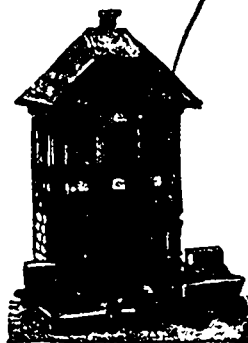
order when not in use. The manufacturer is represented in Canada by E. J. Joselin, Manchester Buildings, Toronto, who will send price and illustrated circular to enquiring merchants.

DOLLS.

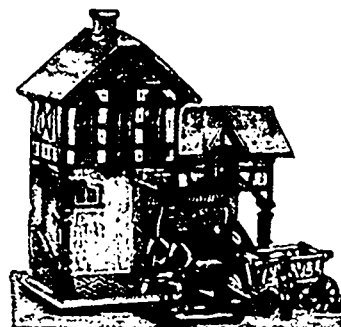
In another page will be found Nerlich & Co.'s interesting announcement regarding dolls. This firm also find that there is a specially big demand for doll houses. The new doll houses are constructed after the most modern style with a veranda and porch and the front on hinges. Thus the children can open out the house and find papered and carpeted rooms to furnish. Besides these toy doll houses must be mentioned the kitchens, stables, butcher shops, etc., in all sizes to suit any purse. Of a few of these we give illustrations in this issue. No. 315-5 is a three-horse stable, each 17 inches wide and 18 inches high, and



No. 315-15—Nerlich & Co.



315-30—Nerlich & Co.



315-5—Nerlich & Co.

the price is \$24 per dozen. No. 315-15 is a grocery store, in size 18 inches long and 10 inches high, and the price \$12 per dozen. No. 315-30 is a warehouse 8½ inches long and 15 inches high, at \$13.20 per dozen.

CHRISTMAS IN THE CARPET DEPARTMENT.

OWING to brisk trade, some spring goods in carpets, etc., have been brought forward for holiday sales. John Macdonald & Co. are in this way showing a big line of muslin curtains, white and colored, also Swiss and Irish points, which are very attractive. Also a line of mats and rugs. A new line of moquette mats is especially noticeable, to retail at 75c.

The firm has also just received a direct shipment of Chinese and Japanese mattings. A full stock of 8-4 and 16-4 floor oils and linoleums, from the cheapest to the best grade, is now to be seen.

A BOOKLET FOR THE CUSTOMER.

A valuable souvenir has been prepared by the Toronto Carpet Manufacturing Co., Limited. It consists of a very handsome booklet, beautifully printed and giving particulars of the various grades of carpets now popular in the market. As no prices are mentioned, the booklet is quite suited for giving away to customers by the retail merchant, and almost any lady thinking of buying carpets would read the book. A copy will be sent to any who desire one.

EATON MAY HAVE AN OTTAWA BRANCH.

The Ottawa Journal states that the T. Eaton Co., of Toronto, is negotiating for a property on Sparks street, for the purpose of erecting a large departmental store there. The price asked for the site of the proposed store is said to be \$60,000, and the Eaton Co. is said to have offered \$55,000.