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THE DRY GOODS REVIEW

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PAST AND FUTURE.



WITH this issue THE REVIEW completes the second year of its existence. Its growth in size has not been very noticeable but the growth of its subscription and advertising lists has been phenomenal. To-day THE REVIEW stands on a firm footing; because the trade have learned

to look for it, and would not be without it. We feel that the journal is appreciated, and this is exactly what we aimed it. With our next issue, we shall increase the size and introduce several improvements in our journal. This step has not been decided upon hurriedly, but after careful investigation, and after due consultation with the leading gentlemen of the trade. The conclusion reached is that a larger and better journal will be more acceptable to the trade, even if the price must necessarily be increased. The improvements which will be introduced will render THE REVIEW a more artistic and well-dressed journal, and for this purpose our tailor is preparing a new suit for us. We will then be dressed in the latest style, and hope to be acceptable to our most aesthetic readers. The increase in size will also enable us to give more news and treat of more subjects which are of worthy of the consideration of the trade. The increased space taken up by our advertisers would of itself render a larger paper necessary, and of this we are proud. We are proud because the dry goods trade is seriously awake to its interests, and knows that a journal to support these interests is very necessary. We are proud moreover because we have been able to produce a journal

which can fill the important position of organ of the great dry goods trade. We appreciate our important sphere.

The present year has seen no very great change in the dry goods trade of Canada. The most important feature has been the growth of our domestic textile industries. This year has witnessed a marked improvement in the position of nearly all the mills including cotton, woollen, knitting, and carpet mills. In each of these branches of manufacture, there has been a decided advance in the quality and quantity of the goods turned out. But what is more gratifying is the fact that the people are looking for these domestic goods, and the enquiry is so strong and favorable that the next few years will, no doubt, see a rapid extension of our textile industries. The present working capacity of the mills is heavily taxed to keep up with the orders.

Among the wholesalers there have been few changes; but all the houses have had a prosperous year. Only one wholesale house caused any financial trouble in Toronto; while in Montreal there has been also a very prosperous year. The wholesale houses all over the country report an increased consumption of goods. One feature of the wholesale market is the establishment of a large number of agencies for foreign firms. Nearly all the leading firms now have permanent agents in Canada to look after their business in this country.

In the cities the dry goods stores have not increased in number, but they have in size. The "big" store is leading the way and promises to have a serious effect on the present status and methods of the trade. These changes will cause severe distress among small dealers, which distress of course will vary inversely as the distance. But the growth of such stores as Eaton's, Murray's and Simpson's of Toronto, and such stores as Hamilton's, Morgan's and Carsley's in Montreal are phenomenal. These large stores also set an example to the retail dry goods dealer, as showing that the size of a retailer's business depends almost entirely on the size of his capital and his brains.

Every indication is that prosperity is before the dry goods trade of this country, and all that is necessary is a practical faith in the future, and the power of making that future great. The future seems bright in anticipation, but the brightness of the realization depends on the illuminating power of its creators.

The financial condition of the trade could not be better. The credit of the dry goods trade stands high in the markets of the United States and Great Britain, as well as in our own market, and this must be a source of great satisfaction to all concerned. Since the growth of tariff legislation in other countries, the British manufacturers have come to look upon Canada as one of its best and most profitable customers, and one which will improve with time.

In closing this brief review of the situation we wish to thank our readers for a year's courtesies and to wish them a genuinely profitable holiday trade. We hope that the bright festivities of the Christmas season, will discover them in a mood to enjoy all that is best, truest and noblest in the friendly and Christian celebration which is at hand. We would recommend also that the troubles of 1892 be forgotten as the New Year dawns; let no cares be carried forward with the debit and credit balances of the old year's accounts. "Ring out the Old; ring in the New." We wish you all a Merry Christmas and a Happy New Year.