

## TOPIOS OF THE MONTH.

THEY are exercised in Ottawa over the practice of ladies going to other cities to do their shopping. A number of ladies took advantage of the cheap rates afforded by a football team's excursion the other day to do shopping in another city. The Journal sarcastically remarks: "It will soon be in order for Ottawa merchants to open branches of their business in Montreal, Toronto, New York, Boston and Portland if they want to hold the trade of the city people who take advantage of the 'cheap rates' to do their shopping elsewhere."

Plush, or that shorter piled plush known as velour du nord, will be very generally used, says an English exchange, for the handsome capes and mantles of the coming season, and one gets so tired of the black capes thickly embroidered with beads, which are shown by every mantle maker, that it is quite a relief to turn to the rich, glossy lisreine, or seal-brown plush, with trimmings of fur.

THE REVIEW observes that Blaquier & Jones, Wyoming, Ont., are doing some effective advertising in the local press. The ads. are clear and pointed in style, and are well set—which is a marked advantage. THE REVIEW thoroughly believes in well-set advertisements, and endeavors to practise what it preaches.

According to the Washington statistics, United States imports from Canada increased from \$30,790,916 in 1894 to \$36,534,211 in 1895, or 19 per cent., while the exports to Canada declined from \$56,664,094 to \$52,894,916, or 7 per cent.

Canadians who went to the Old Country to buy for the spring trade this year report a very different reception from the usual one in Bradford and other busy centres. Formerly their arrival was at once known, and they were ushered into the houses of the trade with flattering welcomes. This year they had to wait to see the men they wanted. In some cases taking orders was a favor. One man said to a Canadian buyer: "I am making £1 more per loom on 500 looms than this time last year."

A private letter from a well-informed buyer now in Europe says: "Prices are very firm here on all classes of goods, and trade seems healthier, with more life in it than has been seen for several years past."

Mr. John Macdonald was in New York for the Horse Show. He is as qualified a judge of "the noble animal" as he is alert and enterprising in business. There was a great display of costumes at the Horse Show, and all the world seemed to be there. No trace of hard times or dull trade in the richly dressed throngs which attended this function. It is only an event of this sort which gets Mr. Macdonald away from his business. THE REVIEW has never found him absent yet.

J. R. Whinerey, buyer for Stobart, Sons & Co., wholesale dry goods, Winnipeg, returned from the European markets by the s.s. Etruria, of the Cunard line. He spent a few days in Montreal before returning to the City of the Plains. While conversing with a representative at the Windsor, he said he

liked THE DRY GOODS REVIEW very much; it was certainly a useful and valuable journal, and should be supported by the trade.

A Canadian visitor to Paris in September tells me that dresses of mohair or lustre, plain blacks and figured, were seen everywhere.

## CONTINUING THE BUSINESS.

Someone must succeed you in the business. No doubt you come of a long-lived family, and naturally you expect to last a good while yet. But the merchant who is spending his energies in building up a successful business should see to it that there is someone to carry it on when he is gone.

An essential feature about a business is that it should be not a speculation, but a permanency. An old established store with good credit, an honorable reputation and vigorous management is worth all the professional careers in the world. Let someone be trained to take up the reins when you drop them. Let him be a practical man; if a son, so much the better, if not, a near relative or a trusted associate. If he is industrious and takes a pride in the business, determined to uphold its traditions and keep abreast of the times, you will have the comfort of feeling that you are building not a temporary edifice, but one that will hand down your achievements to the future.

This is a young country, but already there are houses, wholesale and retail, which have lasted for two, sometimes three generations. It is common enough in the Old Country, and the same principle should guide us here. If a house is trusted and liked, its strength grows with the years. It must not be allowed to fossilize and let patronage slip into the hands of younger and more progressive rivals. The enterprising spirit of a younger man prevents this, and there is nothing more satisfactory to see than a good house which one knows to be permanent because the men to maintain it are there, and the system followed is sound and upright.

## TRADE CONDITIONS IN GREAT BRITAIN.

Mr. Stapleton Caldecott, president of the Toronto Board of Trade, who returned from England November 27, said to THE REVIEW: "In the English trade centres they all speak hopefully, and there is no sign of dull trade. The crops there have been good, and, except among the farmers, whose rents are high, and the prices of whose products are low, there is general satisfaction. The Lancashire cotton men, it is true, view with some apprehension the state of trade in India, where the manufacture of the coarser grades of cotton is being begun. Machinery for new mills is being sent to India, and this will cut into Lancashire trade. In England there continues strong attachment to free trade as a policy. Lord Salisbury has declared against protection, and since a Conservative majority of 150 in Parliament does not encourage the present Government to reverse free trade, one can see how hopeless the protection, or even fair trade, agitation is. In London great preparations are being made for the Chamber of Commerce Convention in June next. Delegates from all over the British Empire will attend, and Toronto will send its quota, as will other cities. It is felt in Great Britain that Mr. Chamberlain as Colonial Secretary will see that more attention is given to our needs than ever before."