

## WHERE QUALITY TELLS.

THE wool grown in the Maritime Provinces is much softer and richer in appearance than that from sheep bred inland. This is probably due to the action of the salt sea air. The finer qualities of Maritime Province wool are not unlike the good wools we get from abroad. It has thus been an easy matter for some of the mills to make a reputation for their product. They followed THE REVIEW's advice. They worked away until they were satisfied their goods were as near perfection as possible. Then they put their name or mark on them. They saw that nothing imperfect bearing that name went out. If they had a second quality it went to the trade under a different name. Retailers and consumers in time recognized the brand as one which had given satisfaction, and enquired for it specially when they were again buying.

At Eureka, a place just outside New Glasgow, N. S., a woolen company has made a hit with blankets in this way. They had a very fine soft wool to begin with. They took great care in selecting and preparing it, then in weaving it into blankets, and finally in finishing and putting the blankets on the market in the most attractive style. People who bought one or two always asked for the blankets made at Eureka. The makers kept up the quality and, where possible, improved it. They now have the most popular blanket in the provinces. Salesmen and dealers in quoting another blanket frequently say "as good as Eureka"—the highest compliment that could be paid to the Eureka Woolen Mfg. Co. The Eureka blankets command a better price owing to their high reputation. More than a year ago THE REVIEW pointed out that when prices were being cut this brand more than held its own.

## TWO WAYS OF DOING BUSINESS.

The difference between the old established business houses of Great Britain and many Canadian wholesale houses is that the former endeavor to show big profits while in Canada we are too much inclined to show a big turn-over. The firms at home last for generations. In Canada, but few concerns live beyond the men who established them. We laugh because some British houses refuse to sell goods to an unknown customer, though he offers to pay cash. In Canada we are so anxious to get a new customer that we often let him have all the goods he wants, though he has neither cash nor financial standing. It does not occur that the laugh is really on us. A British dealer will tell you he is making 25 per cent. profit on the goods he is selling you, and is proud of it. The cry of a Canadian dealer is that he is letting you have the goods for actual cost, and he seems proud of it. The British dealer becomes rich—retires from active business early in life. He devotes his later years to enjoyment, travel or politics. He sees that his sons are thoroughly trained in the business, so that they can take the helm when he passes away. He often goes into Parliament and works for the good of the nation. On the other hand,

look at the Canadian: He does an enormous business, wears himself out, but makes no money. If he does not fail to slaves until the end of his days, which are generally shortened, and he dies poor. His sons, seeing no future in the business but hard work and little profit, seldom get beyond small clerkships, one-horse lawyers, or something of that sort. The man has done nothing for himself, his family or his country.

Let us cultivate the British system.

## AMALGAMATION IN COTTON THREAD.

THE announcement that an amalgamation, to come into operation on June 30, of the business of Messrs. J. & P. Coats, Ltd., and Messrs. Clark & Co., Ltd., has taken place is the subject of considerable discussion in business circles, and by no one, we fancy, will it be received with closer interest than by the shareholders of Messrs. James Chadwick & Brother, Ltd. On the news of the amalgamation Coats' ordinary shares advanced to 40¼ on the Glasgow Exchange, and in Manchester on Tuesday they advanced to 40⅞ x.d., London being a shade lower than these figures. These rates mark a striking advance since last week, when the quotation was only 35. Whether the price is not too inflated is a matter for investors to consider. One thing is certain. The amalgamation will practically bring about a monopoly of the cotton thread trade, and as such the change is not likely to be regarded with any favor with English lovers of freedom in trade. Trusts, rings, monopolies, syndicates, combinations—call them what you will—have never flourished in the free commercial atmosphere of this country, and if we are to regard the new Paisley move as a step nearer the perfection of a vast thread ring, it is not likely to have the good wishes of business men at large.

Those who have followed the working of the Paisley thread trade ever since the foundation of the Central Agency will find it difficult to look upon the latest development without suspicion. The paid-up share and debenture capital of Messrs. J. & P. Coats amounts to five and three-quarter millions, and if new shares are issued to cover the purchase of Messrs. Clark's business, we have at once a company with a capital not far short of eight millions sterling, if it does not exceed that amount. Messrs. James Chadwick & Bro. have a paid-up share and debenture capital of £750,000, which, though a respectable figure enough, is small in comparison with the vast totals given. The question is naturally asked, in view of this amalgamation, whether Messrs. Jonas Brook & Bros., of Huddersfield, who are members of the Central Agency, are likely to be absorbed. As to this no information is at present obtainable. Messrs. Brook have two mills, one at Meltham, the other at Holmfirth. There are other thread manufacturers at Leicester, Skipton and in Lancashire, but the Coats-Clark combination far surpasses them in magnitude.—The Warehouseman and Draper.

THE REVIEW saw Messrs. R. Henderson & Co., Canadian agents for Chadwick & Bro., Ltd., but Mr. Henderson said he had no information on the matter. His firm had never gone into the combination, on principle, and he thought the dry goods trade of Canada should encourage those firms not in the monopoly to hold out by giving them increased orders for their spools.