

## TWO BRANDS THAT PAY.

**T**HE Oxford Manufacturing Co., Oxford, N.S., who have been making homespun for 27 years, would not think of doing business without a trade mark. They weave a white tape in the ends of every web, and have talked this up for some years. The result is that buyers now look for the tape, which is a guarantee that the goods are serviceable, that they are all pure wool and no shoddy. Time and again unscrupulous dealers have sold goods, saying they were made by the Oxford Co., but now buyers generally look for the tape. The president of the company informed THE REVIEW that this mark was now one of their most valuable assets. They are now extending their business west. Improved machinery has enabled them to increase their capacity, and they hope soon to have their goods on the shelves of the best business men in Western Canada. Through their exertions the breed of sheep in that part of Nova Scotia has been materially improved. The salt sea air seems to have a beneficial effect on the wool, for it makes soft, good wearing tweeds.

MacDougall, Barrett & Co., wholesale woollens, Montreal, have taken up the trade mark question since THE REVIEW drew the attention of business men to it. They resolved to try the experiment. They took a fine serge and stamped it thus:



every two and a half yards on the back of the web. They advertised the brand and the results exceeded their expectations. Before the goods were in stock they had constant inquiries for them, and they are now to be seen in nearly every town in Canada.

The moral to be derived from these for manufacturers and dealers who have a good thing is to give it a distinguishing name; advertise that name, pointing out the good qualities of the article, first to the trade, then, as the demand grows, advertise to consumers. Never on any account let the quality depreciate, but rather improve the value. Many a good business has been ruined by not keeping up the quality. Once confidence is lost it is hard to regain it.

## PLATED NOVELTIES AS A SIDE LINE.

Wood Bros & Co., dry goods, Halifax, have made plated silverware novelties a feature of their Christmas trade during the last few years, and they tell THE REVIEW that it has been an attractive and profitable side line. Their stock for this year was opened Nov. 1, and in a few days they made numerous sales. Being luxuries, they get good profits on them, and being novelties, there is less chance for competitors to cut prices. They have a special show case placed just at the entrance to the store, where the contents cannot fail to draw customers to look at them, if not to buy. There are no staples shown, such as spoons, tea sets, cruet. These goods belong to the regular jewellery or hardware trades. Nothing but novelties are handled. These include pin trays and boxes of various designs, pin cushions, perfume bottles, glove boxes, rose glasses, etc., all of which ladies dearly love to have on their toilet tables. There

are also a few gentlemen's articles, including smokers' and shaving sets.

Wood Bros. & Co. bought their stock in New York, but on the suggestion of THE REVIEW, The Toronto Silver Plate Co., Toronto, who are in this business extensively, have prepared a special assortment of novelties, which include those mentioned above and a number of others. They run in price from \$1 upwards each article, chiefly \$1.50 to \$3. They can be retailed at 30 to 75 per cent. profit. Care should be taken in selecting articles suitable for the locality, and not to buy too largely until the demands are better known, though these articles will sell at any time.

## A REGISTERED BRAND.

Registered and unregistered brands are increasing in number. On March 2nd, 1893, the "Elysian Nursing Vest" was registered by S. Lennard & Sons, Dundas, Ont.

Already these goods have become well-known to the trade, and jobbers are finding them a paying line. Retailers will in time find an increasing demand for them.

The point in handling a garment which has a distinctive name is that if it gives satisfaction the lady using it will ask for another and will recommend it to her friends and neighbors. This could not occur unless the particular article had a name which distinguished it from all other articles of a similar make or for the same purpose.

A brand that is advertised will not always pay, but it will pay highly if it is on an article that the public want and in which they may place confidence.

## EXPECTS A TITLE.

It is expected that Hon. Senator Sanford, Hamilton, will shortly receive a title. He is head of an extensive ready-made clothing manufacturing house and proprietor of a number of the retail clothing stores known as "Oak Hall." As these titles go now-a-days no one better deserves it. He has spent time and money freely for his party. He has entertained the political leaders handsomely at his fine residence, "Wesanford," in the "Ambitious City," and at his delightful summer home in Muskoka, of which we read so much in The Empire last summer. The dry goods trade, when the time comes, will no doubt feel complimented that one of their number has been further honored. Mr. Sanford is now in England with Sir John Thompson, but it is not likely that any announcement will be made just yet.

## A LADIES' TAILORING DEPARTMENT.

McPherson & Freeman, Halifax, established a ladies' tailoring department last spring. They secured the services of a high-class cutter, Madame Macdougall, who is considered one of the best in Canada. They made up their minds to cater to the best trade only. The results so far have been most satisfactory. They have worked up a good connection, and it is steadily increasing. They have the profits on the material used, and on the dressmaking as well, and these profits are better than they could make if they sold the material alone. Many of the customers go to Madame Macdougall first to get her to help them select the goods, and do not question the prices. Madame Macdougall works on the Kellogg system.