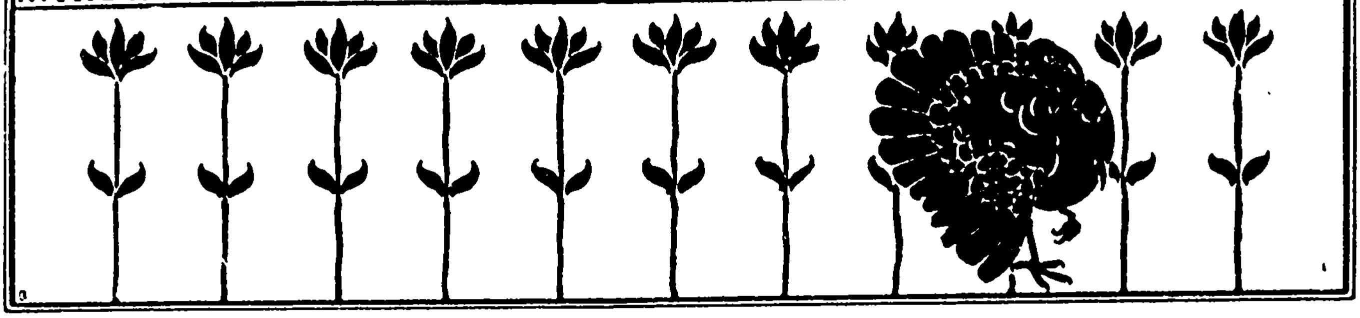
Publicity Paves the Path of Prosperity.

THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



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DON'T BUY TOO EARLY.

THE visits of salesmen from Great Britain and France, as well as of representatives of Canadian manufacturing concerns, have commenced. They have been showing jobbers samples of fall goods, demonstrating forcibly that in these days of keen competition little breathing spell is allowed to the trade generally. Here they are not yet through with their sorting trips on spring account, and already the foreign and domestic manufacturers are asking them what they are going to buy in the shape of next fall's supplies. To the lay mind it would appear as if this was cutting matters pretty fine, and if the sentiments expressed to THE DRY GOODS REVIEW by several leading Montreal importers is a fair criterion many in the trade think the same way No one wants to deny the manufacturer the necessary time to get his orders carried out, but at the same time it is undeniable that it is difficult for the jobber and importer to operate intelligently so far ahead. It means that the essence of speculation must enter into business more than it should do. It is worthy of note in this connection this spring that there is a growing and general disposition to buy carefully. This is a wise resolve and may mean that the retailers will be offered a nicer selection to buy from than they otherwise would if importers started in too early.

BIG PROFITS NOT BIG SALES.

HOW many wholesale merchants can honestly say they made a profit in every department of their business during 1895? Very few, it is certain. The head of one of the largest houses in Toronto said to THE REVIEW only one of their departments showed a profit for the year. Toronto houses owing to certain things got the reputation of being worse price-cutters than those of any other centre in Canada. Remember it does not take much for a report of this kind to get about.

The failure of Samson, Kennedy & Co. has cleared the field of the disturbing element. There are now no houses who have anything to gain by cutting simply for the purpose of underselling competitors. Let us therefore have no more of it. Let the policy of each house be to show the greatest net profit. THE REVIEW knows of one commercial traveler—a quiet plodding fellow, popular with his customers—who hardly ever cuts a price. His total sales are less than some other travelers, but he never writes his house that he cannot sell goods because his competitors are cutting. If he cannot get his price he will not sell. The net profits on his sales in one year were over ¼ more than those of any other traveler, and in seven years his firm did not lose 25c. through anyone to whom he sold.

TRAVELERS AND SORTING.

All the houses in Montreal have been busy during the month pushing forward orders, and are now through with business on this account. In fact, though the majority have not got as far, some firms already have their travelers out sorting up on spring account. Others are not pushing trade in this respect, for taking all in all it has been a backward spring. The stormy weather of the past three weeks or so accentuated the dulness, and for this reason those whose travelers are not yet out don't consider that they have lost much. They are all busy getting ready, however, and the staffs of all the houses will be out by the beginning of April at the very latest.