

# CANADIAN Journal of Fabrics

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## Canadian Journal of Fabrics

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### THE CANADIAN TEXTILE DIRECTORY

A Handbook of all the Cotton, Woolen and other Textile manufactures of Canada, with lists of manufacturers agents and the wholesale and retail dry goods and kindred trades of the Dominion, to which is appended a vast amount of valuable statistics relating to these trades. Fourth edition now in hand.

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## Editorial.

**Selling Cheap.** The manufacturer is often called upon to supply a cheap line of goods which are apparently the usual goods; but in reality can be sold "below cost" in a bargain sale, to the great advantage of the storekeeper. To manufacturers of knit goods especially, such requests are familiar, for not only are such requests made for stock-taking, but at other special seasons, as spring, autumn and summer sales. It may appear a splendid opportunity to clear any defective lots that may not be regular lines, this we do not doubt. But has not this system rather become one that is seriously

working to the disadvantage of legitimate trade. The abolition of this system is one of the means of benefiting the trade in the future. Manufacturers, in the course of ordinary business, have such accumulation that must necessarily be cleared out as special lines. It is not of these that we have anything to complain, but rather of the systematic demand that is being made for same. Deeming the request as above an advantage for increasing the output, a line is made up and sold at a trifle less than the ordinary prices, but the advantage proves quite the opposite when the regular line that these are similar to, is cancelled altogether, ordered for delivery when requested, or returned after being delivered for some imaginary defect. This system of the making of clearing lines does not increase the aggregate sale, it simply results in selling goods at a less price than is intended. To be plain, it means the selling of ordinary goods "cheap" as requested. Thus, the sooner "cheap clearing lines" are a system of the past, so soon may the ordinary trade system improve.

**Cottons Come From.** Cotton goods from the United States and Great Britain have always been the chief competitors for the Canadian market against the product of our own mills. However, the position taken by the alien manufacturers in our market is not now so considerable as formerly. In 1897, according to the United States Government returns, there was a considerable falling off in the exports of cotton goods from that country to Canada and Newfoundland. The exports of cotton to all countries increased by 5,000,000 yards, but the exports to British North America were only 14,378,247 yards, as against 35,519,380 yards in 1896. It must not, however, be supposed that the falling off in the United States trade with Canada is occasioned by the preferential tariff of 12½ per cent., which is levied upon goods in the United States. This of course does give an advantage, but the increase from Great Britain is very slight, being in 1897 £457,196, as against £455,678. When the discrimination against the United States and in favor of Great Britain is increased next July to 25 per cent., there must, of necessity, be a material increase in the imports of British goods. In the print trade the consequences will be watched with special interest. The patterns in both British and American textile centres, coming from a common source, Paris, are somewhat similar, and yet there is a marked difference in the fabrics of the two countries. The New England manufacturer has