

AS MANUFACTURERS' AGENTS.

THE new departure announced in this issue, whereby a leading Canadian wholesale house becomes the sole agent in Canada of several of the largest European manufacturers, is destined to mark a new era in the Canadian jobbing trade. Readers of THE REVIEW will probably recollect that on several occasions we have pointed out that to secure such agencies would be the future policy of the best jobbing houses. It is true that many houses have agencies, but they have not made the securing of sole agencies a feature of their business as has been done in this instance.

The wholesale houses of to-day will, we believe, gradually become manufacturers' agents, controlling many lines, in some of which they may themselves be financially interested. This will mean fewer large jobbing houses and a more profitable business, for there will be less cutting.

The new move will have its effect on direct importing—in fact, it would seem to be the result of the rapid growth of direct importing by retail houses. In future, Canadians can buy Priestley's fabrics and several other brands through the Canadian agency only. They will see the samples and place their orders for import several months later. Buyers may visit the mills and orders may be given in Europe, but they will eventually pass through the Canadian agents' hands. Shipments may, if desired, be made direct from the mills in Europe to the buyer, or they may be re-shipped from Montreal.

It is just a question whether it is a good policy for a manufacturer to give a sole agency to any one firm. In this instance it is doubtful if the European manufacturers could have done better, for the travelers cover every corner of the Dominion thoroughly and at frequent intervals, but there are not half a dozen houses that do so. The others look after the trade in their own province or district well, and make annual or semi-annual trips to the more distant parts.

THE FOURTH IN MONTREAL.

THE fourth of March in Montreal, while it did not satisfy all traders as to the way paper was met, was not entirely unsatisfactory. Reports from the different houses called on by THE DRY GOODS REVIEW varied the percentage of paper met, ranging from 55 to 65 per cent. As from 70 to 75 per cent. is generally the rule at this period, the day, though in a sense disappointing, was not so bad as it might be. Managers of the different banks summed up as follows:

The Bank of Montreal—The day has been a quiet one comparatively. The payments have been fairly well met, especially in the West, and we do not hear many complaints from the wholesale men.

The Quebec Bank—We had more bills falling due yesterday than to-day, but all have been well provided for. We have heard few complaints from outside.

Merchants Bank of Canada—Payments have not been too good, yet we look forward to better times. We, however, have

heard of very few failures, and, as they generally take place three or four days in advance, the sign is not a bad one.

Bank of Commerce—We have heard of no trouble whatever. Although a few bills have been returned, the day has passed off satisfactorily enough.

Molsons—We have heard of no serious trouble, although the indications are that collections are pretty difficult.

The Bank of Toronto—Paper has been well met here. Although we have not heard from our foreign paper, the indications are that payments have been made quite as well as can be expected.

Jacques Cartier Bank—It has been a pretty heavy day, and the paper has been fairly well met.

Ville Marie Bank—Our notes have been well attended to.

SELLING WITHOUT A PROFIT.

It is quite usual for manufacturers and wholesale merchants to ask THE REVIEW to "go for" those retailers who cut prices; who do not get a fair profit on their sales. They should apply the lessons they propose teaching the retail trade to themselves. Many of them need them more. In proportion to the number in business there is much greater senseless cutting among them than there is among retailers.

Recently a Toronto house began offering a line of underwear for fall at 50c. a dozen advance on the mill cost, delivered case and freight free in Montreal. This was not a fair profit. They were a bit early in the season, too, in showing the goods. Not to be outdone, and to protect their trade, a Montreal house told their customers they would take orders at 10c. less than the Toronto quotation. To make matters worse, a Quebec firm, which will never allow itself to be outdone by either Toronto or Montreal, dropped prices another 10c., and are to-day offering these goods at 30c. on mill cost.

These firms are among the best in the country, but they are setting a very bad example to the smaller dealers and to the retail trade. Let us have no more of it.

IN THE MARITIME PROVINCES.

From The Halifax Chronicle.

The Spring Number of THE DRY GOODS REVIEW is one of the most creditable numbers of any trade journal ever printed in Canada. Altogether 108 pages of matter are given, all of which is decidedly interesting to the dry goods trade. One page and over is devoted to Halifax, and excellent photos of E. T. Mahon and W. L. Kane president and secretary of the Halifax Dry Goods Association, are given. The cover of the Spring Number is an original design by a Canadian artist. The subject is taken from Shakespeare's play of "Winter's Tale." Autolycus is the first commercial traveler. THE DRY GOODS REVIEW has a large and rapidly increasing circulation in the Maritime Provinces, and is recognized as the leading journal in that line.

A FINE ESTABLISHMENT.

The fine new store of McPherson & Freeman, on Gottingen street, Halifax, is now practically completed and will probably be opened this month. Like the Bon Marche in Paris, the new store is all on one immense floor, with a balcony around the sides. It reflects credit on the enterprise of the firm.