

1875 Fall Trade. 1875

J. & R. O'NEILL,

IMPORTERS AND WHOLESALE

Dry Goods Merchants,

MONTREAL,

Beg to advise their travellers are now out with samples of their Fall Importations of General Dry Goods, all of which are now open

Full lines of Dress Goods,
Full lines of Winceys,
Full lines of Staple Goods,
Full lines of Small Wares and
Haberdashery.

An Inspection Invited Terms Liberal.

The Journal of Commerce

FINANCE AND INSURANCE REVIEW.

MONTREAL, NOVEMBER 12, 1875.

FINANCIAL.

There is very little change to note in the money market during the past week, and it is a matter of congratulation that the tide of returning confidence has steadily and surely set in, leading to a well-grounded anticipation, at no distant day, of much greater facilities for the development of the commerce of the country, at rates even lower than those noted in our last review. There is no doubt whatever that this is absolutely necessary for the restoration of a healthy tone to business, and to place it generally on a footing of permanent security, as it is absurd to suppose that really sound business houses, engaged in legitimate trade, can afford to pay more than eight per cent. for the accommodation they require from banks, and have anything like a paying margin to themselves out of their business operations. This is owing in a great measure to the amount of competition that exists in every department of mercantile business in this country, as well as on account of the number of competitors entering the Canadian field continually, from establishments in Great Britain and other European countries, who exhibit their wares in all points of the Dominion, from Halifax to Sarnia, and who are able to cut so close in prices that our wholesale merchants are compelled to sell at an exceedingly small margin of profit to retain their good customers, or run proportionately greater risks if they desire larger apparent returns by selling to a more risky class of consumers. In this particular we hold that

the interests of wholesale merchants and bankers are identical; for if the banker charges his customer, at a time when he cannot better himself, exorbitant rates, he can rest assured, if that customer succeeds in weathering the storm, that he will not forget the treatment to which he was subjected in his time of need, and will avail himself of returning ease to the money market to secure a line of accommodation in an institution where advantage will not be taken of his necessities, but where he will continue to receive assistance on terms agreed on, or may have been led to expect, for the economical management of his business, and to enable him in times of depression to meet all his engagements honourably, and without the constant and terrible anxiety, that many of our best business men have been made to suffer during the late crisis, that eats into the energies of life like a cancer.

The only change to note in the management of any of our banks here is the retirement of the President of the Metropolitan Bank, Hon. Henry Starnes. It is not necessary to refer to the causes that have brought about the resignation of that gentleman, suffice it to say that the interests of the bank seemed to require it, and that a more satisfactory management of its affairs is to be looked for in the future. This is much to be desired, as we have had quite enough of "ring" management in our city, and a period must be put to this, as to all unremunerative banking, no matter who should have to "step down and out," or make way for men who have something more than their own interests at heart, in the manipulation of the affairs of a bank.

A steady improvement in the stock market is noticeable during the past week, with an increasing demand for leading stocks, Montreal Bank, Merchants' Bank, Bank of Commerce, and Telegraph, commanding advanced figures, on last week's quotations. Call loans are procurable at 7 per cent. and time loans from 8 to 9 per cent. The improved feeling in the money market though not entirely dependant on the English market is in sympathy with it, money there being easy and abundant, the rate of discount in the open market being 3 per cent. or one per cent. lower than the Bank of England rate. Sterling Exchange is quoted from $8\frac{1}{2}$ to $8\frac{3}{4}$ with transactions at lower figure. Documentary bills quiet at $7\frac{1}{2}$ to $7\frac{3}{4}$. There have been some transactions at $7\frac{1}{2}$ within the last few days, but $7\frac{1}{2}$ is all they are worth now. Gold drafts par to $\frac{1}{2}$ per cent. premium. No change to note in the rates of discount for commercial paper during

the past week, although a continued improvement in the tone of the money market should lead to a lower rate of discount.

AMERICAN IMPORTS.

We hear every day of fresh instances of the slaughtering process which Americans have been forcing on our market since the advent of the dull times among them. Our wholesale merchants are approached almost daily by travellers from the United States with samples of cotton and other goods which are offered at prices lower than they can be produced in England. Occasionally one of our wholesalers is tempted by the cheapness into buying, and when he meets with his country customers he finds that he has been forestalled by the enterprising American who sells the same goods to the retailer on the same favorable terms as to the former. The time at which they sell is usually sixty days, and in many cases the cash which has been due the wholesale merchant of Toronto and Montreal for six or nine months is paid right out for these cheap goods. Instances are not wanting also of American goods being entered at much below their value, and this is particularly the case with farming implements and machines. Many farmers in the Eastern Townships when pressed by the country stores for payment of their accounts excuse themselves by saying they are obliged to pay for their reaping machines, &c., immediately and cannot afford to pay in full, as promised when their grain would be sent to market. The Americans have managed to educate our buyers to the system of short date paper and are also giving them a lesson on compulsory payments which our people would do well to imitate, and in this way they are taking a great deal of the ready money out of the country.

It is well known that these implements are in many cases entered at less than cost. It is impossible for our merchants to transact business at a profit if this state of things is allowed to go on. A favorite argument with the free-trader is that it is all the better for the country, even if they should give us the goods for nothing,—a fallacious and groundless argument. Many country dealers buy of these American goods though they do not want them, just as people are tempted into expense through the cheapness of it. It is to be hoped that our hustings orators and wise legislators will prove during the coming session of parliament that they are more than men of much promise; that, recognizing the evil before they were obliged to study for the platform, they