

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, ONT.

Keep this List before you !

- Wool Yarns. 3 Ply. Saxony. Baldwins.
- Hosiery and Gloves. Full Range.
- Ladies' Hygiene Vests. All prices in stock.
- Meltons. Our 8 and 10 cent lines are unexcelled. Full stock of Garnet, Brown, Navy Blue and Myrtle.
- Navy Estamine Serges yet in stock but selling rapidly.
- Fancy Dress Goods. We are offering some big inducements, to clear.
- Overcoatings. All the best makes. Send for samples.
- Sealettes. The best values in the trade. Send for samples.
- Flannels. All prices in stock in Grey, Navy and Fancy.
- Blankets. Grey and White. Stock well assorted.
- Shirts, Drawers and Top Shirts. Fine assortment of all the best lines. Production is limited, owing to burning of Mills, and we advise you to keep your stock assorted early in the season.
- Linen Department. Stock bought when the market dropped. See our samples and compare goods.

An increased share of your trade solicited through our representatives, or through LETTER ORDER DEPARTMENT which is steadily growing. **Keep your Winter Stock Well Assorted for the Next Two Months.**

and to drive away this moveable property is to create in this way, a double loss in assessable property.

Some forms of personal property are already exempt, and thus the burden falls more heavily on the other classes. For example, in Toronto all machinery in actual use for manufacture is now exempt, by a by-law.

But the greatest and gravest objection is the fact that a man must perjure himself or pay more than his share of taxation. Suppose you have two men doing business with \$50,000 capital, mostly in form of merchandise, one claims that his debts are so great that he is worth almost nothing, and he gets off with an assessment of \$5,000. Many men make such a statement who have few or no debts but do it to escape taxation. The other, being more honest admits a net worth of \$50,000 and is taxed on that. He pays ten times as much taxes as the other, and perhaps makes less profit. Tax debts as well—that is make no deduction for them, and the assessment is unfair and double taxation results. Exempt debts, and fictitious debts are created with a view to escaping taxation.

There is a strong idea abroad that a man who is engaged in commerce should pay full taxes. These men are the bone and sinew of our country, and their burdens should be lightened. In Toronto the merchants are suffering very much, as they pay the double share in many cases, due to faulty assess-

ments; and then this double share is again doubled by reason of the exemptions of other classes.

Now the personalty tax should be done away with for the above and other reasons. A tax on realty is better because realty is visible, easily valued, and permanent in location; it derives an increased value from public security and public works, and it is a permanent source of revenue. A personalty tax might work fairly as a Dominion tax, but it is useless as a municipal tax.

The Dry Goods Section of the Board of Trade are about to ask the provincial government to appoint a commission to investigate the subject. This is the least it could do towards learning truth. The dry goods merchants of this city are well knowledge in this matter and know whereof they speak. The most indefatigable worker for this reform is Mr. Paul Campbell, of Jno. Macdonald & Co.; but the movement has the sympathy of nearly all the leading merchants and other public men of the city.

A BUSINESS GUIDE.

Mr. C. C. Fleming, of Owen Sound, a member of the Institute of Chartered Accountants of Ontario and the author of several works, has issued a book, entitled Expert book keeping, an advanced work in connection with this subject, which has never been treated by any other writes in as special a manner. It deals almost entirely with the formation, incorporation, and book keeping, of joint stock and loan societies, churches,

partnerships, auditing, investments, municipal book-keeping, etc. It contains both the Dominion and the Provincial laws relating to corporations. Besides this it contains a great deal of information which is valuable and useful for all kinds of book keepers and business men. It will be of special benefit to officers, shareholders, etc., of all classes of incorporated concerns, as well as to students of the advanced branches of book keeping. The author has treated his subject in a clear yet exhaustive manner, and has produced a classic work on this subject. The book is elegantly gotten up and contains 337 pages.

LITTLE VS. MUCH.

Advertising to business is what the paste pot is to the editor—the grand motive power. But there is advertising and advertising. He who takes a quarter of a page in a journal, and puts into that space sufficient matter to run an edition of a half-penny evening paper, fondly imagines that a big business must result therefrom, because he has thoroughly and exhaustively described the wares he has to dispose of. But a vain delusion it is indeed for he finds, on comparing notes, that the advertiser whose announcement occupies double the space in the same journal, and who says what he has to say in a few well-chosen words, gets more enquiries and more direct business than his more wordy rival. Advertisers take as large a space as you can say as much as you can—in as few words as you can; and as often as you can.—Ex.

Mr. Corrigan acknowledges a debt of gratitude to the DRY GOODS REVIEW, as the success of his advertising scheme mentioned in another column was partly due to ideas received therefrom. But it requires an intelligent business man to make a paying venture from mere ideas.