

DON'T RUSH THE SEASON.

BY TAPE-MEASURE.

TOO many retailers have a tendency to rush the season, and this is about the only thing some of them do rush. They want to show their spring goods while the snowdrifts are still lying around in profusion and people are thinking more of furs than of prints and muslins. Those who do this make an error.

The mistake is due perhaps to the desire of preventing a competitor showing his goods first. But this mistake is overdue, and should be retired.

The time to show spring goods is when everybody has begun to think of them, and that is a point each retailer must decide for himself. It certainly is not much before April 1st.

When the retailer does bring on his spring goods he should do it with a rush. If I were a retailer—and, of course, it is possible that I may some day know something about trade—I would close my store for two days, somewhere along about April 1st. During these two days I would put away all the winter goods that I had been foolish enough to buy and couldn't sell, thus hiding my failings from the public. I would then open up all the spring goods I could squeeze out of the wholesalers, all being concealed until that time. With a blast of trumpets I would inaugurate my spring sale, and I would keep it humping right along, never allowing people to imagine that I slept more than four hours out of the twenty-four.

Of course, it would be exasperating to see Bill Smith & Co. showing spring goods two weeks before I was ready. But I would compose myself in patience, keep pushing my sorting trade, cleaning out broken lots of winter goods, and letting B. S. & Co., have the little extra that they might get out of it. I would tell myself that they were only teaching the people the styles and making them a little weary of their lines by showing them two or three times before the customers were ready to purchase.

I would advertise my spring opening far and wide. It would be on such a date that there would be no snow on the ground. I have seen spring openings held on a day that was cursed by a blinding snowstorm. Were they flat? Yes, as flat as the snow was, after being trodden on for two days. I would have the interior of my store filled with taking displays, the perfume of flowers, and satisfied customers. My spring opening would be an event, and everybody should recognize the fact.

But some one may say: "What would you do during February and March?" Do? Why, do what I did during January. That is, I would sell winter goods. During February I would advertise them well and cut prices here and there. Along towards March 10th I would have a big bargain day. You will notice, everything I would have would be "big," to correspond, I may tell you confidentially, with the size of my head. On that big bargain day, there would be a big slaughter; not a ruthless killing, but a judicious slicing here and there.

There are two kinds of mud-turtles, one that doesn't and one that does. The one that doesn't is an easy-going defenceless creature, always shoving his head into the air, but never making much of an impression on the atmosphere. The other is somewhat inclined to take things just as quietly, but keep your eye on him when he takes a notion to do anything, for he is a "snapper," and when he does anything it invariably makes an impression—a deep, double, unforgettable impression. The spring opening should be as a movement of the "snapper."

FLEECE VS. PULLED COMBING.

THE course of the wool trade during the past year has been in favor of Canadian wool growers and so in favor of most Canadian manufacturers. This, at first sight, may seem to be a contradiction in terms, but an explanation is easy. It is simply this: Fleece combing wools have gone up in price, and pulled wools have gone down. Fleece combing wools are grown in Canada and exported; pulled wools are imported for the manufacture of domestic knitted goods, etc.

Fleece combing wools have gone up in price on the Canadian market on account of free entry into the United States, and because the worsted manufacturers of that country find that Canada's long clipped wool just suits them. They use this wool for the manufacture of yarn, braid, serges, dress goods, etc. Some Canadian manufacturers have sold large stocks of Canadian fleece during the past six months, and bought United States pulled wool with the proceeds, the exchange being profitable, and the pulled wool more suitable for certain classes of manufacturing.

Pulled wools have been very cheap during the past six months. It is said that a United States dealer recently placed 100,000 lbs. with an Ontario manufacturer at 18 cents, payable twelve months after delivery. There must have been an overabundant supply on the United States market.

On Jan. 18, 1894, prices were as follows:

Fleece, combing.....	17 to 18	cts. per lb.
" clothing.....	20 to 20	" " "
Pulled combing.....	17 to 18	" " "
" super.....	20 to 22	" " "
" extra.....	24 to 26½	" " "

Prices were about average, and fleece and pulled combing, the two classes we have been discussing, were about the same price.

On May 31, 1894, prices were as follows:

Fleece, combing.....	15 to 16	cts. per lb.
" clothing.....	18 to 20	" " "
Pulled combing.....	16 to 17	" " "
" super.....	17 to 19	" " "
" extra.....	21 to 22	" " "

Here it will be noticed that pulled combing was even higher than fleece, as the change in the United States tariff was not definitely settled. This change took place in August, and the result was not fully apparent until late in the year.

Now look at the prices on Dec. 6, 1894:

Fleece, combing.....	17 to 18	cts. per lb.
" clothing.....	18 to 20	" " "
Pulled combing.....	15 to 16	" " "
" super.....	17 to 19	" " "
" extra.....	21 to 22	" " "

Here the price of pulled combing is two cents lower than fleece combing. This clinches the opening arguments of this article.

Since the first week in December both classes of wools have advanced 1 to 2 cents per lb, but the difference is still the same, viz., that Canadian fleece is worth two cents more than United States pulled combing.

The bondholders of the Canada Shipping Co. offer the creditors 37½ cents on the dollar, which will no doubt be accepted, as, under the circumstances, it is a good offer.