

AMERICANS BIG DRIVERS.

Leading Merchants Testify to a Great Increase in Trade.

Driving to the Large Number of Americans in the City This Year.
The World Interviews Toronto Merchants—Toronto Should be Boomed Across the Line—It Would Pay.

That more than the usual quota of Americans have visited Toronto during the past summer months is a general impression, of which one need not travel far for verification. A single glance at any of the hotel registers in holiday time offered proof of the most positive of an increasing volume of transient American passengers, and the number of more permanent sojourners was proportionately larger. Different theories have been advanced to account for the preponderance of the past summer over others in this respect. The inexpensiveness and better advertisement of the Canadian summer resorts is one. The war with Spain, by diverting hitherto a great many Americans who usually take their holiday in Europe, is another. The dull times, occasioned partially by the war, also undoubtedly freed more business men than is customary and enabled them to indulge in travel as a means of recreation. Being in Canada instead of Europe, they had all the advantages of a radical change of scene and at the same time were sufficiently near their homes for the purpose of visiting. However that may be, and whatever be the true explanation of their increased numbers here, the fact is gratifying in more ways than one. There is an inherent satisfaction to Torontonians in the presence of people who are thus signifying in the most emphatic way their preference for Toronto as opposed to a thousand other summering places equally open to their choice. There is also the more subtle, though perhaps more human, way of looking at it, as a movement which will bring in its train advantages to the city of a much more tangible sort. If Americans visit Toronto they must inevitably spend money here. They must pay for their board to begin with, and what this benefits one will benefit all in the end.

Others Profit.
The opinion, however, has been steadily gaining ground of late to the effect that the only ones to gain directly by an influx of visitors from the United States. It has been discovered that the amount of sales made annually by Toronto stockholders in American temporary residents is considerably larger than is generally credited. It is evidently a most mistaken notion to regard the American visitor as a mere holiday-seeker and nothing else. On the contrary many a Toronto merchant has come to reckon upon them as a regular feature of his summer business. In order to obtain some definite idea as to the importance of this trade to Toronto, The World yesterday paid a visit to a number of the retail business houses of King and Yonge streets. With scarcely an exception they pronounced themselves as highly appreciative of this element in their summer's transactions. The following account of these interviews will best describe the full results.

Mr. Catto Speaks.
Mr. Catto, speaking for the firm known by his name, had noticed a perceptible increase in this year's business with Americans. The high tariff naturally prevented Canadians from offering them any very strong inducements to purchase here. By the new preferential rate, however, he could sell British and foreign goods to Americans at decidedly lower prices than obtained in the United States. Thus, broadly speaking, he was able to give a discount of 20 per cent to 30 per cent, the United States paid one of 50 per cent to 70 per cent, on English importations. The extreme vigilance, however, of their customs officers prevented Americans from reaping the benefit of this difference to any material extent. On the other hand, their goods of domestic manufacture were cheaper than those of the American and Canada could not hope to sell to them in these departments. Foreign higher class articles, however, were more likely to constitute the great bulk of what Toronto can supply to Americans.

Much American Money.
An inquiry at the office elicited the statement that more American money had been received over the counter than in any previous year in the firm's history. Mr. Catto thought it would be a bad plan to persuade the Americans that they were in any way essential to the happiness of Toronto business men. At the same time it would be a good idea to encourage them to visit us. "Once get them here," he said, "and we can safely trust to the attractions of Toronto and the surrounding country to make the connection permanent."

Mr. J. W. Drynan of Murray's said there could be no doubt about the increased volume of the American trade during the past summer. The season had been a very prosperous one for the drygoods trade generally in Toronto, a fact which he attributed chiefly to the prevailing good times and to the cheap railway rates, which enabled the inhabitants of country towns to do much of their shopping in the city. As nearly all goods handled by the firm were of foreign manufacture and, therefore, such as Americans were most likely to buy, it was

LONDON WOMEN

Have Words of Praise for Doan's Kidney Pills.

No wonder the praises of Doan's Kidney Pills are on the lips of nearly every woman in London. One of the terrible back-aches, side-aches and headaches which are so common among women so quickly disappear when these purgatives of kidney pills are used. Women are rejoicing more and more that the great of these troubles is in the kidneys—that Doan's Kidney Pills banish all the pains and aches by cleansing the kidneys filter out the poisons from the system. Here are two London ladies who want to say something for Doan's Kidney Pills. One is Mrs. Jane Reding, 435 Gray St. She says: "I highly recommend Doan's Kidney Pills. I have had a weak and painful back for a long time, and until I took this reliable kidney medicine was unable to secure relief. They acted like magic, removing all my troubles and restoring me to health."

The other is Mrs. Taylor, 755 York-street, and she says: "For years I have been afflicted with kidney troubles, and now am pleased to say that Doan's Kidney Pills have cured me, removing the pain from my back, and restoring my kidneys to natural action."

Impossible to specify any particular department, as especially favored by them. Yet silk and dress goods were the first that came to mind. But he had frequently noticed the store filled with Americans during the summer, and for summer reasons Mr. Drynan was inclined to think their patronage a plum worth reaching for.

The Bon Marche.
The Bon Marche, from its central location and proximity to the leading hotels, always caught a fair share of the transient trade, according to Mr. Peacock, but he was inclined to believe that business with the Americans had gradually fallen into the hands of the present season's good showing to the presence of the American element. The Americans always brought a fair quantity of linen, woollens and lace, but the silk trade, which in former years constituted the great bulk of their purchases, had perceptibly diminished. Mr. Peacock attributed this to the growing skill of the silk manufacturers of the United States. Of course the Americans still would not want to import with the finer French article, but on special days in Chicago and New York they could buy a beautiful line of domestic silks, very little inferior in price and quality to those imported by Toronto merchants.

Mr. Peacock, however, was convinced that Toronto business men gained enough from the American visitors to justify a more active policy with regard to attracting them. "Americans," he said, "are, as a rule, free spenders, and, if an American woman takes a fancy to a thing, she is bound to have it. And, even if the hotels do not get the money first, we will get some of it afterwards."

More Than Usual.
For the T. Eaton Company Mr. Bilger and Mr. A. J. Moreland were interviewed. They could answer for their sales to Americans only as a matter of personal observation. There had certainly been more of them in the store than usual. The amount of their purchases was constantly on the increase. Fancy goods of European and particularly of German manufacture, were what they principally sought for. It was Mr. Moreland's decided opinion that means should be taken to encourage more Americans to come to Toronto. They were a splendid class, and did business with the Eaton Company. Mr. Wood of the Robert Simpson Company refused to speak definitely of the amount of business done with American visitors. They had not attempted to keep account of it. No record of large purchases by Americans appeared on their books. As the company took American money at par, always, this was, perhaps, not a safe index to go by in the present instance. He had often seen Americans in the store, however, but did not rely upon them as a feature of the summer's business. Next summer they might institute a check upon it, so as to know exactly how the matter stood at present. Mr. Wood had no sure means of finding out.

Jewels Bought.
As representative jewelers and dealers in precious stones, a visit was paid to Messrs. Ryrie, Morphy and Schuster. Mr. Ryrie, who was first seen, spoke enthusiastically of the jewel trade with Americans in the city. The sales in diamonds to Americans were particularly gratifying, and considerably in excess of previous years. They were most flattering in their remarks about Toronto and the courteous treatment they had universally received in the stores.

"Their partiality for our diamonds is easily accounted for," said Mr. Ryrie. "Canada admits diamonds duty free, whereas the United States taxes them at the rate of 10 per cent, and until quite recently had set the duty at 25 per cent. Then again, the Canadian dealer is satisfied with a smaller profit than his American cousin. Speaking for our own firm, we are in a good position to handle the American trade, as we always carry a large stock of both loose and mounted stones."

With regard to the receipt of American money, Mr. Ryrie said that their bank deposits showed a wonderful increase in that respect. "In sterling silver manufactured articles the Americans have the advantage of Canadians. The home market in Canada is not important enough to stimulate the manufacture here of the finest steel."

Late June and early September were the best months for the American trade. When passing through to Muskoka and other resorts early in the summer they had done their looking and were doing their buying here on their way back. Mr. Ryrie said that the attention to the fact that the American trade thus came at a most opportune time for them, and tended over what would otherwise be a dull season, owing to their local customers being out of town.

Mr. Ryrie was sure that Toronto possessed permanent attractions for the American trade. He suggested various plans for augmenting these attractions.

Pay to Boom.
"Would it pay Toronto to encourage the Americans in some direct way?" "Most emphatically yes," said Mr. Ryrie. Mr. Morphy was more guarded in his utterances. The Americans bought a number of little things, but seldom made large purchases. Their trade had not been so valuable this year as last. Mr. Morphy was more inclined to dilate on the effects of the good times in Canada. He said that he was buying \$20 watches to-day where they bought \$50 watches a couple of years ago.

Mr. Schuster had done a large business with the Americans this year—chiefly in diamonds. Of course the Americans had not affected their wholesale trade in diamonds they had made very good sales in the souvenir line. Spoons, pins, etc., embellished with the Canadian arms, were picked up eagerly. Mr. Schuster affirmed very largely the experience of Mr. Ryrie, and thought every means should be taken to swell the numbers of American visitors.

A call upon some of the leading hatters and furriers completed the list of interviews. Mr. Dineen said that his sales during July and August were half in American money, and that the first half of the present month was quite as good. He thought Toronto should certainly be advertised on the other side, especially in the Southern States. The whole of Ontario would benefit by such a policy. It would certainly pay Toronto merchants to contribute to a scheme of that sort. July and August would be dull if it were not for the Americans.

Americans Buy.
"You cannot sell much in the line of heavy furs to them," said Mr. Dineen, "but our sales to Americans of light fur neckwear have been very large. Furs and English hats are much cheaper in Canada. A Derby hat that brings us \$3 in Toronto brings \$15 in New York. Similarly an English silk hat that sells for \$10 in New York could be bought for \$6 here. Thus it benefits the Americans to buy here quite as much as it does ourselves."

Mr. George Rogers of S. H. Rogers had also noticed the big percentage of greenbacks taken in the city. As nearly all Americans had left town they felt it in their business. They could sell seal-skins and Persians much cheaper than the American dealers, but for the sake of the American Government in returning a certificate of purchase to accompany every seal-skin under penalty of confiscation, made it exceedingly dangerous for them to purchase a seal-skin garment in Canada. The Americans could never equal the English in the buying of skins and furs. Hence the larger demand for the latter.

Room, Room, Room.
Mr. Rogers thought it would be well to boom Toronto on the other side, "but depend upon it," he added, "if you can't find room in some way or other. They won't

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allow trade to escape them if they can help it.

"There hasn't been a day since July 1 that we haven't sold a bill, smaller or larger, to an American," said Mr. Lugsdun. "We have made a great many friends and customers among a very superior class of people, and in some cases have thus indirectly gained a great deal of business. It is not doing enough here in Toronto to make it comfortable for our American visitors. We ought to do more. It would pay us."

It is also understood that the sales of the corporation have done a big business in this field, and got good prices for their goods.

A WINE LUNCH
At Which Prohibition Was Spoken of as an Impossibility.

The Montreal Star says: "The new wine and liquor vaults of the Lawrence A. Wilson Company, at 87 St. James-street, were formally opened to-day by a wine lunch given by Mr. Wilson on the premises. Fully two hundred invited guests were present, these including, besides His Worship Mayor Protem, ex-Mayor McShane, Hon. G. A. Nantel, late Commissioner of Agriculture, and others, all the principal business clients of Mr. Wilson in the city."

The gathering resolved itself naturally into an anti-prohibition meeting. Mayor Protem, in his speech, spoke in a similar and in a brief address, in which he eulogized the business enterprise of their host, he took occasion to refer to the approaching prohibition law with concern. "Wine was a drink supplied by nature, it had been used for centuries, and would continue to be in use in Canada after the plebiscite. The fanatics who sought to impose their views on the rest of the populace would find that their efforts were fruitless. Mr. James McShane was then called upon for a few remarks, and spoke in a similar strain. The plebiscite, he said, was a fraud, and there would be no prohibition."

In replying to the compliments heaped upon him, Mr. Lawrence A. Wilson spoke at length upon the subject of the plebiscite. He had no more to say than that a prohibitory law would result from the vote, he said, whether it showed a majority for prohibition or not. The question of revenue was sufficiently important to obviate any danger of the Government bringing in a prohibitory bill. Still he was glad to listen to the expressions favorable to a continuance of freedom from the effects of the liquor of the lips of His Worship, of ex-Mayor McShane, of Hon. Mr. Nantel and others, who were prominent in the public affairs of the country.

KILLED IN A LABOR RIOT.
Galveston, Texas, Sept. 23.—The Malloy Steamship Line labor riots broke out again here today by the striking negro longshoremen, masked and armed with pistols, making an attack upon the guard at the docks. One of the attacking negroes was killed and one of the negroes employed on the ship was wounded. The captured one of the rioters.

There has been an ominous quiet in the situation for several days, but six negroes were guarding the shed. The negroes were in the shadow of one of the sheds and overpowered the guard. He announced that they were after the leader of the negroes employed at the docks. The negroes were asleep, but they soon got to cover, and although over a hundred shots were fired, but one of them was wounded.

Shade Trees and Shrubs.
The addition of trees or shrubs to the grounds of dwellings or other vacant spots adds much to the pleasure of life. A measure of increased value incomparably larger than the original outlay on the property. The firm has given entire satisfaction. The firm has given entire satisfaction. The firm has given entire satisfaction.

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Ball v. Werrett.
Mr. William A. Werrett of the legal firm of Ball & Werrett was arraigned in the Police Court yesterday for the theft of \$1000. The complainant in the case is Mr. T. H. Ball, the defendant's partner. The charge is said to have been made by Mr. Werrett in connection with the business of the firm. An adjournment was taken for a week. Between Attorney Curry and Mr. Werrett, in connection with the business of the firm. An adjournment was taken for a week.

Death of John M. Cimlie.
Listowel, Sept. 23.—Mr. John M. Cimlie, for many years a prominent citizen, died to-day, after an illness lasting some days. He was identified with the settlement and opening up of the country here, and operated a grating and saw mills for years. He was in his 65th year. The funeral takes place on Sunday afternoon next.

Settled Without a Fight.
Buenos Ayres, Sept. 23.—An agreement between Chili and Argentina to submit the boundary dispute between the two countries to arbitration has been signed.

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