

A REVIEW.

MR. GEORGE HAGUE, general manager of the Merchants Bank, Montreal, in his annual address, says:

"I may say this, however, that it is hopeless for manufacturers of any kind, in these times of keen competition, to make profit on their business unless they have the latest appliances in machinery, the most economical appliances of power, the most skillful management in production, the best adaptations of labor, and the best facilities for transportation and communication. Along with these, it is becoming more and more essential that a manufacturer shall have his specialties; that is, that he should produce some goods which are his own, known by his name, which will be such a guarantee of goodness that the name will sell the goods, as with 'Rodgers' cutlery or 'Horrocks' sheetings. When a manufacturer attains a position like this, and has his arrangements to keep it, he is a long way towards permanent success and wealth. In some branches of manufacture and production we have attained this position. Certain brands of flour are well known in foreign countries, as well as certain brands of cheese, and even of deals and timber. A customer of our own has established the reputation of his brand of eggs in the English market, and enquiries are made for it by dealers there. We are exporting furniture to South Africa, agricultural implements and other articles to Australia, butter to Japan, and leather in large quantities to England; and if attention is only paid to quality, to good make-up, and to the exact needs of the market, there is no reason why this should not develop very largely. In such matters as butter or apples it is not sufficient to have simply a good article, it must be well and tastefully packed, according to the fancies of the market it is sent to, or they can never establish themselves in general favor. "Our apple exports of last year were frightfully injured by want of care in packing, and the trade injured to an extent it will take considerable time to recover from. Our orchards are well known to be among the best in the world, and so are our vineyards and peach gardens. I mention this for the benefit of any who may happen to read these words, to dispel the impression that Canada is a land of almost perpetual snow. I do not think we are at all obliged to the enterprising English poet who lately sung our praises as the 'Lady of the Snows.' We have snows, it is true, and exceedingly useful they are, as fertilizing the ground for the spring and summer, and enabling us to produce such fine peaches, grapes, melons and apples as we do. While on this subject I may venture to say that much harm has been done to the country by the multiplication of snow pictures. We have had altogether too many of this sort. It would, I think, be a profitable venture if an illustrated book were published showing what Canada is in summer."

RETAIL DRY GOODS MERCHANTS' ANNUAL EXCURSION.

A feature of the excursion of the retail dry goods merchants of Montreal to Otterburn Park, on July 28, was the competition for the prize of \$10 offered by Wm. Agnew & Co. for the competitor making the best guess at the correct length of a piece of their Azoo henrietta. Each competitor had to pay 10c. entry fee to the association for the privilege of registering his guess, and at the end of the competition the sealed envelope containing the ticket with the number of yards and the \$10 bill was opened and the prize awarded to the competitor who had registered nearest to the correct length.

The competition for this prize has always been very keen in the past few years, and on some occasions the prize had to be divided between successful competitors who registered the same estimate. This year the competition was as lively as usual, and over 100 guesses were registered. The exact length, 38½ yards, was registered by two different parties this year: Mr. Lockhart, city

traveler for S. Greenshields, Son & Co., and Mr. S. Lamy, of Lamy & Lamy, and the prize was therefore divided between them.

It was curious, however, to note the wide divergence of opinion regarding the length of this piece of goods. Some merchants who have been handling cashmeres and henriettas for 40 years estimated the length to be 50 yards, while others estimated as low as 25 yards.

TRADE NOTES.

S. F. McKinnon & Co. have a special brand of black velveteen, a clinker, and worthy of attention.

The Gault Bros. Co., Limited, have received another shipment of the noted black figured lustres, Prince of Wales cloth. Write for samples.

P. Garneau, Fils & Cie., Quebec, are showing special lines in ladies' black cashmere gloves for fall. Stock in both light and heavy weights.

In their notion department, S. Greenshields, Son & Co. have a full stock of art silks, art draperies, silkline golden draperies, figured and plain denims and art cretonnes.

James Johnston & Co. call special attention to their kid glove department. They claim that their three regular lines, at \$6.75, \$9 and \$11.25, cannot be surpassed in the trade.

Kyle, Cheesbrough & Co.'s stock of Swiss embroideries is very complete and they are kept busy filling orders. This firm have had such a run on their laces and other lines that it is necessary for them to cable weekly for fresh supplies.

Without a doubt you can safely buy jets and braid trimmings for the incoming season; they are bound to have a big sale. Jet trimmings to retail from 5c. to \$3 per yard are shown by Brophy, Cains & Co. They are also showing loops, fouragiers, and braid sets, in black and shades to match dress goods.

A CANADIAN-MADE ARTICLE.

THE popularity of the "Puritas" comforter is, perhaps, illustrated by the fact that a wholesale house of Toronto, having placed a large order with the manufacturers for delivery in August, this house has already sent in repeats calling for immediate shipment, the previous order having been sold from sample, even before the goods were received. Besides, it is only natural that when a white batting quilt is produced for little higher than a shoddy-filled quilt of the same size, the batting one, called "Puritas," will not be slow in superseding its old-time rival. The "Puritas" is of Canadian manufacture and a credit to the Montreal firm that makes it.

SPECIAL FEATURE ADVERTISING.

The Toronto Brass Co., Limited, have met with such wonderful success from advertising a special fixture, as they did in Special Number, that they have decided to offer another popular fixture for this issue, this time taking the form of an adjustable shirt easel or stand. It is one of the most desirable fixtures for a gents' furnisher, as it shows the article off to the very best advantage, being adjustable to any position. They are finely finished and nickel-plated. Price, \$1 each, or \$10.20 per dozen.

JOB LOTS.

The Alaska Feather & Down Co. are offering some jobs and seconds in odd cushions and cosies. In the dull season of mid-summer a job is almost the only thing which will enable the retailer to get customers to his store, and we are therefore not surprised to hear that these jobs are being rapidly taken up. A card addressed to the manager, 290 Guy street, Montreal, will bring full particulars by return mail.