

## OUR POLICY.

EVERY journal of repute must have a policy, and THE REVIEW flatters itself that it is a journal of repute. So far as possible, its columns have been kept free from articles which might be instigated by sordid motives, or the schemes of isolated persons.

The main object of this journal is to guard the interests of the great body of Canadian retailers of dry goods, and furnish them with information from the manufacturing and wholesale markets on which they can rely. No reading matter has ever been admitted into this journal except for one reason, and that is that it was information for its readers. No notices of new goods, write-ups, or descriptions have ever been paid for by those immediately concerned. All these have been inserted merely because they were considered genuine information. No bias to any information has ever been given in order that the publishers might reap a pecuniary benefit.

In a word, the publishers of this journal have never sold a line of reading matter, and have no intention of doing so. Independence is to a trade journal what virtue is to a female—without it, all is lost.

THE REVIEW is not an organ for the sole purpose of booming the wholesaler or the manufacturer. From both these classes it draws considerable of its revenue, and hence has always endeavored, and will always endeavor, to treat them well. But should either of these classes, or any one of them, do anything which the trade as a whole will not approve, THE REVIEW is bound to state its opinion fairly and fearlessly. It could not assume any other position and guard the interests of the trade which it has the honor to represent.

This is the policy which has caused this journal to have a wonderful growth since its inception four years ago this month. So far as it is possible for human beings—always liable to err—to maintain this policy, it will be maintained.

## FAKES TO DRAW TRADE.

Phillips & Co., clothing and men's furnishings, Truro, have worked three good schemes for drawing trade during the year, which they say were profitable.

They advertised that every boy who bought a suit would get a cabinet photograph of himself free. These were taken by a local photographer, who charged 50 cents, which he said was cost, as he expected to make his profit on additional orders that might come from the boys' families for his picture.

The next scheme was to give a boy writing the best advertisement of Phillips & Co.'s goods a watch. This cost \$3.75. It interested the boy and all his friends, and the stock-in-trade was discussed.

They are now closing up a \$15 prize. Everyone who bought \$1 worth of goods received a key to a cabinet containing \$15 in gold. There were 1,000 keys, but only one fitted the lock on the cabinet. They say this almost doubled their business.

## IT IS UNTRUE.

Into a Montreal textile journal for December the following item found its way:

"John Macdonald & Co., wholesale dry goods dealers, Toronto, have cut the wages of their employees twenty-five per

cent. There is some anxiety in the city trade as to whether this example will not be followed by other wholesale houses."

This house has been in business forty-five years, and has a record enviable, indeed, for during these long years of business activity or business depression it has never been found wise or essential to reduce salaries. With such a record in view it is hardly necessary to state that the above paragraph is absolutely untrue.

The policy of the house is well known. The heads of the firm are against a reduction of any employee's salary under any conditions. They consider also that those who have served them faithfully and well, and through whose instrumentality their profits have been augmented in good times, are entitled to be kept on when things are different. They recognize that an employee has rights as well as an employer, and these have always been sacredly respected.

## TAX ON COMMERCIAL TRAVELERS.

The commercial travelers in the Lower Provinces are up in arms. The City Council of Halifax adopted a new assessment scheme the other day, and that scheme included the item, "\$25 on commercial travelers." Protests are being sent in from all quarters, and correspondents are writing to the papers to show that the city has not the power to enact such a law. But the item is not to remain in the scheme. It was never intended to remain there. The framers of the scheme say they put that item and several others in the scheme which they did not intend to vote for themselves. By a ruling of the Chair the scheme could not be discussed clause by clause, and had to be adopted as a whole. In order to weed out the objectionable parts, the promoters carried a resolution relegating the scheme to a select committee, who are to prepare an Act in accordance therewith for submission to the Legislature. The tax on commercial travelers will not appear therein.

## \* FROSTY SHOW-WINDOWS.

A CORRESPONDENT wrote last month asking how to keep show-windows clear of frost. Mr. W. G. Cameron, of Victoria, B.C., wrote the questioner, giving his experience. He keeps his clear by keeping the air inside the window as cold as the air outside. To do this the window-back, or the partition of glass between the window space and the store, must be close-fitting, so as to prevent the warm air of the store coming in contact with the outside glass. When this warm air strikes cold glass, the moisture in it condenses and freezes on the pane. Mr. Cameron has openings in the bottom of his window to admit cold air and a six-inch sash at the top which can be opened and shut with cords. This provides a current of cold air in the window and close to the outside glass, so that the great rule is carried out, viz., keeping the air inside the window as cold as the air outside.

If electric lights are used in the windows the current of cold air does not need to be so strong. But when gas or coal oil is used the current of air must be much stronger, so as to neutralize the heat thrown out from the jets or lamps. Three or four large augur holes in the outside sash at the bottom and the same number at the top generally suffice. A transom, six inches or more in width, is preferable for the top, and should be hung at the bottom by hinges, and opened by cords.