

of tariff changes is no selfish claim, but is of vital importance to the entire trade of the country, wholesale and retail. Secondly, the wisdom of doing away with ports of entry where incompetent officials allow variations in the rates of duty paid, to the injury of the trade elsewhere, must also commend itself. There ought to be uniformity in the duties levied. To get in goods at 30 per cent. at one port, and import the same class of goods at 5 per cent. more (or less) at some other port is monstrous. These are reforms which any Government ought to be eager to carry out. In demanding them the dry goods men are striking at the root of tariff difficulties and are entitled to prompt answer and relief.

STRENGTH IN WOOL.

INDICATIONS all point to firm values on all woolen fabrics this season, both imported and domestic. The main reason operating in this direction is the sharp advance which has been established on raw material. As already noted, the wool sales, both in London and Antwerp, opened firm, and the fact, coupled with other conditions, has produced a very confident feeling among holders of wool on this side the Atlantic. Imported wools have advanced recently 1 to 1½c. per pound, Cape stock, which was available a month ago at 13½c. per pound, being held firm to-day at 15c. Other descriptions of foreign wool are equally strong, the average advance being fully 7 to 10 per cent. on all fine stock. This strength has been reflected on the domestic raw material, for Canadian fleece is from 1 to 2c. per pound higher than it was.

A Montreal house last week, considering wool a good speculation, sent a buyer up into Ontario to try and gather in from 300,000 to 400,000 pounds of wool. When this gentleman started out he had the idea that he would be able to do so around 19c. per pound, but, when he got into the country, holders would not negotiate under 21c. The majority of the selections offered also at this price were not of the very best grade, and the latter can scarcely be bought, with holders in their present temper, under 22c. Expectation of a heavy demand from the United States for all kinds of textiles seems to be the chief foundation for the strong feeling.

HOTEL TRADE.

By an Advertiser.

THE traveling public now-a-days is large, and has large wants. The trade of this class is uncertain. At the same time it is not to be despised. Travelers are not on the look-out for bargains, and pay the best prices for what they suppose are good articles.

There are several advertising mediums designed to catch this class of trade. The hotel register, city directory, cards hung up over the desk, all are used to try to catch the eye and the trade of the traveler. Even the bill of fare is often pressed into service.

Without wishing to make any disparaging remarks about these mediums, or those who use them, I must, nevertheless, say that in my opinion such mediums are worthless. Money spent on them is money thrown away. A traveler naturally asks at the desk when he wishes to know where to buy anything. If the hotel manager is looking after his own business he will certainly send him to the best house in the particular line his guest requires. If he were to give the name of some second or third-rate house, he himself would be the sufferer. He would be in danger of losing his guest's patron-

age. So that the proprietor is bound to send his guests to the best stores in each line, whether they are advertising with him or not.

I have found by experience that the best way to catch this class of trade is to make your store the best in its line. I never had a result from the kind of advertising mentioned above, though I tried it for some years, nor do I know of any results which others have had.

IMPORTED DRY GOODS.

THE fiscal year of Canada began July 1st., and the returns of imports for the first four months, that is up to Oct. 31st., are now complete.

By the first of July the spring trade is over, and, therefore, as far as dry goods are concerned, it is rather interesting to compare the first four months of one year with another. We have gone over the figures of imports from July to October, 1895, and present the result of the comparison in the accompanying table.

The result indicates a very cautious policy on the part of dry goods importers. Using round numbers—the exact figures will be found below—the imports this year are about \$6,920,000, compared with \$6,220,000 last year, or a decrease of \$700,000, or about 10 per cent. for the four months. This may be due to several causes, and the period is too brief for drawing any general conclusions. One thing, however, may fairly be inferred, that Canadian jobbers have not imported for early autumn trade as freely in 1896 as in 1895, and as values are about the same as, or if anything a little higher than, last year, we may assume that the importing trade prepared for less demand in foreign goods. It does not necessarily mean that the turn-over by Canadian houses has been less, as the shortage might be made up by domestic makes, which have sold freely this year. But, in the main, the decrease in imports is seen in nearly all the principal items, as follows:

FOUR MONTHS' IMPORTS, DUTIABLE GOODS.

	1895.	1896.
Cottons, undyed	\$ 72,176	\$ 67,737
" dyed	600,410	614,556
" clothing	114,840	114,841
" thread and yarn	54,583	61,602
" thread on spools	123,031	112,956
" other manufactures	231,445	242,122
Bracelets, braids, fringes, etc	262,578	257,525
Laces, collars, nettings, etc	103,032	136,258
Other fancy goods	158,680	145,871
Furs, manufactured	236,247	140,657
Hats, beaver, felt, etc	283,273	226,283
" other kinds	94,608	105,090
Silks, manufactured	909,937	701,142
Carpets, Brussels and tapestry	170,723	145,265
Woolens, clothing	400,581	513,580
" cloths, worsteds, coatings	1,006,309	940,492
" dress goods	1,300,639	1,164,547
" knitted goods	170,327	163,250
" shawls	46,042	33,350
" yarns	80,144	60,609
" other manufactures	210,064	168,722
	\$6,019,207	\$6,220,525

There are some increases, of course. Dyed cottons have increased, and this item may cover a certain amount of slaughtering in American prints which came into this market during the summer. The imports of lace collars, nettings, etc., which have been and continue so fashionable this season, show an increase. Woolen clothing is also responsible for a small increase. But the other items are in the line of diminished buying. Even dress goods, in which so satisfactory a trade is reported on all sides this season, have fallen off.

Of the total import and export trade of Canada during the four months in question nothing but expansion is to be recorded. The exports are \$47,933,898 in 1896, compared with \$45,760,049 in 1895, an increase of over \$2,000,000 this year, covering principally farmers' produce—which is satisfactory to the business houses generally.