



OUR SPRING NUMBER.

THE encomiums passed upon our special spring number have been a source of great encouragement to us. Both advertisers and subscribers have personally and by letter expressed their appreciation of our efforts to turn out a creditable number for which we thank them most heartily. The press has also spoken highly of it as will be seen from the following:

The Globe.—“The publishers of THE CANADIAN DRY GOODS REVIEW have issued a special spring number and they have ample reason to congratulate themselves upon the success attending their efforts. It is in every particular a credit to trade journalism, being full of interesting reading matter to the trade, and made still more attractive by some excellent illustrations. The REVIEW was started in the beginning of last year and has made rapid advances in obtaining the support and approval of the trade.”

The Mail.—“The first attempt of the publishers of THE CANADIAN DRY GOODS REVIEW at issuing a special number has been a most successful one. It is their spring number, and is one of the finest issues of a trade journal in the country. It is full of interesting articles on important trade questions, and is neatly and handsomely illustrated. The REVIEW, although only a year in existence, gives ample evidence of having secured the confidence of the trades it so ably represents.”

The Empire.—“The special spring number of THE CANADIAN DRY GOODS REVIEW issued this week, shows that the publishers have gained the confidence of the trade, if the advertising patronage is to be taken as a criterion. The issue consists of 48 pages and cover, and is filled with most interesting matter to the trade, besides being handsomely illustrated. It is in every respect a most creditable production, and, being a first attempt, augurs well for the future.”

The World.—“The spring number of THE CANADIAN DRY GOODS REVIEW is to hand. It is the first attempt of the proprietors at a special number, but the handiwork looks like the work of veterans. The number is printed on toned paper, is admirably illustrated, and contains articles on timely subjects, which should be read by every dry goods man.”

This is surely sufficient proof of our contention that there is no antagonistic feeling between the daily and trade press, each having its own legitimate field of usefulness.

What is perhaps one of the most gratifying results of our “Special” is the very large addition which it has brought to our list of subscribers. Retailers are apparently becoming reconciled to the fact that THE REVIEW is published in their interests and that they can always depend upon finding something of practical use to them in its columns. We can only say that it will be our earnest endeavor to keep THE REVIEW in the forefront of trade journalism, and that its columns will be always open for the discussion of questions affecting the trades it represents.

TRADE PROSPECTS.

Wholesale houses in Toronto report trade above the average for the past month. For the first week in March the orders were considerably ahead of last year in all departments, notably in ribbons and dress goods. There is quite a feeling of firmness in colored cottons. A large number of buyers are giving orders to be held for shipment, in excess of their immediate necessities, owing to the probable heavy advance in prices. The first report from the new syndicate has been received intimating an advance from 5½ cents per yard to 7 cents, which means somewhere in the neighborhood of 25 per cent. It is expected that other colored goods will also be advanced in price and that the advance in colored cottons will not stop at 25 per cent. It would, therefore, be well for retailers to be

ahead in any pieces of colored goods for their requirements as wholesalers will, in all likelihood, be forced soon to accept orders conditionally on the goods being in stock. The capital of the syndicate has been increased to five million dollars, and it is evident that they mean business. Travelers are all out for sorting orders, and they report prospects of good trade. Although orders are plentiful there is no denying the fact that money is scarce. Farmers, who have been holding back their wheat for big prices, are now to reap the results of their usual weakness, as prices have considerably run down and there is little chance of their reaching anything like a reasonable figure. They will thus be forced to sell at a sacrifice, and the trade has incidentally to suffer for their lack of judgment. There is a hope that money will be in freer circulation during the spring, but at present the puzzle is, where is it to come from? The fourth passed over more satisfactorily than was generally expected. There have been a few failures, but not so many as was predicted. It is by this time well known that the wholesale trade have practically agreed upon shortening terms, the prime object being to abolish what is acknowledged to be a pernicious system—dating ahead. There is, we understand, no combination to effect this but a mutual understanding among the trade generally. It is felt that if this tacit agreement is lived up to there will be better times in store both for wholesalers and legitimate retailers.

SHORT MEASUREMENTS.

WE RECEIVED the following letter from W. H. Berkinshaw & Co., Trenton, Ont., just in time to be too late for our last issue:

“Being convinced that the Canadian mills are robbing the retail merchants, I thought it advisable to measure some of the Canadian goods as they came in from the wholesale house. Consequently I measured up three pieces of shirting and found them running from ¼ to 1 yard short in every piece. I then took a piece of gingham and had it measured and found it ½ yard short. These pieces I speak of were just selected from the lot. I am convinced that the retail merchants that deal largely in staple goods, particularly those manufactured at home, are robbed to a great extent by short measurement.

“We have an inspector of weights and measures. Don't you think, under the circumstances, every mill should be compelled to have their lengths guaranteed by the Government?”

“I would like you to give this publicity, making any comments upon it you feel disposed to make. Personally it is my intention to check the measurement of every piece of goods that comes in and place a claim upon the wholesale houses, although it necessitates the employment of more help, an expense which, if the retail men were honestly dealt with, we could do without.

“I have just measured a piece of goods invoiced at 41½ yards which measures 35 yards.”

We have made enquiries at the wholesale houses and find that claims for short measurement are few and far between. We have also endeavored to get an explanation from the mill owners, but have received nothing definite. We are informed, however, that they have not had any claims for shortages worth mentioning, and that some pieces may be short while others may be just as much long. We quite sympathise with our correspondents, as they seem to have been considerably on the “short” side. If the mills make it a practice to send out short measurement, it can only be characterized as barefaced robbery. But it is difficult to believe the guilt of such practices. There are, we understand, men employed at the mills whose special duty it is to measure the cloth, and if short measurements were the rule these men would have to be in collusion with the mill owners, who would scarcely be unwise enough to place themselves in such a precarious position. In the piece which was 6½ yards short there surely must have been a serious blunder on somebody's part. A yard short is had enough, but 6½ yards in it is robbery with a vengeance. We fail to see how the government could be asked to guarantee the lengths, but now that syndicates have swallowed up all the mills, some remedy should most certainly be devised to protect the retailer in regard to short measurements. We confess, however, our inability to suggest a way out of the difficulty. Possibly some of our readers may be able to do so. If so we will be glad to publish any communications on the subject.