

achieved, and the public never know the extent of the corruption which prevailed. The daily expenses of court proceedings are heavy and neither party wants to continue them.

In 1887 the election in Kingston only resulted in the return of the late Sir John Macdonald by about a dozen votes. A protest was entered and the case came to trial. After hearing the evidence the judge said it was one of the cleanest elections he had ever investigated. Why? Because the organizers on each side had publicly agreed to co-operate in putting down corruption in their respective parties. It seems, therefore, that if both parties are honestly anxious to keep politics clean then they can do so.

THE FLANNELETTE WAR.

THE leading subject of conversation in the trade during the past ten days has been the cut in flannelettes. The facts, briefly, are that when the mills of Wm. Parks & Son, Ltd., decided to manufacture flannelettes some time ago, the price of the Colored Cotton Co. for the same was quoted at 65 8c. The Parks' makes, being of lighter weight, were put on the market at 6c., and large orders were at once placed, as the goods were exceedingly fine, and promised to sell well. The Cotton Co., it was understood by the trade, would meet the price of the rival mill, and even go a little under. When the company, however, cut the price of 32-inch flannelettes to 5c., the surprise was great. Wholesale houses began immediately to quote lower figures on these lines, and retailers who had bought at the old figures complained that it was not fair to them. So general was the feeling, that a meeting of the dry goods section of the Toronto Board of Trade was held, Mr. Andrew Darling, the chairman, presiding, and the leading members being present. The subject was thoroughly discussed, and the board, believing that in this matter it represents both the wholesale and retail trade, formulated a strong protest against the cut in prices, as being an unwise move, and not warranted by the firm prices for raw cotton now prevailing.

THE REVIEW voices the opinion current on all sides in deprecating a cut like that to 5c., which, there is every reason to suppose, means a dead loss to the mills. The result is to paralyze a good many staple lines, while the net effect to trade all round is injurious. The retailer feels it difficult to buy at present figures, because one break may lead to another, and, although the prices on raw materials afford no warrant for such a thing just now, how can a retailer be sure of this?

The opinion is freely expressed that the cut is a war between the two mills, and in the Maritime Provinces Parks & Son, Ltd., have the sympathy of the trade in what is apparently an attempt to cut away below profitable values and concentrate the making of Canadian flannelettes in one company. In the west, too, we hear it said that, while all were prepared for the Colored Cotton Co. to meet a rival's price, the 5c. quotation was unwise, and that Parks & Son, Ltd., are in no way responsible for the break. THE REVIEW has always taken the ground that business must be done on a profitable basis, and this is just as true when applied to a manufacturer as a wholesaler or retailer.

Of course, if unduly high prices have been charged for flannelettes, that is another matter, and the trade would welcome rather than resent a reduction in these goods. But it is generally believed that 5c. does not represent a profit to the mills, and is only a temporary incident in a fight between rival makers. If, however, the new price is

defended as sound and reasonable, will the question not be raised whether profits in the past were not swollen far beyond legitimate figures, and will not merchants be forced to consider the utility of a policy that permitted such a condition? Surely the cotton companies are not anxious to raise this point at the present juncture. Other things being equal, we have always favored Canadian industries, and regret exceedingly any occurrences that tend to create the idea that our mills do not deserve fair treatment in tariff legislation. There is no reason why flannelettes, or any class of cottons, should be confined to one mill, and any attempt to force a concern like the Parks Co. out of the market is not merely unnecessary, but cannot succeed.

The proper policy is to put prices on a living basis, and stick to that.

KEYS TO SUCCESS.

BE systematic in your advertising and window dressing if you wish to be successful. You don't take your meals just when you happen to be near home. Nor do you take in five minutes enough to last you a week or a month. Yet, how many men of your acquaintance, yourself perhaps one of the number, take only a few minutes to scribble off an advertisement which is to stand for a week or a month. Besides, they have not thought of it before, and have to put down what occurs to them at the moment, when there is no time to look up material for a good advertisement.

A much better way would be to have a book in which to enter any good catchy idea in advertising. Often in ordinary conversation something may come up which would be the foundation of a good advertisement. Put it down in black and white. No matter how large your head is it can't hold everything. From a hundred different sources suggestions may be got. Keep your eye open for them. Write them down. They will be useful. You can't write an ad. off-hand any more than a cook can prepare a dinner at the last moment with no time to get the proper materials. You would kick lustily at such a scrub dinner. Yet you expect the public to swallow your hastily gotten-up ad., prepared just in time for the press, and grumble if there are no results.

The same suggestion applies to window-dressing. Get a book in which you can enter any ideas on attractive window display. Don't be content with getting the book. Use it.

In these days advertising and window-dressing are the keys to success in business. Pay attention to them or not, as you like. Only, if you neglect them don't grumble. Do some work, and do it systematically.

CONTINUOUS ADVERTISING.

Many a man who feels he must do something to keep up his business goes into advertising in a half-hearted way. He spends a little money and gets no results. He is firmly convinced that advertising does not pay. So he sits down and waits for the end. He is much like the man who is at the foot of some cliff with the tide coming in. A rope is hanging down. He takes a strand or so and can break them. So he says the rope is no use and calmly awaits his fate. Because you can break a single strand is no reason for saying the rope will not bear your weight. Because a single insertion of an advertisement brings no results is no proof that either the medium or the advertisement is bad. A single insertion may bring results. It very often does. But you can't be sure. Carefully choose your medium. Carefully prepare your advertisements. Results must and will follow.