

an application from a Canadian now living abroad who would undertake the work of organizing it, and at the same time a proposition from a Toronto gentleman who is willing to interest himself and others in the work if the government will do its part. An unknown friend has just sent us copies of the New Bedford "Mercury" containing an account of the work done by the New Bedford Textile School, recently started in that Massachusetts town. We quote a part of the report in this issue just to show what can be accomplished by a little public spirit and enterprise. Considering the crisis which is approaching the Canadian woolen mills, those concerned in this branch of the textile trades in particular should bestir themselves if they would avoid the ruin which has threatened it ever since the Dominion government has called upon the woolen manufacturers to pay the heaviest part of the tribute of loyalty demanded by its preferential tariff.

#### REPUTATION IN TEXTILE MANUFACTURES.

The care with which orders for clothing have been placed this season should enable mill men as well as clothing manufacturers to see the necessity of maintaining their lines up to certain standards. It is often the case that more care is paid to design or to style than to quality. Of course an attractive design counts for much, but the mere design or appearance of goods does not always give a fair idea of its value, which is sometimes better than it looks, but too often the reverse. Imitation of goods that are in demand, but on a low priced basis is a dangerous trap into which many manufacturers fall, to their ultimate cost. Not that they do not sell their goods for the time being, but that in their haste to secure the market by the production of cheap imitations, they lower the standard of quality and for so doing inevitably suffer loss of reputation. The public will always buy cheap goods, but no matter how low the price they require some wear-resisting qualities in addition to the appearance and style which have principally induced them to purchase. The manufacturer is in business not for this season or next but as a permanency, and his success depends upon the standard qualities of his articles, and not on the transient designs or finish. Manufacturers who have achieved the best results in the woolen manufacturing owe their success in no small measure to their strict adherence to certain standards. They have a fixed standard for their fabrics below which they refuse to go, no matter whether their output runs to fine grade, medium grade or even to low grade wherein the greatest temptation lies. There is a point below which it is not merely unsafe but dishonest to go in cheapening their fabrics for at that point the consumer fails to receive full value for the price paid and the manufacturer begins to throw away his reputation and the reliability of his goods. There are times when this adherence to an honest standard may appear to tell against success for the time being, and when the manufacturer may feel a passing regret that he did not send forth his goods under false colors; in the long run, however, he who safeguards his reputation for making goods that are

reliable as well as cheap and up to date will find that he has done wisely.

#### COTTON ACREAGE AND CONDITION.

Owing to the backwardness of the United States cotton crop at the present moment, and the uncertain effects of the recent heavy rainfalls in some of the cotton growing states, the present reports of the cotton status will be liable to correction later. The acreage for this year, while showing an increase of 5.05 per cent. is not so large as was anticipated. The profitable results of last year's crops led to liberal estimates being made; and had conditions remained as they were at the end of December, when cotton was quoted at 10 $\frac{1}{8}$ , the cotton area would have been larger. But early in the spring a steady decline in price set in, and on May 18th reached the lowest point, 8 $\frac{1}{8}$  for middling uplands, and from 6.98 to 7.17 for futures in the coming November. This upheaval of prices has had without doubt a limiting effect and the quantity of new ground has been restricted. Enough cotton has however been planted to secure under favorable conditions a crop that should yield 12,500,000 bales; these figures being based on the crops of 1897 and 1898, when 23,000,000 acres were under cotton cultivation; the actual acreage this year being 26,000,000. The floods of 1897 aided the crops of that and the succeeding year most materially, the increase per acre in 1897 on account of the rich deposits left by the floods, being estimated at 33 pounds, or a total of 1 $\frac{1}{2}$  million bales. Though rain has been plentiful this season, no such natural benefits are acquired, but the use of artificial fertilizers promises to have beneficial results, for no less than 406,547 tons of Charleston phosphates have been utilized this present season, as against 80,000 tons used 20 years ago. The older cotton areas are adopting the fertilizing system, the yield being profitably increased thereby. New ground in Oklahoma shows 20 per cent. increase over last year. Indian territory 14 per cent., Florida 10 per cent., and Western Texas 6 per cent. As to the maturity of the cotton crop evidence points to its being a late one, even more so than last year—the average temperature of May being lower than in the two previous years and the rain fall during the same month was above normal. Though no harm has been done yet germination has been retarded.

#### UNITED STATES COTTON TRADE.

The Cotton goods exported from New York for the first five months of the year as compared with the same period of 1900 will be of interest. The total figures are 94,222 packages, value \$4,302,502 showing a decreased value of over 40 per cent. as compared with those of last year, when 182,759 packages, value \$7,563,276 were exported. The Chinese trade has suffered most and the figures give evidence of the complete stagnation of that country, for whereas last year to the beginning of June 110,467 packages were exported, this year's returns for the same period show only 21,879 packages. The United States is