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# THE DRY GOODS REVIEW

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## JEW AS MERCHANTS.

IN a paper which has no personal interests to serve, but whose aim is to promote the general good of the trade it represents, articles will occasionally appear which are not in accord with the views of the publishers. Still they are inserted because they express the opinions of gentlemen whose standing in the trade makes them worth publishing. In the rush, just before going to press, such articles are sometimes inserted unknown to the publishers, which would not have been allowed to pass had they been seen by the managing editor.

In the last issue of THE DRY GOODS REVIEW such an article was printed. It spoke unkindly of the Jews as business men. The publishers have no hesitation in saying they have no sympathy with the views expressed in that article. Their own actual experience, and their own opinions, are not in accord with these views, and they have many warm friends among the business men of that faith. They have all the greater pleasure in setting themselves right in this matter and correcting a wrong impression by the fact that not one of the many Jewish readers or patrons of the paper have, directly or indirectly, called attention to the article or made any complaint against its injustice.

It is quite true, unfortunately, that there are some black sheep in this as there are in every other race. We see more of them because they are nearly all in business, while men of other races are in every field of labor. Very few, however, of the

better class of Jews are dishonorable in their business dealings. For those who are there is much to be said. They are, with few exceptions, from continental Europe. Their names show this. For generations they have suffered persecutions at the hands of Christians. They found every hand against theirs. It was but natural that they should be tricky and dishonorable in their dealings, when others were that way with them. Their chances of life and liberty often lay in deceit. British Jews are not so situated, and we seldom hear of any of them "going wrong."

## PRICE SMASHING.

ONE class of merchants which is a nuisance to the community of dry goods retailers is the "price-smashers." These are the men whose only appeal to the public is based on low price. Every other ground for securing patronage is ignored, and cut prices alone relied on.

Such a man is undesirable as a creditor, and wholesale merchants should taboo him. He is a menace to honorable and profitable retailing. He destroys legitimate business, and after cutting the ground from under the feet of his competitors, he cuts it from under his own. That is, close prices will not enable him to stay in business permanently. Sooner or later he must go to the wall, not because he lacks customers or turnover, but because his profits do not counterbalance his expenses.

Low prices are degrading to goods, unless special reasons exist why specially low prices obtain. The public, as a rule, are willing to pay a respectable price for respectable goods. If a respectable price is not asked, the suspicion of the public will be aroused and can only be allayed by special explanation.

The basis of true and lasting prosperity is a business founded on ability. Ability is a wide term and includes many things, such as ability to anticipate the wants of consumers and to provide them with the right goods at the right time; the ability to manage a well-regulated store in which any customer can ascertain in a short space of time whether the article he or she desires is in stock; the ability to collect, under a common roof, a number of well drilled, skilled and polite employes who are fully engrossed in pushing their employer's trade; the ability to manage a business so that receipts and disbursements are always balanced, with the cash discounts taken off. A business founded on such a basis as this lives for generations. A business founded on price-smashing is a mushroom, a butterfly; here to-day, and to-morrow in the assignment courts.