

THE VALUE OF GOODS EXPORTED.

THIS is an age of advertising in trade. It is a race for first place; one continual competition. This being so with individual merchants it is just the same with the country. If Canada wants to go ahead it must advertise itself. No use in waiting until justice and time induce foreign nations to recognize our merits. We must ourselves make Canada known to the world.

The cause of these observations is a reference which is made by the writer of a special article in a previous page of this issue. In dealing with the export trade of Canada he states that Canada does not get credit for the total export trade it does, because there are shortages in the official figures. Somewhat struck with this statement, THE REVIEW has made some inquiries of a high authority in the Customs Department. This authority said that exporters were careless about reporting goods to the Customs shipped to other countries. The Customs Act provides a penalty of \$200 for failure on the part of an exporter to report the shipment to the Customs, but he never heard of anyone being fined or taken to task for such omissions. The Act says that the export entry is to be made at the Customs house nearest to the place of origin or at the frontier. But shippers are often ignorant of this and the collectors at frontier ports are not likely to bother about it.

In the matter of ocean shipments, via Montreal, everything is entered, because the captain of a ship is compelled to present the Customs authority with a manifest showing every item of cargo on board. The ship cannot leave port till this has been checked, and an export entry made for every shipment. But, in the case of goods going by rail to the United States, or for shipment abroad, via New York, there is a danger that goods are sent away without any return being shown in the official reports.

There is, no doubt, something wrong with the present system. The system followed in Great Britain is to have all the entries made at certain frontier ports or shipping-centres. This, if followed in Canada, would at once prevent the duplication which sometimes takes place, and also the omissions which we know are taking place every year now. We allude to the matter for the reason that Canada should get credit for every bit of foreign trade she does.

If our readers will take the trouble to read the article in question, which appears on page 15 of the present number, they will see how important it is that our ability to export almost every kind of manufactured goods (in some of which we excel every country in the world), should be known on official authority.

This would help Canada in the eyes of people abroad. It would give them a better idea of us. There are people in Europe who think we live in wigwags, and that bears are still shot in the streets of Toronto and Montreal. The idea that this is a region of perpetual snow has also been propagated by the appearance of a great many ice pictures, which have done the reputation of Canada a great deal of mischief.

Canadians do not want to boast too much, but they want the truth known; and the only way in which to counteract some misapprehensions is to spread the real facts out on the official record.

CHANGE IT THIS YEAR.

The agitation which took place two months ago against the holding of Thanksgiving Day so late in the season had no result-

Doubtless it began too late to affect the policy of the Government, which was already fixed for last year. During the coming year, however, we trust that the commercial community will make its voice heard in ample time to have a more suitable date selected by the Government.

It was generally admitted that while Thanksgiving Day this year was a fine day, it was altogether too cold and quite unsuited to our Dominion as a whole. THE DRY GOODS REVIEW will be glad during the year to do its part in raising the discussion and bringing the matter before the Government.

A correspondent makes a rather good suggestion in this connection: How would it do," he says, "to have November 9 made a permanent Thanksgiving Day, it being the Prince of Wales' birthday?" The suggestion is well worth consideration.

RETURNING GOODS, ETC.

A COMPLAINT which is continually made to THE REVIEW relates to the old subject of returning goods. On the one hand the retailer complains that goods are sent him which he never ordered. On the other hand the wholesale house will declare that retailers make complaints on the slimmest grounds. How are we to determine who is really to blame in these matters? The fairest way of deciding is this: Does a house treat you fairly well; is it honest and considerate in its dealings with you? If, generally speaking, you find this to be the case, why on earth are you so small minded as to carp and criticize at every detail when they are trying to meet your wishes in filling orders?

A merchant will sometimes complain for a very small reason. Some people are so particular that if one number in a line of goods is sent instead of another they will probably send along a protest, although, if the house chose to alter the number, the retailer could not tell the difference, the goods being identical in every particular. To make a complaint in such a case indicates a small mind. As we have said, if the house you buy from is an honorable concern you should not be quick to impute unfairness without good reason.

In the same way, we think the wholesale house should act with scrupulous care in filling orders, and we cannot help thinking that if the employes of every concern were instructed to be absolutely correct in every particular in filling orders, there would be less cause for complaint from both seller and buyer.

BUSINESS MAN VERSUS LAWYER.

In Hamilton, a business man and a lawyer contested the mayoralty, and some remarks were made upon the advisability of choosing a practical man rather than a professional man. One of the Hamilton papers thought it had struck a great argument when it said that the lawyer was a commercial lawyer, and that business men usually sought the advice of lawyers when they were involved in difficulties.

But the point of the whole discussion is that the lawyer regards all public affairs from a professional standpoint. He cannot get the business man's standpoint at all, and half the cumbrous machinery of the law, and the heavy expenses of litigation, are all due to lawyers, who cannot see that a plain, businesslike system, with no unnecessary waste of time and money, is the best system for us. We would not advise any municipality, except under most extraordinary circumstances, to vote for a lawyer.