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THE CANADIAN TEXTILE DIRECTORY

A Handbook of all the Cotton, Woolen and other Textile manufactures of Canada, with lists of manufacturers' agents and the wholesale and retail dry goods and kindred trades of the Dominion, to which is appended a vast amount of valuable statistics relating to these trades. Fourth edition now in hand.

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CONTENTS OF THIS NUMBER:

	PAGE.		PAGE.
Card Clothing	63	Machinery for Bleaching, etc.....	68
Cheap and Nasty	65	Meadings in Merry England...	69
China Cotton Trade	79	McCormick Turbines	78
Chemicals and Dyestuffs	86	Mills, Among the	84
Dronfield's Patent Grinding		Patents, Recent Canadian	81
Frans	81	Quality	65
Dyeing, Low Class Union	30	Tariff, An Open Letter on	75
Dyehouses v. Waste, Economy		Tariff Commission, The	85
In	70	Textile Imports from Gt. Britain	
Editorial	63	Trade with Britain	68
Fabric Items	89	" Centres of Germany and	
Gas and Gasoline Engines, Im-		Austria	71
perial	74	Textile Centres, Foreign	66
German Enterprise	75	Three-Phase Transmission	65
Hoolery Mill, The Winding Room		Vanity	65
In a	77	Wool Sales, London	65
Literary Notes	83	Markets, The	89

Editorial

Cheap and Nasty.

Not long ago we were shown some samples of flannels which were being offered in Toronto by an English firm, duty paid, for eighteen cents a yard. The finish was excellent, the colorings good, and the pattern, a fine check, seemed very desirable. Those "all wool" flannels contained about as much wool per pound as a crow's nest. They were apparently cotton one way, dust the other, and very little of either. No one need trouble to manufacture a line of these flannels for the Canadian market, for anyone who got hold of them once would not wish to handle anything at all resembling them again.

London Wool Sales.

The second series of wool sales opened March 9th. The market was quiet, and the prices unchanged from the closing rates of the last series. Merinos were easy, and cross-breds firmer. There was a good attendance of bidders at the second day's sale. There were offered 13,441 bales of average quality. The bidding was animated, and especially on the part of American and French operators, the former of whom bought freely of good grades. The home trade took a fair proportion of the cross-breds offered at unchanged prices.

Good Wine Needs no Bush.

There are two ways of meeting competition, either by improvement in quality or by reduction in price. The benefits of competition have been loudly preached, and they have been very evident indeed in those cases in which the stress of competition has evolved improved processes and enabled the manufacturer to place better materials at the service of the public without advancing their prices. But little advantage can be derived from competition which drives the producer to the employment of poorer stock in manufacturing his goods, and which causes him to invent and employ new processes only to enable him to foist his inferior wares upon the public. At the present moment the craze for cheapness threatens to carry even our most conservative manufacturers with it. But they should think twice before beginning a battle in which defeat is certain. There are lines of woolen goods which our Canadian mills can make of as good quality and finish as any in the world; but they are not the cheapest lines, and they never can be, for our mills cannot afford the equipment necessary to manufacture fine-looking cloth out of absolute rubbish, as our German and many of our English competitors do. As we cannot command the market where the demand is for cheapness, why not retain command of it where the demand is for honest goods of good wearing qualities?

W. A. Murray, Ltd., have recently been the means of many of the Toronto women's getting bargain dry goods, and

many more serious bodily hurt. St Paul struggled at Ephesus with wild beasts, but there were no bargain sales in those days. What is the difference between strangling a man in an alleyway and taking articles valued at ten dollars from him for nothing, and putting out a woman's eye with an umbrella handle and obtaining thereby articles valued at one dollar for ninety-seven cents?