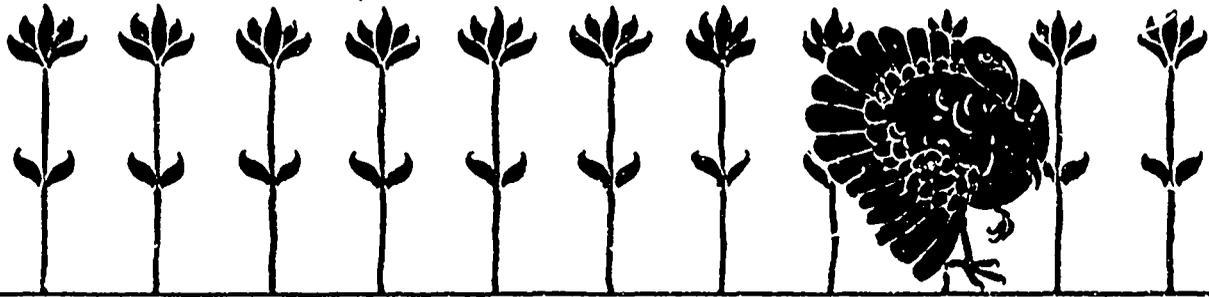


THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



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The next issue (January) of THE DRY GOODS REVIEW will be The Spring Trade Edition. Every dealer in Dry Goods, Millinery, Men's Furnishings, Clothing, Hats, Caps and Furs in Canada will receive a copy.

RETAIL TRADE PROSPECTS.

DESPITE reports of quiet trade from some quarters the fall season has been quite fair throughout the country. Wholesalers say the sorting trade has been good on the whole. The city merchants have done well, and everywhere a better Christmas trade is expected than that of last year.

A good deal will depend on the weather as to Christmas trade, and, therefore, it is more or less uncertain. Of spring prospects this much can be said: The outlook is far better than it was twelve months ago. The increase in the prices of wheat, cheese, and pork has put millions to the credit of farmers. Where farmers have not sold, of course they have not realized. But they will sell later on and the money will get to the stores.

We look, therefore, for a good spring trade. Buying so far has been cautious, but not unduly so. At the same time, it is as well not to hold off too long, as it is necessary to push business these days, and if you haven't the goods you can't push it, that's all.

The spring styles shown by travelers thus far are promising, and when December is over the real campaign will begin, as nearly all

the houses send out their representatives again the first week in January. The merchant who feels he can do the business may count on a good spring trade.

INTEGRITY IN BUSINESS.

SOME recent cases under discussion have shown up merchants in a dishonest light. Crooked methods in trade are poor policy. It is not our province to take up the moral side of the question, but looking at it purely from the standpoint of practical, everyday, ordinary results, there can be no doubt at all that honesty always pays best.

The merchant who tries to play double is sure to get caught some day. He may escape for a long time, but eventually he gets into the trap and is caught. Then he loses not merely the dishonest gains, but often everything else.

But there are some men who do not get caught. They play sharp, as the saying goes, and pretend that if they didn't the other fellow will. The house they buy from, the customer they sell to, are, with such people, fair game for plunder.

This kind of business dealing is a huge mistake, and invariably recoils on the head of those who pursue it. The straight road is always the safest, and a merchant who has so many opportunities of being honest, or the reverse, should lay it down as an invariable rule in his store, for clerks and all to obey, that all transactions should be conducted on a square basis.

Otherwise your store gets a bad name, you are shunned by people whose confidence may some day be of the highest importance, and whose opinion, once having sacrificed, you can never regain.

The trade as a body in this country is honest, we have no doubt. But there are black sheep in every flock and we have them as well as other countries.

THEY TALKED SENSE.

WITHOUT under-rating the capacity of those manufacturers who laid their several cases before the Cabinet Ministers in Toronto last month, we must award the palm for plain common sense to the deputation of the dry goods trade. This deputation consisted of intelligent business men. Two of their suggestions were of a nature to commend themselves to any reasonable body of persons. The necessity of a definite date for the going into force