

we observe, are close-fitting, so that the bicyclist need not leave all her millinery behind her. Every new idea in ladies' costumes tends to greater taste and display for wheel use. This is natural. The salesman should gently point out to his customer that the day of severely plain dress for cycling is going by, and a reasonable amount of adornment is necessary.

A HINT TO THE COTTON MEN.

A MEMBER of the Laurier Government in conversation with a reader of this paper and one who happens to be a strong Liberal and a friend of the Ministers, declared that the coming tariff revision was to be searching and thorough. "It is not proposed," he said, "to inflict needless injury upon any branch of trade. But as for these combinations, they will have to show a pretty clear case, or they will get it in the neck."

GIVE PARTICULARS IN YOUR ADS.

AFTER the result of the recent general election was known, the papers were full of such items as this: "Mr. Laurier breakfasted at the Windsor and afterwards drove to St. James' Club." Did you notice how eagerly they were "devoured?" Not by politicians merely, but by everyone, yourself included. And the example of the same tendency is seen in the popular novel. In the life of some of the characters, five, ten or fifteen years is slipped over with a few words and in general terms. On the other hand the minutest details of some parts of the life are given, and in this consists the attractiveness of the book.

Considerable use may be made of this in retail advertising, especially in dry goods, where the appeal is to the ladies, who have more time to read the papers than have their husbands. Don't tell details of all your stock. That would simply be wearisome without gaining anything. Pick out something interesting, something new, and describe it in detail. The ladies will read it with interest, just as political and other particular items are eagerly read by the public. This has been tried by up-to-date business men and is no mere untried theory.

TARIFF CHANGES IN THE STATES.

THE elections in the United States take place of Tuesday, November 3rd. The general opinion in Canada is that a victory for McKinley would mean a higher tariff. The New York Dry Goods Economist controverts this view. It points out that the McKinley tariff of 1890 was passed through Congress by means of a compromise with the silver element. Consequently, it argues. "There is now not the slightest reason to believe that Mr. McKinley would, if President, countenance any similar concessions, and yet unless a sufficient number of States can be carried by the Republicans this fall to reduce the strength of this silver element any tariff legislation unaccompanied by something on behalf of silver is certain to be blocked." It will be two years before any important tariff legislation could, under these circumstances, be got through Congress. This is an interesting pointer to buyers and merchants in Canada.

CANADIAN WOOLENS.

WHY are Canadian woollens not better appreciated by Canadians, and why do they not command better prices?

These questions are often asked, and some woollen manufacturers are offended when plain answers are given. Yet, if we are to get at the facts, it is useless to mince matters. It is well known that first-class tailors in Canadian cities decline to use domestic tweeds, and if a customer asks for them profess not to keep any in stock. Sometimes the Canadian article is passed off as an imported line. In any event, the net result is to assign Canadian woollens to a place far below what their merits deserve.

Now, what is the cause and what the remedy for this state of things? In great measure we blame the native manufacturer. For years our mills made cheap, inferior goods as being the more easily sold, and the trade and the public got the impression that a domestic material was necessarily inferior. In ready-made clothing the cheapest lines were always made up in native goods, and the consequence was that Canadian woollens failed to attract the patronage of the best trade.

But these conditions have passed away. The leading mills of Canada are now making cloths that cannot be surpassed anywhere; their machinery is expensive and thoroughly up-to-date; the patterns used are abreast of those in Europe and the United States. Still Canadian woollens do not command the price they should, and their reputation in their own market is not what it might be.

Now, who is to blame? There may be there usually is in all lines of manufactures a foolish prejudice against domestic goods to fight against. A prophet is not without honor save in his own country. But vigorous pushing, excellence in manufacture, and the adoption of a trade mark, so that the merits of a particular line can always be distinguished, will in time overcome this.

Many manufacturers neglect these precautions. They cut prices, so that the wholesale houses can get a better profit on imported woollens and therefore prefer to handle them. They seldom advertise their goods, or, when the utility of this course is pointed out to them, do so grudgingly and unwillingly. Nine Canadians out of ten know next to nothing about the big woolen mills of the country, do not know where they are situated, and have only the vague ideas of the goods being made there. Who is to tell them? The retail trade, who could do most to push the real merits of Canadian woollens, never hear of the individual manufacturer, know nothing of his trade mark—if he has one—and are consequently quite apathetic in the matter. THE REVIEW asked a large western buyer the other day if he knew three or four of the large Canadian mills (naming them), and he professed entire ignorance of them.

If the manufacturer wants to remedy this condition of things let him reflect upon the impossibility of his goods com-