

TRADE MARKS.

WE have received another letter from a manufacturer of knit goods endorsing the views already expressed by others in *THE REVIEW* on the advisability of trade-marking their productions. He suggests that the manufacturers should hold a conference at some central point to discuss the question and endeavor to arrive at some definite decision and understanding thereon.

We do not think it would be possible to get such a conference together. It is scarcely a matter for combined action but rather for individual action. If a certain manufacturer honestly believes that by adopting a trade mark for his products he would reap considerable advantage by increased sales amongst the consumers he should not hesitate to be the first to start the innovation. It entirely rests with the manufacturers themselves. If it is found to be profitable in one country there is no reason why it should not be so in another.

The question has been referred to by trade papers in the United States. One of them—*The Dry Goods Economist*—says: In an article we published recently, attention was drawn to a controversy going on in the Canadian dry goods trade over the question of manufacturers trade-marking their goods. This practice was objected to by some jobbers and dealers, on the ground that it gave the manufacturer too much individual reputation and created a demand for a particular production, making it difficult to substitute other goods when occasion required or the opportunity occurred. Since the publication of that article we have received many communications from American manufacturers endorsing the practice, and claiming that it is not only desirable, but that it is the only method whereby they can be sure of receiving an adequate return for their expenditure in thought and labor.

There is no doubt whatever that merchandise put on the market with a well advertised name or trade-mark attached to it, bears on its face the impress of honesty; because it is understood generally that where a name or trade mark is thus associated with any article, it is because sterling value or merit is offered of which the sellers need not be ashamed. For such goods people will pay a higher price without hesitation, because they look upon the name or trade-mark as a guarantee, while there is uncertainty attached to merchandise produced indiscriminately. It will make little difference that such unknown merchandise is actually of better value than that which is known by name or trade-mark.

Nor should there be any objection to trade-marked goods on the part of distributors, as articles of well-known reputation can always be protected by the makers in such a manner as will compel a fair margin of profit to the seller. By all means, let the manufacturers trade-mark their products. It will help their profits and remove many lines out of the overdone competition of the day.

COMMERCIAL IMPERIAL FEDERATION.

In his recent budget speech Hon. G. E. Foster, Minister of Finance, hinted at the possibility of Canada adopting a discriminating tariff in favor of British imports. That the question of Commercial Imperial Federation is being seriously thought of in Great Britain is apparent from the following article in the *Textile Mercury*, of Manchester.

We firmly entertain the belief that the future prosperity of this country and of our colonies and dependencies is to a large extent bound up in the question of a close federation, both political and commercial. All these countries are to a large extent capable of greatly increasing their supplies to us of the raw materials we require in the conduct of our manufactures, and in turn of taking from us a very great increase of manufactured goods. Potentially our colonies and dependencies are far and away our best customers, because so many other countries, especially if they have any competing industries of their own, have done everything possible to preclude us from trading with them, so far as supplying them with any of our productions goes. This they do oblivious of the fact that

they have free entry to the markets of England, its colonies, and dependencies. Seeing, therefore, a tendency of modern sentiment in other countries setting strongly in the direction of so-called protection, which has been so marked and strong for the past 25 years, and which we have not been able to check either by influence or example, does it not become our bounden duty to conform to these facts, and turn them to the best advantage? We think it does. We do not mean by this that we shall slavishly imitate either the United States or our Continental competitors by imposing prohibitive tariffs upon their productions. Rather would we devote all our commercial energy to the extension of our trade with the countries politically connected with us, and such others as do or will permit commercial intercourse on the same or equivalent terms. If necessary, we would give the countries entering into such agreement with us, wherever possible, such preferential treatment as would ensure them a preponderant advantage in our markets. It would be well in the interests of our manufactures that, in all these various countries disposed to such favorable intercourse with us, we should originate a series of exhibitions of English manufactures, to be held in the leading commercial centres of each country, and that our manufacturers should make it a point of honor to contribute exhibits thereto. In return there ought to be an Indian and Colonial Exhibition in Manchester, as the most accessible and most important commercial centre in England. The exhibits for this should come from every land under the British flag, and thus shew the millions of people, who could easily gather here, what India and our Colonial empire can do for us. We need also to send such an exhibition, at least on a smaller scale, as that at Old Trafford, abroad, in order to bring before Indian and Colonial populations the productions of our manufacturing districts. This would be infinitely preferable to helping the Americans to do a lot of self-glorification and trumpet-blowing at Chicago, and then confiscating all the resultant advantages. On this question of commercial federation the President of the Association of Chambers of Commerce, Col. E. S. Hill, C. B., M. P., in his address to the representatives attending the annual meeting on the 8th inst., said:—"Viewing the injurious and sometimes exclusive nature of the tariffs which protection is setting up on the Continent and in America, it is but natural that our thoughts should turn more eagerly to our great colonies, extending as they do all over the globe, to seek, if it be possible, to tighten the bonds of our commercial intercourse, to the general advantage of the empire. Our colonies are our best customers, and with their varied climates are capable of furnishing us with all the food and raw material we require. Were it possible to develop their resources in this direction, they would be able to buy more largely from us, and be glad to receive, in much larger numbers, that surplus population the future of which causes so much anxiety to thoughtful statesmen. I am sure we all look with a sympathetic eye to the Conference summoned by the London Chamber of Commerce, and will be prepared to give most attentive consideration to any feasible scheme which may be proposed with a view to the attainment of so great an object." It is clear from this that the necessity of a move in a direction that will yield more satisfactory results than the one in which we have for a long time been travelling is becoming an impression of the leading commercial minds.

WHEN TO ADVERTISE.

It is a common expression of merchants "that business is so dull it will not pay to advertise." What would we think of the working-man who, when work is scarce, would not try all the harder to find it?

The duty of the merchant or manufacturer at such times is to create business by offering new and attractive styles, by seeking new customers and pushing beyond usual neighborhood limits. He should not sit down and wait for trade to come to him, but seek it on every side and through the use of every lawful instrumentality. When trade is dull a more active exertion must be made to secure it than when business is brisk.—*Hosier and Glovers' Gazette*.