

## NEW STEAMBOAT ENTERPRISE.

A syndicate has been formed to run a new line of steamers between Toronto and Montreal. It is a joint stock company, and will have a capital of \$1,000,000, the capital being subscribed in Toronto, New York, Oswego, Ogdensburg, Rochester, and other cities. Orders have been given for the construction of a modern line of steamers. The boats will be three deckers, and of the latest pattern, with cabins on the top deck. It is safe to say the steamships which will constitute the new line will be veritable floating palaces in every sense of the word. Two are already being built, and two others are to be constructed in Toronto. As it will be impossible to get these steamers ready for the coming season, temporary boats have been secured to do duty during the season. The terminus of the line will be Toronto and Montreal, but the steamers will also run to or call at Cobourg, Kingston, Brockville, Charlotte, Ogdensburg,odus Bay, and other leading lake and river ports on the Canadian and American sides. Connections will be made at Alexandria Bay with the principal down-river steamers. By catering to the World's Fair trade the promoters of the concern hope to reap a considerable profit from the venture during the coming season. Arrangements have already been made with all the American railways leading from New York, Boston, Portland, and other States to Atlantic ports for favorable rates over their lines to New York State ports on the other side of the lake. Tickets will provide for stop-over at Toronto, to and from the World's Fair. Mr. James Beatty, Q. C., of Toronto, is actively engaged in this enterprise.

## TRADE PAPERS.

The *St. Paul Trade Journal* truthfully remarks that the growth of strictly trade papers during the last ten years has been remarkable. All over the country they have become as staple with both jobbers and retailers, as clerks and traveling salesmen. Every wholesale house keeps on file for reference the best journals in its line. They are carefully looked over each week in order to ascertain the trend of prices, the statistics of supply and demand, the effect of natural and political events, the dicta of fashion and caprice and other valuable data. The most successful retail merchants all keep them for these reasons. They want them because they know they are reliable.

While the daily newspaper furnishes some trade facts, yet they are published as news, are hastily prepared, and are not always reliable. The difference between the trade paper and the newspaper is that the former gives absolute facts regarding trade matters, while the latter gives the "news" and waits for confirmation to follow later; consequently a dealer knows he can fully rely on the statements in the trade paper.

The growth and use of the trade paper has been the greatest in the oldest and most thoroughly established centers of trade. In New York, the greatest commercial center of the United States, trade papers have the firmest foothold, and show the greatest growth and im-

proven ent. Manufacturers in all lines, importers, jobbers and agents, all use them. Twenty years ago, many of this class advertised in the newspapers. Now it is very seldom done, except by vendors of patent medicines, or some new specialty for which it is desired to create a consumptive demand. Manufacturers wish, though they sell to jobbers exclusively, to reach the retail trade and elicit inquiry for their goods. The jobber wants to reach the retail trade, and neither of them care to waste money on advertising to reach the consumer, preferring to use a medium that is recognized as unquestioned authority on trade conditions, markets, etc.

The trade paper, like the typewriter and telephone is an improvement in business methods, and is so recognized everywhere. Its work in the business world has only begun, and even its most enthusiastic friends have only been able at the best to have a dim realization of scope of its future success and usefulness, for the trade paper deals with everything of practical use to men, and must consult their best practical interests.

## THE SUCCESSFUL GROCER.

The successful grocer in these days is the man who holds to the axiom, "small profits and quick returns," and practices it, says an exchange. But the man who wants to carry the maxim out to its logical conclusion, as it were, needs to possess something more than the mere desire to put it into practice. He needs to possess the capital and ability to buy right. Either one of these is handicapped by the other, and therefore the man who has the capital needs to have the practical experience before he launches into business for himself, or vice versa. Many a bright young man has learned this to his sorrow. An apprenticeship to the grocery business is as necessary as in other branches of business or in the professions. A man cannot instantly become a full-fledged grocer by his own volition any more than he can become a physician. This is something that a good many seem to forget. Mechanics, clerks, teachers and farmers, when they get tired of or fail in their several avocations, often think that they have only to drop into a grocery or general business and all will be lovely. As a rule, when they do drop in, they find that they are like little chicks that have essayed to follow ducks into a horse pond. Some of them may, under exceptional circumstances, come out all right, but the failure list shows that a good many do not.

## A "SECRET OF SUCCESS."

A retail merchant who has been very successful in his business tells a contemporary what he considers to be the "secret of his success, and in the enumeration of the various factors that have operated in this direction, he lays special stress upon three things: First, the handling of goods at reasonable prices; secondly, giving full weight, or 16 ounces to the pound, which also means, we take it, full measure (or in its wide sense, full value), and thirdly, paying prompt attention to the complaints of customers.

There is no "secret" in success that

comes through the agency of three such factors, or if a secret, an open one. Obviously, that merchant who passes off on his customers poor goods cannot hope to build up a permanent and stable business; or, if the line of his custom is such that the demand is for cheap goods, he never will have a trade which is founded on the best paying and most profitable kind of custom. Cheap goods may be worth the full value set upon them by the dealer, and if the customer knows that the intrinsic value is commensurate only with the price, the dealer does not necessarily imperil his trade. In other words, honesty in the representation of goods is the vital factor. The trouble about handling anything but good goods is that the temptations are many to the dealer to represent them as better than they are, and all temptation is removed if he handles only good goods.

Of course the dealer who gives short weight or short measure imperils his reputation and his business to even a larger degree than does a merchant who willfully deceives his trade as to the quality of the goods he offers. Suspicion of dealers in general is too widespread now to enable any retail merchant, as a mere business policy, to run the chances of weighing up goods short of his order, or measuring them out in faulty or fraudulent measures. Again we invite attention to the fact that in this case honesty is the factor.

The merchant who ignores complaints of customers is not loyal to his business, is disloyal, indeed, to his customers, and in one sense commits the gravest dishonesty of which he is capable, since there can be no greater dishonesty than disloyalty. Fidelity to professions, fealty in the performances of promises, that are at the least tacitly made by every merchant engaged in business when he opens his store doors for the first time, are the only factors of this honesty, which so far as we can measure it comprises in one word the secret of that merchant's success who lays stress upon the three factors, good goods, full value and efficient service.—*Northwest Trade.*

## WHAT RETAILERS ARE SHOWING.

New shawl serpentine waists, boys' shirt waists and new bolero waists.

Suits. Challies, Eton, bolero, velvet, Scotch plaid, serge and fancy cloth.

Crepe, crepe-de-chine and plaid and glace velvets for use in spring millinery.

Silk-lined serge, flannel and broadcloth skirts, and silk waists in all new plaids.

"Columbus lace," a dotted ground with floriated border, showing ships afloat.

Black, white and biscuit colored laces wrought with gold and other tinsel threads.

It is calculated that there will be 150,000 deadhead tickets issued for the World's Fair.

Thousands of acres of timber have been destroyed in the Sierra mountains of Mexico by fire.

It has been practically settled that the World's Fair gates will be kept open until 11 p.m. each day.