

OUR TARIFF VS. OTHERS.

WE ARE no protectionists, neither are we free-traders. We believe that the necessities of a country and the circumstances of international trade should be the statesman's guide. We believe that the United States tariff is too high, and the British tariff too low, and that Canada's tariff is rapidly reaching a state of perfection. As the United States gradually reduces her tariff, Canada will reduce hers. These are our ideas—they may not coincide with theoretical political economy, but they coincide with our common sense.

There is one thing about our tariff changes for which we must profess our admiration. As soon as the Minister of Finance announces his proposed changes, they go into effect, subject to subsequent revision. There is no temporizing, delaying or haggling. There is no suspension of manufacturing awaiting a change. The changes are all announced and go into effect within twenty-four hours. There may be some minor changes subsequently, but these do not affect the generality of the above statement. In the United States the changes are announced, perhaps, six or nine months before they go into effect, and great uncertainty prevails. The manufacturer is in suspense for that period, and doesn't know whether to work under the old or prepare for a new. In Canada everybody accepts the change, and goes to work to do the best he can under the changed circumstances. An importer may be at a disadvantage in importing if duties are raised, but most of them in taking orders on future delivery have a clause saying, "subject to any change in the tariff," and any who do not have this are not wise. Taking everything into consideration, the suddenness of the change is the least objectionable way of introducing new duties.

CANADIAN NEEDLES.

CANADA has a new industry in the manufacture of hand sewing needles which has been started in Montreal by the Canadian Needle Company. They manufacture all kinds of advertising novelties in needles and fancy needle books. They also make needles and pins and the well known "Kantopen" hooks and eyes. Sewing machine needles, brass and steel pins and all classes of hooks and eyes are handled.

This firm has taken for its motto: "Home Industry is the Life of a Nation," and for this reason they will no doubt receive their share of the Canadian trade.

WRAPPING PAPER ADVERTISING.

GEORGE CAUDWELL, of Brantford, runs two stores, sells for cash, uses advertising cuts liberally, states his prices openly, and does a rushing business.

THE REVIEW is in receipt of some samples of his wrapping paper. Each sheet is a well illustrated price list. The larger the sheet, the greater the number of articles mentioned. This is an excellent idea, and with a frequent changing of printing on these wrappers, much hard hitting can be done. When a customer gets her parcel home, notices it and sits down to think over her morning's shopping, she will read over the prices, compare them with what she has seen in her rounds, and draw conclusions. If these are favorable, she will remember it when she has further shopping to do.

Newspaper advertising is always good, but for supplementary advertising Mr. Caudwell's plan is without spot or blemish.

ONE MANUFACTURER AWAKE.

CANADIAN manufacturers have, as we have repeatedly pointed out, been too slow and too conservative in the pushing of the sale of their goods. Last month we expressed our indignation in unmeasured language. One manufacturer at least takes the hint, although, as usual, it was the one who least needed it.

"The Health Brand" of underwear will henceforth be sold direct to the best retail trade of the Dominion.

Our representative in Montreal informs us that he called upon the manager of the Montreal Silk Mills Co., who are the proprietors of this celebrated brand, and his reasons for this step appear to be very sound. He acknowledges that their company has always received the utmost consideration at the hands of the wholesale trade, but realizes the correctness of the principle that the right way to handle high-class goods is to come into as nearly direct contact as possible with the consumer; and in pursuance with this principle, they have decided to approach the best retail trade of the country direct, thereby enabling the dealer to buy their goods at such prices as both leave him a fair margin of profit, and permit him to offer increased inducements to the public to purchase.

To accomplish this end upon the most economical basis, an arrangement has been arrived at with Messrs. Hermann H. Wolff & Co., of Montreal, a very large and wealthy house, whereby the mill is relieved from the necessity of engaging a large staff of travelers on the payment of a small commission out of their own profits, thus enabling the retailer to have all the advantages of buying at the mill prices, which under any other arrangement would not have been possible on account of the very large expense attached to the employment of a staff of travelers on the mill's own account.

The manufacturers have, however, retained the services of two special representatives, who will cover the ground at points where the salesmen of the firm in question do not touch.

A very large amount of money has been placed aside for the purpose of bringing the merits of "The Health Brand" to the knowledge of the consumer, and from what our representative has seen, the methods to be employed will be entirely original and far-reaching in their effects.

We have before had occasion to notice and commend the enterprise of this company, and can only say, in connection with the present venture, that they have our best wishes for success.

KID GLOVES.

THOURET, Fitzgibbon & Co., Montreal, are very busy completing spring orders and opening out stock for sorting purposes. This is going to be very complete, comprising various color assortments in Jammet French kid goods, which are particularly fine and perfect this season as vastly increasing mail orders attest. This brand of gloves is well known and its popularity among consumers has made it a profitable line for retailers.

Geo. Wilmot, who has been with the firm of Thos. Thompson & Son for the past thirteen years, and for some time manager of one of the departments, has accepted a position as traveler for the wholesale gents' furnishing house of McFarlane, Patterson & Co. of Montreal. His fellow-employees presented him with a handsome secretaire on the eve of his departure as a token of the esteem in which he was held by them.