

there are cases where city buying is reasonable enough. People on a visit to the city will naturally buy something. But for an organized system of making purchases for friends, no good word can be said.

A partial remedy, at least, is for the merchant—who is generally an advertiser—to lay the whole matter before the editor of the local newspaper. Have the question thoroughly ventilated in a courteous way, appealing to the fairmindedness of the community. Many will respond to this, especially those who own property in the place and realize that the more business done there the better for them.

THE FLANNELETTE WAR.

NOTHING has occurred in this matter since THE REVIEW's last article to shed any new light on the policy of cutting mill prices below cost and disturbing the trade in staples generally. Nor has the general opinion against the policy undergone any alteration. The wholesalers, some of them at least, followed suit, and cut prices down, until, we hear, some orders were placed at 5c. We cannot see that anyone benefits from this kind of thing, or that it is based on sound business principles.

The fact that the Parks Company put lighter makes on the market at 6c., was no justification for the Canadian Company dropping their heavier weights, quoted previously at 6½, to 5c. It bears every appearance of an attempt to freeze out the St. John mills in the lines of flannelettes they started to make, because we hear of no general reduction in flannelettes, such as in those lines where there is no domestic competition. If the goods were being sold too high we might expect a reduction all round, but this has, up to the present, not taken place. What other inference can be drawn than that the cut was a pure squeeze, undertaken without consideration of the orders placed by wholesale houses, who in turn had sold to merchants on the understanding that prices would in any event go no lower than 6c? Credit notes have, therefore, been one way out of the difficulty.

It transpires that the decision of the Canadian Company was announced when Mr. A. F. Gault, a prominent member of the board, was absent from Canada. It does not seem probable that his view would have been in favor of so enormous a cut at the time it came. Mr. Gault's judgment is sought by the commercial community generally because he is known to be a safe man, with long experience and full knowledge of business conditions, and it is unfortunate that so serious a step should have been taken without his being at hand at the moment it was decided upon. It does not look like good policy to raise the tariff issue in this form just now, and if the manufacture of textiles in Canada is to get a fair chance in the coming tariff revision, as it ought to do, we cannot see that proclaiming to the country that 32-inch flannelettes can be sold down to 5c. is going to help this result.

EMPLOYES AND LONG SERVICE.

IT always speaks well for a house that it keeps its employees a long time. Such a condition of affairs indicates a good selection at the start, fair treatment and faithful service. In the Old Country long connection between employer and employee is regarded as a favorable omen on both sides, and a man likes to quote lengthy, continuous service as showing steady merit on his part and the permanence and stability of the house.

Though we have not in Canada firms as long-established as those across the ocean, we seem to be in a fair way of following the safe old ways of British trade in this respect. The other day THE REVIEW had the curiosity to enquire of Messrs. John Macdonald & Co. what the experience of this big house was in the matter of long terms of service. The answer showed that a careful record was kept of the dates when employees entered the office or the warehouse, and that an accurate statement could, if desired, be made up. Thinking the result would be of general interest, the courteous offer was accepted, and the details are here presented.

Taking the cases of employees who have been ten years and longer with the firm, the list begins with one man who has been there for 27 years. This is a long record. Two have been in the house for 22 years; two for 17 years; one for 16 years; four for 15 years; six for 14 years; one for 13 years; eight for 12 years, and six for 10 years. Men like this must naturally grow to be a part of the house, share the pride in its success, and make their own and their employers' interests identical.

The shorter records—short only by comparison—indicate the same permanence of connection. Five employees have been with the firm for 9 years; five others for 8 years; two for 7 years; seven for 6 years; four for 5 years; seven for 4 years; two for 3 years, and two for 2 years. Not less remarkable is the fact that of the eighty employees now with John Macdonald & Co. thirty-seven have never been in any other house.

Taken altogether, this is a striking and creditable record, one from which neither the firm nor its staff need shrink, and THE REVIEW would be glad to chronicle others if they are forthcoming.

THE TRADE IN CYCLING GOODS.

OWING to the craze for bicycling in England and the tendency to use the bloomer costume, it was expected that the divided knicker would prevail extensively. The illustrated papers contain actresses and others riding bicycles in full bloomer and sweater costume, but the average woman is not doing much with attire so masculine. However, the English retail merchants report an enormous trade in requisites for lady cyclists, and the divided knicker is shown in several materials, including washing zephyrs, tweeds, serges and alpacas. THE REVIEW has not altered its opinion, expressed some time ago, that the trade in specialties for lady cyclists would continue profitable. A woman will more and more desire to be as dressy on the wheel as on the street. The new autumn hats,