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*Circulating throughout every Province of the Dominion.*

Vol. V.

MONTREAL AND TORONTO, JUNE, 1895.

No. 6.

**THE MacLEAN PUBLISHING CO., LTD.**

**Trade Journal Publishers.**

and

**Fine Magazine Printers.**

MONTREAL, - - - 146 St. James St.

TORONTO, - - - 26 Front St. West.

LONDON, ENG., - - Canadian Government Offices,  
R. Hargreaves. 17 Victoria St., London, S.W.

JOHN CAMERON, General Subscription Agent.

J. B. MacLEAN,  
President.

HUGH C. MacLEAN,  
Sec.-Treas.

Subscription, \$2.00.

Published the  
First of Each Month

### THE RISE IN VALUES.

VALUES are undoubtedly rising. Up to date they have been very low, too low to bring satisfaction to any class of the community. Not only is this true of Canada, but it is true of the United States and of Europe.

From Europe comes news of advances. Ribbons are much higher. Worsted and other Bradford woollens are held at higher prices. Low priced French dress goods are almost unprocurable. Better grades of French and German dress goods are very firm and the mills are busy. Egyptian cotton yarns have gone away up, and the finer classes of gingham, zephyrs, crepons, etc., have followed suit. The raw material used in linen goods is higher and linens are stiffening.

Prices in European markets have not advanced very much, but manufacturers are less anxious to secure orders, and when present stocks are cleaned up, prices will change. This stiffness is due to an increased demand from all countries, especially from the United States.

In Canada, prices are also on the up grade. Raw cotton is higher and one or two advances in manufactured cottons have been reported. Wool is higher, farmers receiving about three cents per pound more than last year. Woolen yarns have been advanced and so have some lines of woolen goods. Besides these advances, the mills are reported very busy. Cotton hosiery manufacturers are full of orders and no orders placed now can be filled until July.

With the above circumstances in mind it can easily be seen

that a freedom in ordering will not necessarily be venturesome. Cotton and woolen goods can go no lower—in fact, are apt to go higher. All-wool carpets are about one-third less in price than they were three years ago and the bottom has been touched. The same may be said of cottons, woolen underwear, flannels and tweeds.

### PROSPECTS FOR FALL.

WHILE retail merchants are hustling summer goods and selling light-weight fabrics, manufacturers and wholesalers are busy with heavy-weight goods. Retailers are also turning their attention to fall samples, although not so fully as travelers would like.

The omnipresent question is: "What are the prospects for Fall trade?"

There are many hopeful signs. The price of wheat is steadily advancing, and although the present stocks in Canada are very small, the advance is having a stimulating effect. When the new crop is ready, a better price than last year will undoubtedly be realized and this will affect trade mightily. Should the advanced price of wheat be maintained, retail business should be ten per cent. better in the fall of 1895 than in the fall of 1894.

But a higher price for wheat is not the only encouraging sign. The price of horses is advancing, beef and pork are bringing more money, and the producer is getting more for his wool. Hides are up in price again. In short, nearly all the staple products of the Canadian farm—and Canada is essentially a nation of farmers—bring better prices now than they did a year ago, and future prospects are good.

Bank discounts have increased over \$4,000,000 in April, showing that increased trade is already obtaining to a noticeable degree. The April imports increased three-quarters of a million over April, 1894, while the exports increased a million. If the fall in prices be considered, it can be seen that imports increased over 10 per cent. and exports over 25 per cent.

Everywhere the markets are reported stiffer and prospects bright. With these facts in mind retailers can afford to prepare for a heavier trade. While overloading must be avoided at all costs, yet when the prospects are good adequate preparation must be made in order to take advantage of the increased opportunities for sales. When business is on the upward turn, dealers can afford to be more venturesome.