

ada. Negotiations may result in favor of an equitable scheme by which the expenditure will be proportioned to the relative benefit, in which case Canada's share would be small, even if the previous expenditures were not taken into account. Montreal, it appears to me, has the most brilliant opportunity to secure the advantages offered of any city affected by the route. A great drawback to Montreal's prosperity as an ocean port is the limited season of navigation and the uncertainty of the date of closing in the latter portion of the autumn. The last month or six weeks is naturally the most valuable part of the season, but it is the one attended with the greatest uncertainty and risk. By opening the route via Lake Champlain into the warmer waters of the Hudson, with some scientific adaptations, the season would be practically lengthened by one or two months, and vessels could safely enter the St. Lawrence and calculate on arriving at Montreal at the dates, or often later than the dates, at which they now wish to calculate on being clear of the ice and snow storms of the Lower St. Lawrence."

CIRCULARS.

The wide-awake, progressive and live business man must admit that a three-inch advertisement in a good trade paper has more value than barrels of so-called circulars. In fact, hundreds of successful business men will concede that this is the only key to success. It is true a catalogue well written and printed is a necessity, and in many cases is as important a factor in trade as are the goods themselves, but the catalogue must be supplemented by advertising in trade papers, so that it may secure a

profitable distribution. Experience has demonstrated that the sending through the mail of any printed matter unasked for, unless it be something unique and of unusual merit, has seldom brought in adequate returns. The waste-paper basket could tell its story in this connection, a story which should prove a formidable warning to those who depend solely upon that means of building up trade.—Music Trade Journal.

ADVANCE IN SILK THREADS.

At a meeting in New York last month of manufacturers of machine silk and sewings, it was unanimously resolved: "That the advance of 10 per cent. on machine silk and sewings prices, made at a meeting held on September 4th, 1895, was more than justified by the actual advance of raw silk, and, if the recent further advance in raw silk be maintained, another advance on manufactured goods will be necessary in the near future."

SPRING UNDERWEAR.

The Penman Mfg. Co. have sent a circular to the trade announcing an advance of 15c. per dozen in most of their lines of plain and striped spring underwear, and an advance in two numbers of balbriggan of 25c. per dozen. These advances vary from 5 to 10 per cent.

There is also talk of the Granite Mills asking more money for most of their lines, but they have not yet actually made an advance.

Our representatives are now showing full range of

Domestic and Imported Fabrics

FOR FALL.

These goods have been bought at bottom figures. Many lines have already advanced, and, as stocks have been depleted, both at retail, wholesale, and in manufacturers' hands, we advise our friends to place their orders early. The goods cannot go lower, and early buyers will be sure of satisfactory delivery before market is bare.

All the indications are that Country Merchants will have a satisfactory trade during the balance of 1895.

KNOX, MORGAN & CO.

Dry Goods Importers

 HAMILTON, ONT.