## WHY NOT BRAND GOODS?

OME pointed remarks are made in a letter elsewhere from a subscriber on the way manufacturers in Canada dodge the great question of acquiring a national reputation by omitting to brand their goods.

No doubt, there are difficulties in their path. The jobbers oppose brands, and the public, seldom being able to identify Canadian goods as native made, are inclined to think that none are manufactured here.

Who gains by this method of doing Canada out of her share of credit? The wholesale houses perhaps think they do, but it is a question whether they are not putting a premium on cutting prices by packing the goods in boxes of their own and palming them off as lines controlled by them, thus inciting others to get hold of and push at a special price lines that compete with these.

In our opinion, it is a mistaken policy all round. No one really gains by it. We are opposed to any tariff policy—and are not afraid to say so—which would close up our Canadian mills. But if tanff changes force native mills to stand more on their own merits, to put forth that enterprise and talent which we believe are theirs, and brand their goods so that an excellent article acquires a distinct reputation on its own good qualities, the result would not be regrettable.

## INCREASED TRADE WITH BRITAIN.

A cable despatch from England dated May 1st, says:

The newspapers continue their comments and articles on the Canadian tariff and its effect on British trade. The Daily Telegraph calls it the "most startling commercial development of the year." It is hailed with delight in trading circles here. In cottons, woolens, silks, and iron manufactures, Great Britain ought to have a marked improvement in business if a preferential treatment is accorded her, while in many other articles it is believed she ought to wrest the supremacy from the United States. The Spectator expects the Tariff Act will lead to negotiations between Washington and Ottawa which will result in a reciprocal arrangement.

Canadian opinion generally, we find, favors the tariff preference toward British goods as a principle. It may cause embarassments to some interests, such as woolens. But, in the main, there is a strong national feeling in this country favorable to British trade. The United States have for many years shown such a hostile spirit in commercial dealings with Canada, that the bold policy of developing the British side of our trade by preferential rates is hailed with satisfaction.

Until June, 1898, the tariff preference is one-eighth, and after that one-quarter, and assuming that the Canadian authorities are not forced by the Imperial Government to include foreign countries in the preference, the situation will open up to British traders a very important chance in this market.

No doubt they will seek to take advantage of the opportunity, and we shall hear more of British goods as such, and the fine reputation enjoyed by many articles of known British make will be pushed here more vigorously. Indeed, now is the time for the merchants and manufacturers of the Mother Country to get the start of their German and American competitors especially, and increase the exports of British goods from \$32,000,000—the point they reached in 1896—to \$68,000,000, which was the figure

recorded in 1873 (when prices were high, of course), but when Canada undoubtedly imported more than she does to-day.

It may be useful to consider in what lines of dry goods an increased trade is practicable under the new conditions. In 1896, under the former tariff, the amount of Customs duty collected upon all imports from Great Britain was \$7,358,514.15. Under the new tariff there will be, during the next twelve months, one-eighth less, and after that one-fourth less, collected. It is plain, therefore, that in certain lines the encouragement to work the Canadian market will be substantial, because, even in cases where a slight increase has taken place in the duties, the increase is one-eighth, and ultimately one-fourth, less towards Britain than towards other countries. We have compiled a list of the principal imports of dry goods from Britain by Canada in 1896, which will indicate the chief goods now in demand:

IMPORTS FROM GREAT BRITAIN IN 1896.	
Buttons	\$47,227
Carpets and squares, mats and rugs, n.e.s	163,468
Cotton manufactures (dutiable)	3,366,502
" " (free)	191,058
Curtains, made up.	189,285
Embroideries, n.o.p	34,328
Fancy goods	916,933
Flax, hemp or jute and manufactures of (dutiable)	1,414,404
" (free)	872,237
Furs and manufactures of (dutiable)	324,098
'' (free)	154,731
Gloves and mitts of all kinds	268,247
Hats, caps and bonnets and articles for manufac-	
ture of (dutiable)	118,657
Hats, caps and bonnets and articles for manufac-	
ture of (free)	20,127
Leather and manufactures of	117,315
Oil-cloth	155.573
Silk and manufactures of	1,901,627
Umbrellas, parasols and sunshades of all kinds	162,315
Cloths	1,530,656
Coatings	509,521
Tweeds	398,391
Flannels	61,506
Shirts, drawers and hosiery, knitted	151,506
Shawls	59,676
Socks and stockings of wool, worsted, etc	458,983
Yarn, knitting cotton, fingering yarn, worsted yarn.	115,689
Woolen or worsted fabrics	2,316,916
Ready-made clothing	454.929
Brussels carpets	320,373
Tapestry carpets	379,456
N.E.S. means "not elsewhere specified."	

N.E.S. means "not elsewhere specified."
N.O.P. means "not otherwise provided for."

Time alone can show what the new tariff rates will do in these respects. We shall not know for a long time, because the Canadian monthly returns of imports do not indicate the place of origin of imported goods. The matter probably rests with the British trader himself.

## INSOLVENCY LAW WANTED.

What British commercial houses would appreciate nearly as much as a lower, or preferential, Customs tariff, in Canada is a sound national bankruptcy law. This is needed, and it will be a great misfortune if the present session of Parliament is allowed to pass, and the spare time of the House dribbled away by fad-hunters, without a law being framed and adopted. The provincial Acts are unsatisfactory and contradictory. The system of preferences is bad. These are reforms quite as pressing as tariff legislation, and must not be permitted to remain undealt with.