

## THE CANADIAN WOOLEN OUTLOOK.

THE advances in raw material are bound to send up the price of Canadian tweeds, and it remains to be seen what advantage the mills will take of the new situation, i.e., an era of revived trade all over the world, and a pretty certain demand for the better class of goods in this market. A Canadian material has always to fight enough native prejudice at home without demoralizing the trade by utter collapse in prices. This season a satisfactory demand for Canadian fabrics is already reported both for men's and ladies' wear, and selections of the spring patterns have, as recorded in an incident related elsewhere, been so favorably commented on as to raise suspicions that the goods were not Canadian at all! There is a lesson in this for Canadian woolen men. Let them not run too much to cheap grades, wasting, yes, practically wasting, the best designs on the lowest lines, preventing both jobber and retailer from getting any price for Canadian fabrics on account of an absence of high reputation. Some tailors will not keep Canadian goods, the reason being that the customer has no opinion of them and will pay no price for them. A reputation can be enhanced by co-operation and enterprise, and if, as THE REVIEW suggested, a Woolen Manufacturers' Association were in existence, the makers could soon use it to advantage.

This summer there has been quite an active export trade to the United States from some of the mills, such as the Paton mill at Sherbrooke, and the Cornwall mill, a trade which the McKinley Tariff rendered impossible. The American market may always be counted on, under normal tariff conditions, to take some of the novelties and special lines made in Canada, and when our mills can get any standing in the States they should make an effort to deserve well of Canadian opinion.

## MR. CALDECOTT'S ADDRESS.

THE dry goods trade cannot fail to have observed that the only pointed, practical utterance addressed to Sir Charles Rivers-Wilson since he arrived in this country was delivered by one of themselves. Mr. Stapleton Caldecott, president of the Board of Trade of Toronto, seems to have considered that the president of the Grand Trunk Railway was here for some other purpose than to be loaded down with polite platitudes; to eat well-cooked dinners; to listen with admirably concealed weariness to the effusions of the "address fiend." Mr. Caldecott thought, as any other man of common sense was entitled to think, that the railway magnate was here to find out the real sentiments of the business community, to learn their wants, and to see if his company could supply them. Sir Charles would probably be the first to admit that this is certainly one of the causes of his visit. He came out to inspect the road and to investigate its relations with the public who contribute to its earnings. His is not a pleasure jaunt, nor even a triumphal progress for the exchange of compliments at every convenient stage of the journey. To make the Grand Trunk a dividend-paying concern is his object, and any complaints which patrons of the line have to make are just the very material he requires to help him to a conclusion. Therefore Mr. Caldecott is entitled to the thanks of the community for speaking out plainly and practically when the occasion presented itself. Of course, Sir Charles Rivers-Wilson could not at once acquiesce in the programme presented. It meant additional outlay, and that has to be carefully weighed before being gone into. He fenced with all the

skill of a commercial diplomat. At the same time we observe that, since Mr. Caldecott's Toronto speech, Sir Charles, speaking at Detroit, announced a very important concession in the efficiency of the freight service. The railway authorities are, no doubt, anxious to do all they can to increase the road's popularity and success, and they are helped to this goal by just such straightforward remarks as those indulged in by Mr. Caldecott.

## MERCHANTS AND THE MUNICIPALITY.

If merchants only had more time to devote to municipal affairs there would be less debt, less extravagance and less dishonesty in the administration of all our urban-communities. Just as the cash system is infinitely preferable to credit in business, so is avoidance of debt a far wiser course for a municipality than a career of big loans and profuse expenditures. Governor Macintosh, in his recent speech to the newly-assembled Legislature of the Western Territories, laid stress upon this. He pointed out that a new district like our Territories, which are trying to secure new settlers, is more attractive to an incoming population if its debt is small and its taxes light. "The Canadian Northwest Territories," he said, "should be made a cheap country to live in." This is equally true of older Canada. Merchants naturally favor a town being made attractive by well-paved streets and good drains, because it promotes growth and increases their trade. But let them take care that the municipal policy is conducted on the same lines as they apply in their own business. See that the town's debt does not run ahead of the people's ability to pay. Be sure that no local work is scamped or that ratepayers' money is not leaking into contractors' pockets. In other words, it pays the merchant to keep a watchful eye on the municipal finances, and to have someone in the Council who holds a brief for the business men. A clean street and a good sidewalk may contribute to increased sales, but, in the long run, a municipality that lives beyond its means is on the down grade, and all the new-fangled luxuries of asphalt, telephone or electric light will not put the local trade on a better basis.

## ADOPT THE CASH SYSTEM.

A. E. Lees & Co., of Vancouver, B.C., clothing, hats and men's furnishings, write to THE REVIEW that they have been reading the articles in this journal favoring the cash system, and have resolved to adopt it. In an announcement to the public through the local press they say:

"On September 1st our books will be closed and we will sell for cash only. This will enable us to give you more for your money, because we will avoid the expense of keeping books, the time it takes to collect accounts, and the occasional loss incidental to the credit system. We often hear the remark 'that man is as good as gold,' but this is untrue, gold is a medium of exchange, a book debt is not, and no man ever liked us better because he owed us, on the contrary, if he is unable or unwilling to pay he avoids us and pays his cash to our competitors.

"Selling goods at cost? No, we are not. You would not believe us if we said we were, but our profits are just as small as we can possibly make them, you will find our goods as cheap as the same goods are sold anywhere in Vancouver, and much cheaper than some people sell them. The secret of our success is that we keep the kind of goods you want, we buy them in the