

Italy called upon him at the Bristol. I registered from 'Toronto, Canada.' Next day I noticed in the papers in the printed list of hotel arrivals, J. D. Allan, Canada, U.S.A. Feeling rather curious to know how this had come about, I asked the office manager at the hotel why the name was put in in this way. 'Well, isn't Canada an American city?' he asked, astonished. I explained, and pointed out that the clerk might have noticed that Toronto was given as the name of the city. 'We thought Toronto was the name of the street you lived on!'

A SURPRISE.

IT IS surprising to notice a Canadian house boldly advertising that they are making a specialty of Canadian tweeds. It strikes us as a courageous move. One looks in vain, as a rule, for a square announcement from our Canadian firms on the subject. Yet, as will be seen elsewhere in THE REVIEW, this is what John Muldrew & Co., Toronto, are now doing. They believe that Canadian woollens are not second to any manufactured abroad, and that even experienced buyers find it difficult—in some lines impossible—to distinguish between the imported and the home manufactured article. This being so (and we don't find competent judges denying it), why is there any hesitation in pushing the Canadian goods with the same zeal and enterprise which are bestowed upon those made abroad? Surely, there is something in national sentiment as applied to trade. If our own makes are equal in value and appearance, is it not reasonable that Canadians should give them the preference? No one wants an inferior home-made article preferred before one better manufactured abroad. That would not be national sentiment, but merely national prejudice. But in the case of Canadian tweeds no such argument can be advanced. In such lines as Oxford and other makes of homespuns Canada is beating the world. Our goods are exported to the States, to England itself and to the Continent. That is a conclusive answer to any idle charge of inferiority. The output from mills like those of Rosamond, Paton, Forbes and Brodie are not surpassed anywhere. At present prices they are far better value than their imported competitors. Why not say so, then, and go to the trade on the real merits of the goods, instead of dodging the real facts and seeking trade on a pretended superiority for imported goods? An experienced buyer lately pointed out another feature which tells in favor of Canadian makes. This is the fact, that in the middle of the season, when the taste for certain lines is fixed, the merchant can order the styles that he has found by experiment are going well with the certainty of prompt delivery for present needs. With imported goods this is seldom practicable. Our mills can cater to this phase of trade with advantage.

THE REVIEW is in full sympathy with Mr. Muldrew's policy. It is entirely creditable, and must succeed. We look to see others fall into line when this house has established forever the fact that Canadian tweeds are as good property as any in the market.

EUROPEAN NOTES.

AS one travels about one is naturally curious to see how business methods compare with ours in Canada. Strolling through the Bon Marche, in Paris, one of the biggest and best-known departmental stores in the world, which proclaims "Le système de vendre tout à petit bénéfice et entièrement de confiance est absolu," i.e., the system of selling everything at a small profit and entire confidence or guarantee is absolute, one is struck with the fact that things of small value are sold perhaps at cost, but as the value of the article increases the profit is piled on. This is the modern system, which means to sell cheap well-known and low-priced articles, but put it on thick when you can. I chanced to see on one of the tables marked "Occasion," or bargain opportunity, that the reduced price of an article I could absolutely identify was 55 per cent. advance on the cost, so the words "small profits" become very much a matter of opinion. Further, as they claim a capital of \$4,000,000, not including the reserves, which are not stated, the system of small profits evidently made large profits—humbug!

In Berlin I could notice the same thing. Here I could see many articles in the windows with the Dutchman's modest 1 per cent., i.e., as he explained: "You see, *vo! I puy* for one tollar I sells for two; dat is only 1 per cent." In England I saw an article ticketed in the window at 2s. 11d., which cost only 1s. 5d., so I came to the conclusion that in Europe any way the department stores understood very well how large a small profit ought to be. Peter Robinson, who died not long ago, left over \$5,000,000. D. H. Evans, of Oxford street, London, is reported to have made \$400,000 in less than 20 years. Rylands & Sons, Ltd., shares are worth 2½ times the original price, and they are paying 12 per cent. We think we are very smart on this continent and that the old world is slow, but we have a great deal to learn. They get better profits, don't work so incessantly, don't worry so much, have better digestion, and enjoy life better. We destroy our health and happiness very often, trying to cut our neighbors' throats and make a little money; and if we don't fail in that we either die or get disabled from nervous prostration, and spend our money trying to get back our health. A little more "live and let live" would make business sounder and more profitable.

Considering the great demand for fancy dress goods, one is puzzled to know where they all go if you sit down on one of the boulevards, and count how large a proportion of the dresses are either black or plain colors. Sicilians, alpacas, bright finish serges and henriettas are all popular, with a decided tendency to black figures, small to medium. Blouses and waists different from the skirts, and of almost every conceivable material, are in vogue. These are usually fancy designs.

Buttons are and will be much worn, either very small or very large, i.e., 14 to 18 then 40 to 70. Velvets and velveteens are popular, and in mantle cloths as well as dress goods, curls, boucles, loops, etc., will be quite a prevailing feature for autumn. Elastic belts will be very much worn for summer, and broader than last year, while capes seem as popular as ever.

Long gloves, extending to the elbows, with short, full sleeves, will be quite the proper thing for warm weather. And ribbons continue to be very largely used for dresses. Hats are still large, in all sorts of shapes, and fancy chene ribbons, with plenty of feathers or flowers, complete the get-up.

YOUR OCCASIONAL CORRESPONDENT.