

COMPETITION IN DRY GOODS—Continued.

of the Americans. Then, take the case of dress silks in the piece. It is more than probable that these are first imported into the United States and then resold in Canada, and, it would be expected, that the profit of the United States middlemen who would do away with the hope of their being able to work up a trade in dress silks with Canada. The trade, small as it is, has doubled in five years, while the trade with the great English houses has diminished. In hats for millinery purposes, the Americans have also greatly increased their sales.

The figures in detail for 1898 are not yet available. They would show, to some extent, the effects of the preferential tariff. Not to a very marked extent, it is true, because the extra preference only went into force July 1, and the Government year ends June 30, 1898. But even the partial effect of the new tariff would throw some light on the tendency which has been going on for some years to transfer trade from England to Germany and the States, and this tendency the new tariff is almost certain to check if not stop altogether. During the next two years, if Canada continues to expand as it has been doing the past nine or ten months, the English manufacturers and warehousemen will reap a much greater slice of trade than if the old tariff had prevailed, while, if the American Government decide—as it has a perfect right to do—to grant no reciprocity to Canada, it will become the duty of the Canadian Government to enlarge the preference to England, and to cultivate even more progressively a greater direct trade with the Old Country.

Since writing the above, I observe that the totals—though not the details—of our trade up to June 30, 1898, have been published. They show :

Canada sold to the United States in 1898...	\$39,000,000
Canada sold to Great Britain in 1898.....	93,000,000
Canada bought from the United States in 1898	78,000,000
Canada bought from Great Britain in 1898..	32,000,000

This is a most remarkable evidence of disparity in our treatment of the two countries. Probably it affects dry goods less than any other principal branch of trade. But it must affect even them, as I have shown in the cases cited, and an entirely different policy must be inaugurated by Canada unless she is to drift farther away commercially from the Empire of which she forms a part.

E. L. W.

TRADE LAWS IN GERMANY.

The Ambassador at Berlin has forwarded to the British Foreign Office a report relating to the publication in the official organ of one of the Prussian Chambers of Commerce of a list of judicial decisions under the law against "unfair competition." Among these are :

A tradesman who advertises "all one price" is bound to sell all his goods at that price; he infringes the law if he charges more. For offering certain goods for sale under cost price in order to attract customers, the court condemned the defendant as being guilty of an offence against the law. Customers have the right to buy goods in any quantity at the price at which they are indicated in the shop windows. To sell at cost price means, according to the Chambers of Commerce, charging customers the price which the seller paid at the factory. If a tradesman advertises "small profits and quick returns," he must be ready to prove the assertion. Views on business paper of factories and showrooms must represent these places as they actually are, as they serve as advertisements. In one case a tradesman was summoned for advertising cheap goods as "unblemished," and prohibited from using that term in the future.

SPECIAL BARGAINS IN COTTON GOODS.

S. GREENSHIELDS, SON & CO. report having cleared the entire lot of the following lines the mills had on hand. They are offering these lines to the trade at less than makers' prices : 5,000 pieces printed suitings, 3,000 pieces reversible wrapperettes, 500 pieces cotton eiderdown cloaking, 1,000 pieces standard shirtings in stripes, 6,000 pieces 30-inch flannelettes; also a quantity of cotton dress goods.

S. Greenshields, Son & Co. are offering 125 cases Simpsons' prints in novelties at special prices.

S. Greenshields, Son & Co. have arranged with the makers for 5,000 of their full size Jacquard white quilts. They are offering this line to the trade at 75c. This is the same quality which S. Greenshields, Son & Co. had last season. A great many of their customers repeated this line, but they were unable to fill orders. Also 1,000 dozen diaper towels at an extra cut in price.

KEEP UP THE MOTION.

Merchants and manufacturers, in the rush of the tide of a magnificent business era, are liable to rest on their oars and depend on the force acquired from the first wave, to carry them to fortune. It will be wise to remember that motion continues no longer than the time when friction and other resistances combined become equal to the force from which the motion was derived. If the efforts of the last few months have brought orders at a rate that equals the capacity of a factory for production, or of a store for sales, don't imagine that the force can be withdrawn and the rate still be maintained. Motion is not perpetual. A moving body gradually moves more slowly until it stops, after the impulse ceases, and much more exertion is required to set it in motion again than to keep it moving after it is started. Let all remember how hard it was to start this new prosperity, and continue to employ the agencies which helped. Too many orders this month and too few next are not first-rate business. However busy one may be to-day, sound business considerations require that he shall keep in operation the influences for bringing business to-morrow. Those who neglect to apply this rule of action to their affairs, will, a few months hence, have plenty of unwelcome leisure to devote to vain regret.

THE EATON CO.'S ASSESSMENT.

The assessment of \$200,000 on personalty, owned by The T. Eaton Co., was confirmed, at Toronto, by decision of Judge McDougall. The Eaton Co. had appealed against the assessment, and were ordered to show their books to the civic officials. The city objected that the information furnished by the company, upon that order, was not sufficient, and the court so held. The appeal was, therefore, dismissed.

VERY ANNOYING.

At this season of the year, when there is such a demand for holiday trade, it is very annoying to have goods delayed in transit beyond a reasonable time. Messrs. S. Henderson & Co. report a shipment of "M. & K." silcotton having gone astray, much to their and their customers' inconvenience.

SEND FOR SAMPLES.

One of the best corset manufacturers in Great Britain is H. Sherwood, 12 London Wall, E.C., London, Eng., who offers to send samples to readers of THE REVIEW who do a good trade in these lines. They have the reputation of being one of the most perfect-fitting, comfortable and durable corsets on the market.