

NO CAUSE FOR DESPONDENCY.

We do not think the holding of any variety of goods justifies a despondency in respect to them. There is not enough of any kind for that. If there was any section that seemingly had cause for such despondency it was California on her fruits. Not only were the packers loaded up last fall with all such, but they came face to face with a discovery in freights, viz.—that the lower priced the California goods were the greater, by per cent., did the freight become to bring them east. One cent per pound on a 65-lbs case of fine fruits at \$5 per case added 13 per cent. to the price, but 65 cents on a \$3 case of common, low priced stock, added about 22 per cent. to the price, and they cannot stand it. Hence, California found come true what we asserted last spring—that the fine quality of California fruits is due more to freight expense than to any extra honesty of the California air as compared with Atlantic air. A heavy crop of fruits in the Golden State at the same time that we had a heavy crop on the Atlantic seaboard, played havoc with the fast growing belief that the American people were becoming wedded to Pacific goods.

But we must not conclude, that because the low price of Atlantic fruits last year destroyed this growing idea, that California goods have lost favor or will permanently lack a market. Not at all. Nature overrid herself in the east in some fruits last year, people bought quantities of them at low prices, both fresh and canned, and freights being against the California holding what was canned had to be stored, and what was not canned had to be converted into dried or evaporated fruit. Dried fruits affect the value of canned goods more than any other fruit that is to be found, and these dried fruits have the past eight months held down the price of California canned stock all over the country, but, with all this disadvantage, the market is righting itself in favor of the Pacific goods; the stock there has been nearly cleared out, western buyers report heavy sales of what they had and before the new crop is ready for the packer the market will be back to old prices. But all this has caused a hesitancy among dealers in handling these goods, has made a slow, careful market, has cleaned up eastern fruits and gotten the dried goods out of the way.—*Baltimore Trade.*

BRITISH COLUMBIA ENTERPRISE.

Within the next day or two the incorporation of the Toronto Milling and Manufacturing Company, with a capital stock of \$1,000,000 in one thousand shares, will be announced through the *Official Gazette*.

The project which brings the new company into existence, and which was referred to several months ago in the *Colonist*, has been thus far developed mainly through the efforts and exertions of Mr. John White, ex-M.P., and T. J. Hammill, two gentlemen whose names will be found among those of the first trustees. The capital to be utilized is principally from Toronto and Barrie, Ont., and the capitalists chiefly interested Mr. White and Mr. Hammill, Mr. John and Mr. H. H. Strathy, and Mr. John Davidson. Of course, the head office will be in

Victoria; while the mills will be located, with the homes of the millmen, at the new city of Sidney, Saanich district.

The mill site has already been selected, close to the Sidney wharf, where the Isabel now calls regularly, on both upward and downward trips, and where there are 30 feet of water at dead low tide—a depth sufficient to accommodate the largest ships afloat. The mill grounds include 30 acres of the townsite land, and over 50,000 acres of magnificent timber will be made tributary to this mill.

The preliminaries of incorporation having been arranged, Mr. Hammill goes east to-night to select machinery of the latest and best design. This will be hurried westward with the least possible delay, and construction of the mill will be commenced during the present month. Within six months the first and smaller mill will be completed and ready for business. A second and more imposing mill building will follow with a capacity of 250,000 feet per day, and capable of giving employment to 250 or 300 loggers and millmen.

The advantages possessed by Sidney, and which doubtless attracted the projectors of the mills, were the excellent facilities for shipment both by rail and water that will be possessed when the new road is put in operation. The fame of Sidney harbor has already been heralded, and industries are beginning to cluster at the new city rising from it.

In addition to the Sidney mills, it is understood to be the intention of the Toronto syndicate to erect and equip a sawmill at Alberni. This project is as yet in its incipient stages, however.—*Colonist*, June 2.

RUINOUS COMPETITION.

One great problem which grocers' associations will have to deal with in the near future is that of ruinous competition. Nothing is doing more at the present time to demoralize business and to bring the retail trade into disrepute. It is a kind of competition that honest retailers cannot meet, and this abuse must in some way be regulated, or a great many good merchants will be compelled to go out of business.

There is a class of dealers who manage in some way to obtain credit. They will go to a locality where their antecedents are but little known and will open a store, advertise extensively and strive to attract custom by underselling all legitimate competitors. The public always seeks after low prices, and will patronize these men to the detriment of old and established storekeepers who have laboriously built up their establishments by years of patience, industry, and fair and square dealing. These unprincipled competitors convert their stock into cash as fast as possible, and secure it in such a way that it cannot be reached by their creditors when bills fall due, which are defaulted. They fall dishonestly, their establishments are closed out by the sheriff, and the jobbing houses which they have victimized realize what they can from the assets that are left and make the best of it by charging legitimate dealers more for goods, and in this way recoup themselves for their losses.

The dishonest competitors after awhile manage to settle with their creditors for a

few cents on the dollar, and with their ill-gotten gains go elsewhere to play the same act over again. These people move from place to place; they go from one end of the country to another, and demoralize trade wherever they locate their establishments. Some effective way should be devised for suppressing them. It is a wrong principle for jobbers to make compromises with such people. It lowers the character of the jobbing as well as the retail trade. It is an injustice to legitimate and honest grocers and general storekeepers. It is putting a premium on fraud, and making it more difficult for an honest grocer or storekeeper to do business in an honorable and legitimate way and acquire a respectable competency in the course of a lifetime.—*Co. v. v. Criterion*

SELLING GOODS A GIFT.

The power to sell is a gift. It cannot be acquired in full any more than can the power to write poetry or be an admitted genius. The belief that any one who will apply himself can become a salesman is a grievous error. There are men who have an ambition to be salesmen; who make extra exertions to increase sales; who strive in every way to invite sales, but fail. Beside them is a man in the same line, offering the same goods at the same prices, under the influence of the same surroundings, who does not make near the effort to sell, but who sells; who succeeds. The man who succeeds is no more talented than the one who fails, except in the one talent of the power to sell goods. This may be accounted for. Certainly it may and will be when some one divines the power to explain those hidden powers, peculiarly fitting one man for one position and another for a different position. The man is not yet born who is talented enough to explain the talents and their force or source.—*Texas Traveler.*

GOOD ADVICE.

The late Rev. C. H. Spurgeon preached a whole sermon in the following lines which as a pointer to the clerks would be well to commit to memory:

"Do not be above your business. He who turns up his nose to work quarrels with his bread and butter. He is a poor smith who is afraid of his own sparks. There is some discomfort in all trades. If sailors gave up going to sea because of the wet; if bakers left off baking bread because it is hard work; if plowmen would not plow because of cold, and tailors would not make our clothes for fear of pricking their fingers, what a pass we would come to! Nonsense, my fine fellow, there's no shame about any honest calling; don't be afraid of soiling your hands; there's plenty of soap to be had."

The Mainland and Nanaimo Steam Navigation Company will shortly commence a daily service between Nanaimo and Vancouver. The City of Nanaimo will be on the route.

China is in a political state bordering on a revolution. The government is friendly to foreigners, but there is a strong movement on the part of the population against all foreign intrusion.