

his customers know that he knows of and appreciates their trade. He will be ready at all times to oblige. His welfare depends on the welfare of his customers, and he will be ready to show an interest in their welfare. If for any reason they have not been trading with him for some time, on their first appearance he will wisely let them know that their absence has been noticed. The wise trader will give equal kindness and attention to the new customer, or to the customer who does most of her trading elsewhere, as he would bestow on his regular customer. In fact, he will use all legitimate means to draw new trade, and to keep all that once comes his way.

#### AVOID PRICE-CUTTING.

In conclusion, price-cutting is one of the hardest features of trade to fight against to-day, and I do not believe in selling goods without a profit, yet I think it would be foolish to sit or stand and see your trade either slowly or quickly walk away from you. Use more power in other ways, but where you have no advantage to offer in quality you had better just meet the competition, keep your trade, and draw your profit by selling more of the goods on which the prices are not cut.

#### THE LONDON FUR SALES.

The dates of the London fur sales have been fixed for the coming year as follows:

January—Hudson's Bay Co., 21st January, 1895; C. M. Lampson & Co., 21st to 25th January, 1895.

March—Hudson's Bay Co., 18th to 21st March, 1895; C. M. Lampson & Co., 18th to 29th March, 1895.

June—C. M. Lampson & Co., 10th to 14th June, 1895.

October—C. M. Lampson & Co., 16th to 18th October, 1895.

Following are the importations by the Hudson's Bay Co. in 1894:

	Total.		Total.
Badger, skins . . . . .	1,801	Mink . . . . .	46,923
Bear, black . . . . .	8,108	Musk ox, skins . . .	748
do. brown . . . . .	1,044	Musquash . . . . .	646,202
do. grey . . . . .	189	Otter . . . . .	7,160
do. white . . . . .	42	Porpoise, dry, ½-skins.	223
Beaver . . . . .	42,058	do, salted, ½-skins	160
Fisher . . . . .	3,509	Rabbit, skins . . . .	66,891
Fox, cross . . . . .	2,791	Raccoon . . . . .	564
do. kitt . . . . .	128	Seal, hair, dry . . . .	1,517
do. red . . . . .	12,554	do. salted . . . . .	600
do. silver . . . . .	693	Skunk . . . . .	8,405
do. white . . . . .	4,904	Wolf . . . . .	1,400
Lynx . . . . .	19,460	Wolverine . . . . .	587
Marten . . . . .	103,133		

In addition to the above the company will offer for sale as follows, viz.: About 23,000 fur seal, N. W. coast, on 29th November, 1894; 1,500 fur seal, dressed, N. W. coast, on 29th November, 1894; 10,000 fur seal, salted, N. W. coast, on 21st January, 1895.

The net profits of the Canadian Pacific Railway for October last were \$1,010,247, an increase over those of the corresponding month for last year of \$63,821. These figures are the largest net earnings for any month in the history of the road, with the single exception of October, 1892, when the figures were \$1,024,502. Taking into consideration the prevailing

depression and the difficulties in which so many American roads have found themselves this year, the record is one of which the Canadian Pacific Railway authorities are justly proud.

On November 6th the building occupied by Moorehouse & Snell, awning manufacturers, Preston, Ont., was burned. The cause of the fire has not yet been ascertained. The contents were insured for \$400. The insurance on the stock is said to cover the loss. There was no insurance on the building, which is worth about \$1,800.



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