FIXED PRICES ON MAGOG PRINTS.

An Agreement Which D. Morrice, Sons & Co. are Asking the Wholesalers to Sign — The Object is to Prevent Cutting.

FOR some years great complaints have been made as to the cutting in the prices of Canadian prints. Last year a series of conferences between jobbers and manufacturers were held in Toronto and Montreal to try to arrange a list price and a series of discounts. Although no agreement was arrived at—mainly because the jobbers could not agree on the cash discount they were to be allowed to give the retail trade—the promoters of fixed prices kept the idea in mind.

The following circular letter explains itself:

D. Morrice, Sons & Co.,
Montreal and Toronto.

Montreal, July 11th, 1895.

RE MAGOG PRINTS.

Dear Sirs:

We beg to advise you that on and after the 15th of September next, Magog Prints will be sold by the Dominion Cotton Mills Co. under protection and restriction.

The continuous and unnecessary cutting of prices on these goods during the past has caused serious dissatisfaction, and in some cases positive loss, to all the parties concerned, a condition of things quite uncalled for, as the quality and value of the goods are much superior and lower than any others in the market. On this account, and in consideration of the decided opinion expressed last season for the change by the trade, we deem it advisable to make the following the terms and mode of handling the same. We therefore ask your kind co-operation with us in correcting this evil, which we believe will prove highly beneficial to all. To this end we have to announce:

First—That we will hereafter sell these goods only after having received satisfactory assurance that the purchasers of the same will not sell, nor offer such for sale, either directly or indirectly, at less than the regular prices and terms we may from time to time indicate.

Second—We shall sell these goods at the stated prices as given; and at the expiration of each six months, viz.: on the 1st day of December and June of each year, we will allow a rebate on the different lines, as per list below, to each and every purchaser, who has in good faith and to our satisfaction complied with the stipulated prices and terms, but the violation of the above conditions will justify the withholding of said rebate.

Third—The prices are hereby fixed as follows, to take effect as above indicated on the 15th of September next, until further advised:

		Selling Price.	Rebate to be allowed by Mill.
H Cloth		4¾ cts.	Less 10 p.c.
1 "		6 "	"
2 "		7¼ "	Less 12½ p.c.
3 "		8½ "	"
C "		9¼ "	"
D "		8 "	"
Solid Blacks—1 Cloth		5 "	Less 10 p.c.
	2 "	6 "	Less 12½ p.c.
	3 "	8 "	"
	C "	8½ "	"
Indigoes—	P C	6 "	Less 10 p.c.
	S C	7½ "	Less 12½ p.c.
	D C	9⅝ "	"
	G C	11½ "	"

SPECIALS.

Challies	4½ cts.	Less 10 p.c.
Delainettes	6 "	"
Cretonnes	7 "	Less 12½ p.c.
Summer Suitings	7½ "	"
Fancy Piques	8 "	"
Crinkles	10 "	"
Skirtings (38 in.)	10 "	"
Ladas Tweeds	10 "	"
Printed Moleskins	12 "	"
Sleeve Linings	No restrictions.	

Terms—Credit on which the goods are to be sold not to exceed 4 months 1st April on all goods delivered prior to that date, and 4 months 1st of the following on delivery after 1st of April and up to 1st of June, or 4 per cent. cash discount 30 days, or prepayment at the rate of 9 per cent. per annum. The "Mill" terms will be continued as formerly.

The above prices and terms to be maintained from the 15th September, 1895, to 1st of June, 1896, unless advised to the contrary.

We will not offer any seconds or jobs to the trade before the 1st of June, 1896, nor after the 15th September, 1896, when the new prices for the following season will be given.

When new samples of special lines for the Fall season are shown, you will be advised by circular as usual of the prices at which they are to be sold; these will also be subject to the protection and restriction as above.

All wholesale houses handling the goods to have the privilege of disposing of their stock on hand between the dates as above named, i.e. the 1st of June and 15th September, at such prices and terms as they may deem necessary. After the 15th September the aforesaid protection and restriction will be resumed, and the open and close season as herein advised will be again continued each year. Yours truly,

D. MORRICE, SONS & CO.

The following is the blank agreement which jobbers are asked to sign:

We hereby agree and contract to offer and sell The Dominion Cotton Mills Co.'s Magog Printed Goods under the conditions, prices and terms, as per their circular letter dated 11th July, 1895.

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This reform is being agitated at the request of and for the benefit of the trade. The sales of Canadian prints have been increasing every year. Two years ago some extensive improvements were made in the mills, and this year an improved dyeing plant is being added. Hence, it is important that the sales of these goods be judiciously handled, and the scheme presented is the best, perhaps, that could be devised.

Yet there are three grave objections to the plan outlined above. The first is that four or five retailers, including the T. Eaton Co., are being asked to sign the agreement, and they can thus sell as cheaply as the wholesaler and still make 10 to 12½ per cent. profit. The second is that the terms do not suit everybody. Four months or 4 per cent. 30 days does not suit those who sell at 60 and 90 days net, nor those who sell at four months with 3 or 5 per cent. cash discount. The third is that such agreements are difficult of enforcement.

But it is possible that the wholesalers will waive their objections to the details and approve the agreement for the sake of the principle involved.

Mr. John Macdonald, of John Macdonald & Co., spoke of this matter as follows: "I do not believe in 'Protection'