

OCEAN TRANSPORTATION.

ALL branches of commerce are inter-dependent. Together they combine to make the healthy tree, separated they wither and die. Hence all other branches of commerce are interested in seeing the cattle exporters of this country succeed in having Canadian cattle transported to Great Britain at just and moderate rates.

Owing to quarantine regulations, Canadian cattle cannot be shipped through the United States to Europe. Thus the whole export trade is confined to one Canadian port, that of Montreal, the head of ocean steamship navigation. To this one point must come all Canadian cattle intended for the English market, and there be shipped by one or other of the few lines of steamers sailing between that port and Great Britain. Each line has its representative at Montreal, and what is easier than for these representatives to meet weekly, or oftener, and combine as to cattle rates. They have their agents in England, cabling them constantly as to the price of cattle. If it goes up, they put up the freight rates, including rates for cattle already on board. If the price falls, rates do not come down in proportion. If there is a large quantity of cattle at Montreal, the vessel men combine to exact excessive rates. The rate may be \$7 a head, or it may be \$17 50. This uncertainty alone makes cattle buying extremely hazardous, to the great prejudice, in some cases, of the farmer who sells, in others, of the buyer. Why should a legitimate industry be reduced to the level of gambling?

Parliament is the guardian of Canada's prosperity. Here is a chance for it to do the country good by removing the grievances which oppress cattle exporters. The value of the cattle exported in 1890, 91, 92 and 93, was \$29,215,815. This is too much to lose.

CANADIAN BRANDS.

SEVERAL articles on the subject of Canadian Brands have appeared in this journal and have caused much comment among manufacturers and jobbers. The following is from the Trade Review, a paper which, like THE DRY GOODS REVIEW, desires to see Canadian manufacturers assume an attitude more worthy of themselves and more creditable to a free and enlightened community. Here is the article:

THE DRY GOODS REVIEW says: "What Canada needs is a Canadian nomenclature on its manufactures. Canadian honesty is known and bought in other countries, and why shouldn't Canadian goods bring a good price? Much more should they bring a good price at home. Methods must be revolutionized. The manufacturers of cotton and woolen goods must be known as makers of certain classes or brands of goods before the future of that manufacturer is assured." The above is sound common sense. Making goods in Canada to sell as foreign make is a poor business. Every brand that is now valuable to European makers had to be established on its merits after a hard struggle. That policy will have to be pursued here until Canadian brands become recognized as certificates of quality which command sales.

Canada, however, is not alone in making goods that are thought to require a foreign brand to secure public approval and patronage. Our stores are now showing goods as French, bearing French names, which were made in Lancashire! We regard this as a very mistaken policy—it serves no purpose, as the goods would sell as freely as they do under an English name.

But dry goods dealers seem still to retain the old prejudice that there is something especially attractive in a French name for dress goods. At one time English goods, no doubt, were less elegant in design than those of France, but that day is past, and the retail buyers have sense enough and taste enough to select their purchases for their merits, regardless of the above old and now exploded notion, which the trade clings to as some people do to an ancient superstition.

The manufacturers of Sheffield have always taken a bold, independent stand in this respect. The largest firms there had a long fight to secure recognition of, and trust in, their trade-marks or brands. They commenced on a very small scale, made a first-class article, stamped them with their name and mark, and persevered until they compelled the whole world of buyers to recognize their goods on their merits, and to trust their brands as an assurance of such qualities as command sales. Those trade-marks are now of immense value. Canada did so with her cheese, and with success. Canadian cheese to-day would be selling below present prices in England if we had kept on allowing it to be sold as English and sneaking into that market on false pretences. The selling of Canadian goods as foreign made shows a deplorable lack of self-confidence and enterprise. It is fatal to that development of our industries which would reward a more independent course.

WHAT DOES IT MEAN?

A Thursday despatch:

"The Paton woolen mills, at Sherbrooke, have closed down for an indefinite period, throwing 700 employees out of work."

A Sunday despatch:

"The Paton woolen mills, of Sherbrooke, Que., will open to-morrow morning, employing their full number of hands."

Between Thursday and Sunday the tariff on woolen goods was changed from 30 per cent. to 5 cents a pound and 25 per cent.



"LIGHTLY TRIPPING, MONTREAL, JUNE."