



FALL TRADE PROSPECTS.

That our bountiful harvest would give a much needed impetus to trade was to be expected. But even the most sanguine of our wholesale merchants did not imagine that its effect would be so marked as it has turned out. Since the first of the month till the present writing the wholesale stores in Toronto have been daily filled with buyers animated with the hope of good times coming and therefore inclined to buy liberally. All the wholesale merchants report splendid business and bright prospects for the whole season. And this is not to be wondered at. In a few weeks more our farmers will be reaping the benefits from the sale of their products, enabling them to meet their obligations to the country storekeepers and be more liberal in their purchases of fall and winter goods. The scarcity of money has been keenly felt for some years back and has resulted disastrously to both wholesalers and retailers. Things had about reached rock bottom, and if this year's harvest had been a failure a commercial crisis, as calamitous as any from which Canada has suffered, was inevitable. But this dire affliction has been providentially averted, and some of those, who a few months ago took a pessimistic view of the business situation, are beginning to think that the tide is on the turn and that prosperity will now take the place of depression for some years to come. Be that as it may it will not do to be too hopeful of the future. The exercise of economy and retrenchment is just as necessary in a momentary period of prosperity as in times of depression. There is, however, a certain amount of comfort to be derived from contemplating the fact that the dry goods business could not have been much worse than it was recently and that a marked improvement has at last set in.

Our Montreal correspondent writes us that there is a hopeful feeling in dry goods circles but business at the moment is restricted. Money is coming in very slowly, country storekeepers complaining that the farmers are not paying their bills. The travelers are looking forward to a very successful sorting trip, however, and money will no doubt come in freely as soon as harvesting is over.

From Hamilton, Knox, Morgan & Co., report a large attendance of buyers since their fall opening and that prospects are bright for steadily increasing business. Anticipating a brisk retail demand, buyers do not need to exercise the same caution as heretofore and are laying in larger supplies of imported and stylish goods.

RETAILERS TAKE NOTE.

It has been a source of great gratification to us that the retail trade has so generously responded to our call for subscriptions. The success that has attended the efforts of our canvassers has been unparalleled in the history of trade journalism in this country and the large number who have voluntarily sent in their subscription, by mail, is proof positive that the REVIEW is cordially welcomed by the trade and fills a "long felt want." Our numerous readers may rest assured that our efforts will not be relaxed in turning out a first class paper, creditable to the trade, and to make it still more attractive in the future will be our earnest endeavor.

As an inducement to those who have not yet subscribed we offer the REVIEW

from now till the end of 1892

FOR ONE DOLLAR, or in other words we give the balance of this year FREE, and we trust that this liberal offer will meet with a ready and hearty response from the trade.

EDITORIAL NOTES.

Our fourth article on "Hints on Bookkeeping" is unavoidably held over till our next issue.

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An Exchange says that the dry goods trade of the United States has more money invested in it than any other interest in the country. It is estimated at the enormous sum of \$20,000,000,000, while next in order, the railroads, has only between \$10,000,000,000 and \$12,000,000,000.

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For the week ending September 5th, Bradstreet's reports 17 business failures throughout the Dominion, against 21 the previous week and 25 the corresponding week last year, but the total number of failures from January 1st to September 5th is 1221 as against 1105 last year.

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The British Board of Trade returns of exports from the United Kingdom for the seven months ending July 31st last, show that the total quantity of linen piece goods exported has decreased 19.9 per cent. and values 17.6 per cent., compared with the previous year, the greater part of the difference being in the trade with the United States.

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Harvesting throughout Manitoba and the North-West is about over, and it is estimated that there will be in the neighborhood of 20,000,000 bushels for export. The damage from frost is not nearly so great as was at first believed, and taken altogether the result is most gratifying. Storekeepers in the far West may, therefore, look for a brisk trade during the fall and winter season.

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Henry W. Buxton, 335 Broadway, New York, has been appointed selling agent for the United States by H. Berrington & Co., of Belfast, Ireland, the largest apron and pinafore manufacturers in Great Britain and Ireland. He has on hand a full sample line of their goods in English and American styles at European market prices, and the goods are shipped direct from Belfast to the purchasers.

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The report of the United States department of agriculture marks a reduction in the condition of cotton during the past month of six points from 88.9 to 82.7. The cause of the reduction on the Atlantic coast has been excess of rainfall, causing overgrowth of the plant, and diminishing the tendency to fruitage. From Alabama westward drought was the main factor of loss, assisted by the boll worm. The condition is lowest in Arkansas, Louisiana, and Tennessee.

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In reply to several enquiries we may state that no definite steps have as yet been taken in Toronto for the formation of a Retail Dry Goods Association. There seems to be a disinclination on the part of any one in particular to take the first step, but we are assured that if this were done the movement would soon become general. But it is not all necessary that other places should wait until Toronto makes a start. We have been advised that several cities and towns are ripe for the experiment, and if only one out of the number would go into the matter vigorously and not stop until an Association was formed others would quickly follow suit. The columns of THE REVIEW are open for any correspondence on the subject.