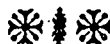


# Thanks Brethren, Thanks!



THE CANADIAN DRY GOODS REVIEW is the latest trade journal launched upon the stormy sea of journalism. It is a bright, newsy, 20-page paper, containing portraits of well-known travellers and much useful information for the class in whose interests it is published. Its special department will be hats, caps and furs, millinery and clothing. Publication will be monthly and the subscription \$1 per year. Mr. Charles Morrison is editor and business manager.—The Globe, Toronto.

DRY GOODS is the name of a new trade paper which has entered the field of journalism, with Toronto as its headquarters. Its first issue is just to hand, and if it is a criterion, is certainly deserving of support, the make up, reading matter, etc., being tip top. A special feature, which no doubt will receive considerable attention from the "boys of the road," is a supplement devoted solely to the interests of commercial travellers. If they tell all their stories in its pages, it should furnish some racy and interesting reading.—The Gazette, Montreal.

The first number of THE CANADIAN DRY GOODS, HATS, CAPS AND FURS, MILLINERY AND CLOTHING REVIEW, a monthly published in Toronto in the interest of these trades, is to hand. It is a very creditable production in every respect, and if it keeps up to the high standard as shown by the first number it will become a popular journal with the trades indicated. It is safe to say that as a trade journal it has few equals and no superior. The matter is instructive and interesting to its readers, various points of importance to the trades being dealt with. It is under the editorial supervision of Mr. Charles Morrison, who has for many years been connected with the press in this city, and for several years occupied the city editor's chair of the Mail.—The Empire, Toronto.

A tribute at once to the power of the press and to the enterprise of the modern commercial world is the large number of journals throughout the country which are devoted exclusively to the interests of various lines of business. The latest of these is THE CANADIAN DRYGOODS REVIEW. It is a twenty page monthly, and devoted to the trade in drygoods, hats, caps, furs, millinery and clothing. A novel feature is a department for the commercial travelers of the trade. The ability with which the various departments are handled convinces the reader of the capability of the editor. The work is executed in the printer's best style. A good

effect is produced by the employment of a number of vignets. It is published by THE DRYGOODS REVIEW Company, of which Mr. J. B. McLean is president. Mr. Charles Morrison is editor-in-chief and business manager. The World doubts not that a prosperous and useful career is before it.—The World, Toronto.

THE CANADIAN DRY GOODS REVIEW is one of the most recent applicants for popular favor that has bowed from its Toronto rostrum to a Canadian audience. It came into being with the new year, and it promises to make visits to its friends as regularly as the months roll by. Being the organ of the Canadian dry goods, hats, caps and furs, millinery and clothing trades, as we are told, we will be disappointed if in the future the air is not redolent of the music that should emanate from such an instrument, telling all that there is to be told regarding the trades in question. But there can be no suspicion of doubt regarding the tone and quality of this organ, nor of the sweetness of its music, when it is remembered that Johnny McLean, as president of the company, turns the crank, or blows the bellows, and Charlie Morrison, as editor, presides at the finger board and produces the fluent notes. The trade should be proud of the REVIEW.—Canadian Manufacturer.

A new monthly has come to hand, which will be hailed with pleasure by the dry goods and associate trades, in the shape of the CANADIAN DRY GOODS REVIEW. As the title page indicates, this handsomely-devised twenty-page journal is the organ of the dry goods, hats, caps, and furs, and millinery and clothing trades. The REVIEW is neatly gotten up, well and clearly printed, and its arrangement is all that could be desired. It is very complete, having something to say of interest in all departments, not only to those actively engaged in the trade, but also to the general public. When it is stated that the editorial management is under the personal supervision of Mr. Charles Morrison, whose experience in this field has been large and varied, it will not be necessary to assure the trade that it has come to stay. Its success is already assured. The prominent retailers throughout the Dominion have entered cordially into the scheme, and doubtless the confidence of the trade in general will be quickly secured. The phenomenal growth of such trade journals in the United States is the best evidence of the necessity for such a medium between the manufacturer, wholesaler, and retailer. The intention of the publishers is to make the journal a medium

of valuable information between the buyer and seller, and to keep them informed in matters concerning their welfare. The first number is carefully and attractively prepared, and, as stated in the salutation, it has probably no superior in this respect. Mr. J. B. McLean is the publisher.—Toronto Daily Mail.

Our compliments to Mr. Morrison. We have received the first number of the CANADIAN DRY GOODS REVIEW, and find it a welcome looking addition to the field of trade journalism. It is stylishly printed, carefully edited, and ought to be heard from for a long time to come. It is published at 6 Wellington street west, Toronto, Canada. Charles Morrison is the editor and business manager.—The American Carpet and Upholstery Trade, Philadelphia.

The initial number of THE CANADIAN DRY GOODS REVIEW is to hand, and is in every way worthy of the important trade it proposes to represent. The dry goods trade has of late been about the only one in Canada that has not been specially represented by a trade journal, and the REVIEW will in reality therefore fill the conventional "long felt want" that has heretofore brought so many journals into existence. Its first issue is a very elegant production both as to literary matter and typographically, and if its promoters can keep it up to its present high standard they should receive the hearty support of the Canadian dry goods trade generally. The subscription price has been placed at the very low figure of \$1 per year.—The Trader, Toronto.

With the dawn of 1891, THE CANADIAN DRY GOODS REVIEW, a monthly publication of twenty pages devoted to the interests of the dry goods, hats, caps, furs, millinery and clothing trades, makes its bow for popular favor. The initial number has reached this office, and typographically is one of the most artistic ventures in trade journalism coming under our observation. THE DRY GOODS REVIEW Company—J. B. McLean, President and Charles Morrison, Editor and Manager—of Toronto, Canada, are the publishers. In its special field our Canadian young friend must be a power for good. Its "Salutatory," couched as it is in modest language, is an evidence that the Editor realizes fully the responsibility of his position. His articles are well written. In the bonds of "Reciprocity," we extend to him the hand of fellowship, and hope that the mission of the REVIEW may be for all time commensurate with the high degree of merit of which it gives promise at its birth—the best wish we can offer. N. J. Trade Review.