

THE REAL AND THE UNREAL BUSINESS PAPER.

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Imitation is the order of the day.

Imitators are everywhere.

The real and the unreal live side by side.

The good and the bad are neighbors.

There are trade papers which are trade papers.

There are trade papers which trade on the trade, and have nothing to trade with.

The profitable trade paper is very profitable.

First-class trade papers make money.

All first-class men are successful.

All honest men succeed.

Dishonest men try to, and sometimes do.

There are papers masquerading under the names of legitimate publications which are nothing more nor less than advertisements bound together in pamphlet form.

There are so-called trade papers which have no circulation, and which cannot get any circulation.

There are trade papers run by men who know nothing about the trade they represent.

The popular impression that all trade papers are successful, has thrown upon the market numerous illegitimate publications which attempt to float on the water which has passed, and to sail by the wind of others.

A trade paper can be three-quarters advertising, and yet be a good trade paper.

A trade paper can be half clippings, and yet be a real trade paper.

The trade paper which is a trade paper, is the paper which contains part advertising, part original matter, part clippings, and is of interest and benefit to its readers, and such a trade paper is obliged to have circulation.

The trade paper which is all sample copies is illegitimate—it has no right of existence.

The trade paper which is all clippings is not a real publication.

The trade paper which is all advertising cannot be classed in the first class.

The trade paper which contains nothing but puffs is not worthy of consideration.

The trade paper which has all of its reading columns for sale, and which sells nearly all of its reading matter space, is worthless as an advertising medium.

The trade paper has a perfect right to print a paid notice. Every publication, excepting a few of the magazines, do that.

The trade paper can legitimately speak well of its advertisers—it ought to do that—the advertisers expect it.

The trade paper which speaks ill of those who do not advertise in its columns is a trade paper which has no standing, and which is worth little.

There are trade papers in the country which are nothing more or less than blackmailing sheets, which the Government ought not to transmit through the mails, and which are a detriment to the trade they represent, and to the honesty of the craft.

The legitimate trade paper, the trade paper of character, and

the trade paper which pays the advertiser, is the trade paper which carries a large amount of advertising, for such advertising is as valuable to the reader as the reading columns themselves, for these pages of advertisements present pictures of progress, and tell the buyers what to buy as well as where to buy.

The legitimate trade paper contains a reasonable amount of reading matter, part of it original and part of it copied.

The legitimate trade paper balances its advertising with its reading matter, and its reading matter with its advertising.

It prints legitimate reading notices.

It speaks well of its advertisers, but it is not a paper of puffs—it is a paper of news and comment, simply the right combination of all that which makes up a first-class publication.

Beware of the trade paper which has a different rate for every advertiser.

Look out for the trade paper which has a "Seeing-it's-you" concession for everybody.

Look out for the trade paper which does not stand on its own dignity and say to the advertiser, "My space is merchandise. If you

want it, you must buy it as you buy your clothes or your shoes."

Look out for the trade paper that puffs everybody indiscriminately.

The trade paper can be known by the quality of its representatives.

First-class advertising men work for first-class papers.

Second-class advertising men work for second-class papers.

The representative of the legitimate trade paper is a gentleman—a man worthy of your confidence—when he calls he is entitled to your consideration, and should be given an audience.



Effectiveness in "get-up"—the eye-catching features of an advertisement—are factors in

Result-Getting Advertising

only when employed in a medium having circulation, prestige and influence with

A Buying Constituency

under whose eye it must come. There are others, but none of its class having so strong a hold upon the buyers in your line as has

"The Dry Goods Review"

circulating exclusively to buyers—having influence with buyers—endorsed by the buyers of goods in your line, etc., etc.

Has No Waste Circulation

What about the Special Edition?