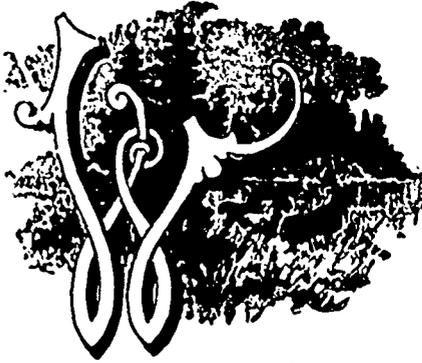


ONE YEAR OLD.



WITH this issue The REVIEW closes its first year of existence, and taking everything into consideration, we have much cause for feeling gratified with the results. In our salutatory we expressed the conviction that our venture would quickly succeed in securing the confidence

and support of the trade, and in this we have not been disappointed. No sooner was the first number issued than something unprecedented in trade journalism occurred, viz.: Several local dealers called personally at our office and tendered their subscription and almost every mail brought subscriptions and words of encouragement from every province in the Dominion. Since then our canvassers have met with extraordinary success and the good work still goes on in increasing volume. Hundreds of retailers have not renewed their subscriptions to other trade papers, preferring to be satisfied with THE REVIEW, knowing full well that they always can depend upon finding something of practical value to them in its columns. This is a fact of which we not only have personal knowledge but is borne out by communications received by us from time to time. We give the following as an instance, which came to hand last month from a merchant in Stratford: "I returned my copy of DRY GOODS REVIEW to-day in mistake, thinking it was The Monetary Times for which my sub. had run out, and which I stopped, and in a hurry got them mixed in my mind. Kindly forward again and oblige." We are not given to boasting, but we may be pardoned for modestly claiming that the popularity of THE REVIEW has been gained entirely upon its merits, as we have aimed from the start to turn out a first-class journal in every respect, creditable to the trades it represents. The many letters of commendation from subscribers, which we have published from time to time, are the best evidence we can offer that our aim has been successful. The latest in this respect was received a few days ago from Messrs. Youell & Wrong, Aylmer, Ont., as follows: "We are much pleased with your journal and think it a good investment for one dollar." So much for the past.

Regarding the future we shall use every effort to keep upward and onward. Whatever will tend to still further popularize THE REVIEW will not be lost sight of, and any suggestions on this point will be gladly welcomed. Let us again draw the attention of our readers to the fact that our columns are always open for the ventilation of grievances, and for the discussion of questions affecting the trade. These are numerous, and when a medium is established wherein they can be thoroughly discussed, it should be liberally taken advantage of. Our illustrated sketches of prominent men in the trade have turned out a popular feature and they will be continued. In February we will make our first attempt at issuing a special number and we say, unhesitatingly, that typographically and otherwise it will be far ahead of any similar publication on this continent. It will be most handsomely illustrated, and will contain articles on practical subjects by gentlemen prominently identified with the trade. However, it is not necessary for us to go into detail as to what we will do in the future. Our record in the past year should be a sufficient guarantee that we are determined on "deeds of high resolve." We entered the field of journalism with the avowed object of making THE REVIEW the most popular trade paper in Canada, and are sparing neither expense nor trouble for its accomplishment. We have to thank our numerous friends for their support and kindly encouragement, and we can assure them that our endeavor will be to merit still further recognition in this regard.

THE TRADE IN MONTREAL.

(By Our Own Correspondent.)

There are more than ten years since the Dry Goods trade had so much to contend with in the way of weather. In the district, of which Montreal is the centre, the mildness is up to this time like that of September, with the exception of a few days, and even then the cold was not sufficient to frighten people into laying in seasonable goods. And it is a belief among the trade that if people do not buy before the first of January they will not buy at all. The holidays are in sight and there has yet been no call for the goods usually incidental to the season, and most of the dealers have made up their minds to selling none at all. But they are taking advantage of the dulness to take stock and find out just where they stand. This refers more particularly to the retailers, but it will reflect upon the wholesale trade in due course. A matter that puzzles everybody is that collections are so obstinate when the country is full of grain, when farmers in Ontario have marketed largely, and in most cases remunerative prices prevail. A canvass of all the leading dry goods firms bears out the statement that collections are unprecedentedly bad and the blame is thrown upon the country merchants for not looking after their accounts. The farmers are, as a rule, slow to appreciate business needs and they are apt to consider to-morrow better than to-day. The retailer does not choose to instruct them and so the burden is thrown upon the wholesale merchants. This carelessness is embarrassing the trade of the whole country and at the end of a long period of depression is counteracting the effects of the prosperity that should now be felt. The evidence from the country merchants is accumulating to show that farmers are being particularly pressed by the implement men, and by money lenders, and that they are giving these two classes their first attention to prevent a seizure of their goods and a foreclosure of mortgages. This condition is only temporary and must pass. There is ground for nothing but hopefulness since all classes have taken the lesson of caution to heart. Money for legitimate business is easily obtainable at the banks and it is likely to remain plentiful for purposes of moving the crops, but the time and signature of the paper require to be right. The period of failures appears to be at an end. Within the last month there has not been a serious dry goods failure throughout the whole of Canada. The prices of staple goods are stationary or downward but as a rule values are firmly held without change. The price of cotton is firm, under the steadying influences of the syndicate, and according to the advance in the listed value of Canada Cotton Company it is probable that this concern will soon fall into the association. The stock is advancing and operators appear to expect this. Travelers are now at their busiest and send in hopeful reports of the spring trade. They have a full line of samples but are pushing Canadian cottons and woollens and booking good accounts for the early part of 1892. Last summer the laying for the fall trade was so scanty, it was confidently believed that the sorting orders coming in on the spring trip would be a feature of trade, but these looked-for orders have not become a factor.

THE REVIEW AHEAD.

On December 12th, we received a communication from Mr. Harry Harman, Window Dresser & Co., Louisville, Kentucky, who placed a small advertisement in the October and November issues of THE REVIEW, in which he says:

AS TO RETURNS, I CAN ONLY SAY THAT OF SOME TWELVE JOURNALS I HAVE ADVERTISED IN, I HAVE RECEIVED MORE IN NUMBERS FROM THE REVIEW THAN ANY OF THE OTHER JOURNALS.

We have much pleasure in drawing the attention of wholesalers and manufacturers to this practical evidence of the value of THE REVIEW as an advertising medium.