

## THE BUSINESS PAPER.

ITS TRUE POSITION, AND ITS INTRINSIC VALUE IN BUSINESS MAKING.

The trade paper is a trade necessity.

Business may be run without it.

Business never has been run without it.

The merchant can write his letters on a barrel-head—but he doesn't.

Merchandise can be sent across the continent by mule-power, but nobody uses that motor.

The fact that every trade has from one to a dozen representative papers devoted exclusively to the trade they represent, is prima facie, as well as circumstantial, evidence that the trade paper is a part of the economy of business.

I don't own a trade paper.

I never did own a trade paper.

I never expect to own a trade paper.

I have no trade paper interest.

I simply know trade papers.

I am writing what I know.

A bank president in Boston can't write more than his name, but his ignorance didn't make him a bank president.

There are men who don't read the trade papers and succeed, but so long as the ninety-and-nine read trade papers, and are successful, there is no need of discussing the peculiar composition of the one man who makes money and reads nothing.

The trade paper is a commercial clearing house, with members entirely confined to its particular trade.

It is more than a clearing house, it is a typographical business club, and into its arena is thrown the thought of trade.

It is a printed show room, where everything new, and everything interesting, are placed before the reader, for the reader's benefit.

The good trade paper civilizes trade—spreads trade—increases trade—makes trade honest—disarms unnatural competition, tends to raise cold-blooded business up to the fraternity of social decency.

The man who reads a trade paper may not be wise, but I never knew a fool to read a trade paper.

The trade paper reaches into general trade, and absorbs that line of business which is pertinent to the class it illustrates.

The trade paper gives to the reader that which he wants—it is a sort of sieve through which only can pass words of business interest.

The reason that trade papers carry advertising is the same reason that magazines and daily papers carry advertising.

The first-class trade paper has just as much right to devote a part of its pages to advertising as has the magazine or story publication.

The advertising in a trade paper is as interesting as the reading matter, for the advertising pages present the names and addresses and other business information concerning the most enterprising business men in the trade represented.

The progressive manufacturer or wholesaler realizes that while the circulation of the trade paper may be small, every copy goes into the hands of a probable customer.

A man can do business without advertising in the trade

paper, but the fact that comparatively few men of enterprise do not advertise indicates that the advertisement in the trade paper has money-bringing and trade-increasing value.

A paper with a circulation among one thousand probable customers is worth more than the circulation of a paper with one hundred thousand among possible customers, unless the one thousand probable customers are included in the one hundred thousand possible customers.

The only people who read a dry goods paper are people who earn their living, making, distributing and retailing one particular line of goods.

They are not only interested in the news of their trade, but they are ever anxious of considering any one who supplies the goods they sell.

The advertisement in the trade paper may not bring more than one answer a month, perhaps not more than one a year, but one answer may be the beginning of a trade which will pay for the advertisement ten times over.

There are a thousand reasons why a general magazine need not be read by business men, but the sun never shone upon a reason why the man who sells dry goods, etc., should not read systematically and carefully the paper which represents the trade of his living.

He reads the trade paper, and as he isn't a fool, he reads the advertising pages as carefully as he reads the reading matter, for the business man knows that the advertising pages will present to him ways and means of increasing his business, and of making more money.

The man who does not believe that people read the trade paper advertisements is advised to print at the bottom of his advertisement, in the smallest possible type, the statement that he will present a yellow dog, or a rosewood piano, to any reader of the paper who sends for it.

The best advertising in the world is the advertising that strikes men squarely between the business eyes.

The trade paper contains nothing but business—it is the one great business-bringer of wholesale publicity.

There is something the matter with the business man who can't build business better with the business assistance of business papers.

Nath'l C. Fowler, Jr., Doctor of Publicity. (Copyright, 1895.)

## IN NORTHERN ONTARIO.

Mr E. J. Vincent, Parry Sound, favored THE REVIEW with a call on the 16th Oct. He reports the season's trade very good, but they expect a quiet winter on account of lumber (their principal product) being held for higher prices. Fish that are caught within twenty miles of the town are all shipped from there, thus creating quite a trade in that line. Building has also been pushed forward during the last two years. A few years ago there was not a decent looking store in Parry Sound, but to-day there is only one without a plate glass front. Mr. Vincent started in business in Parry Sound about two years ago, having sold out his general store in South River to the South River Mercantile Co. Mr. Vincent was at one time a partner in the firm of Vincent Bros., Bracebridge. He was in Toronto on a buying tour and left here for Montreal.