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First of Each Month.**

A NEW COVER FOR EVERY ISSUE.

Our efforts in producing artistic and attractive covers, both for our regular and special numbers, have been so thoroughly appreciated that we feel warranted in allowing our artistic ideas to get away with our cash box, for a time at least. Therefore, A. H. Howard, R.C.A., one of the best designers in America, is now under contract to furnish us with a new cover for every issue from this out. This month we show the first of the series.

The cost of this improvement will be very great, but we intend to maintain the reputation THE DRY GOODS REVIEW has acquired for originality and brightness.

OUR NEW OFFICES.

THE DRY GOODS REVIEW is this month issued from new offices. The offices of publication are now No. 26 Front street west, Toronto, and 146 St. James street, Montreal.

Ever since the inception of THE DRY GOODS REVIEW it has been the aim of its publishers to issue a journal attractive in its appearance, newsy and bright in its subject matter, and independent and just in its tone. We have hewed faithfully to these lines.

It is frequently said regarding individuals that their efforts are not appreciated in this life. As publishers of this journal, our experience is of the very opposite character.

The trade, both readers and advertisers, have and are appreciating our efforts. Look this issue through carefully, and

compare it with the same month of last year. The advertising is more than doubled. Isn't this proof of the value of any advertising medium?

It is because of the demands of this ever-increasing recognition that our removal was necessitated.

With more extended arrangements for gathering news, with more commodious and larger offices, with larger and faster presses and other improved appurtenances, the readers of THE DRY GOODS REVIEW may look for a better paper than ever before, if this were possible, and advertisers an even better medium for acquainting the trade with what they have to sell. But this can only be done by the co-operation of the retail trade, to whom we look for assistance.

Every reader of this journal can assist us by sending items of news whenever possible and taking an active interest in all discussions carried on in these columns. Suggestions are always welcomed.

PETTY JEALOUSY.

GRAND indeed were the sentiments of the President of the Winnipeg Board of Trade when he said: "Whatever benefits the Dominion as a whole, interests and should gratify every Province." No petty jealousy lurks there.

Increased trade with Australia may benefit British Columbia more than the other Provinces, but nevertheless the latter should be interested and gratified. A fast Atlantic service would benefit the Maritime Provinces; then let the West support it. A national Insolvency Bill would benefit Toronto and Montreal merchants more than any others, but why should petty jealousy not allow them to be benefitted when not harm but justice is being done?

Every merchant who makes money in a town helps that town; why should his fellow merchants be jealous of him? A Board of Trade in a town would benefit some merchants more than others, but the spirit of jealousy should not prevent the smaller one from supporting it ungrudgingly. Petty jealousy among its citizens is killing many a Canadian town to-day, for without unity there is no strength.

There is too much jealousy among competitors in the dry goods trade. It leads to gossiping, suggesting, slandering and backbiting. It fills the air with unpleasant odors. Peace is driven from men's minds, and dark, cruel discord makes their lives unpleasant. Let greater liberality prevail, for is not this the Age of Liberty?