

THE CANADIAN GOODS DRY REVIEW

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Advance in Trade Journalism.

FACT that trade journals in Canada are steadily growing in influence and popularity is not to be wondered at. Merchants and manufacturers, at first, were inclined to view them with a certain amount of suspicion and distrust, but as their aim and object became better understood and it was seen that the field they occupy is one combining instruction with influence, the inevitable change came. Almost every industry of importance is now represented by a weekly or monthly journal and liberally supported by those in whose interests it is published.

To the trade journals artisans naturally look for the best methods of improving their skill and increasing their power of production. Workers in iron and steel and other metals, for instance, find in the journals devoted to those and allied trades, prompt intelligence of every new invention or improvement originated by men of their craft in any part of the world. So, too, workers in other industries find the trade journals a source of intelligence and common benefit, for through all lines of industry there flows a constant stream of information by means of which the best appliances are utilized in such behalf. There are also journals devoted to the advancement of purely commercial undertakings, or the selling interest only, occupying the position of a medium of valuable information between buyer and seller. It may be that here and there a trade journal can be found of little value to the interests it claims to represent, but that is an individual matter rather than a reflection upon the trade press at large. The phenomenal growth of the trade press during the past few years furnishes the best evidence of the necessity for such a medium between maker and seller, or buyer and seller, and that it has been largely utilized is manifest by the improved appearance and enlarged size of the journals themselves, that liberal patronage by appreciative customers has enabled the publishers to present. And this leads us to speak of our first attempt at a special number. Our native modesty will not allow us to say much on the subject. We have endeavored to present as creditable a number as the time and other circumstances would permit, and if it should meet with the approval of our numerous readers we will be amply rewarded for our pains. In our efforts we have been greatly encouraged by the sympathy and practical assistance of several gentlemen prominently identified with the wholesale and retail trade, for which they have

our warmest thanks. It is a hopeful sign when such men do not begrudge the time or trouble to help others by giving expression to their views on important questions affecting the trade in these columns. This is a feature of THE REVIEW which we have never lost sight of, and our only regret, hitherto, has been, that it has not been utilized to any appreciable extent. We hear a great deal about man's philanthropy, but we consider that when a successful business man points out to others from his own practical experience, the way to avoid the rocks on which so many business enterprises are wrecked, he is as much a philanthropist as the man who helps others by a welcome and timely donation of money. This is meant as a hint that our columns are always open for successful business men to help their less fortunate brethren in the manner indicated. Our aim is to make THE REVIEW popular with the trade, and any suggestions in that direction from our readers will be gladly welcomed, and promptly carried out, if at all practicable. We cannot but feel grateful at the many expressions of approval and commendation which we have received, and can only say that it is our ambition to rise higher and higher in the estimation of our patrons till we attain the topmost pinnacle of success.

Reverting to the trade press generally it is undeniable that these journals, when honestly and intelligently conducted, are becoming more and more a power in business circles, for they are really the only source from which business men can acquire information relating particularly to their trade interests. The objection was at first made that they would be found antagonistic to the daily press, but that has been long since exploded, as it was seen that each had its own particular mission to fulfil, without the one in the slightest degree interfering with the other in its legitimate field of usefulness. The trade paper is invaluable to the country merchant, as the general matter therein often saves him money because of timely suggestions made. The advertisements are also a source of useful information to him, from the fact that the wholesalers and manufacturers are making advertising the medium of business announcements to the trade. That they are appreciated for these reasons—at least we can say so as far as THE REVIEW is concerned—is apparent from the liberal encouragement they receive from their subscribers and advertisers. We have given in previous issues expressions of appreciation from our subscribers, and they still keep coming to hand. The latest is from Mr R A Rafuse, Middle La Have, N.S., who, while sending his renewal subscription, says of THE REVIEW: "I like it very much, and please continue to send it for another year."

