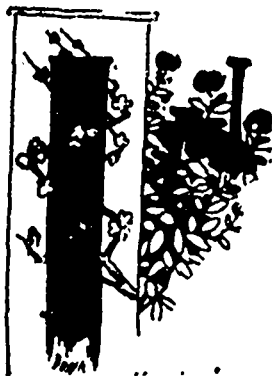


## TRADE JOURNALS AS ADVERTISING MEDIUMS.



ASKING for a liberal measure of patronage for this journal, it is, we think, fitting that an answer should be made to some of the objections raised against trade journals, and the advantages claimed for them should be referred to. Some are ungenerous enough to say that these journals are started for the sole purpose of making money, but most people know that they have a nobler mission than the mere acquisition of dollars and cents. Of course it would be just as absurd to start a paper with the avowed object of continually losing money as to start a business with the same end in view. There would be no sense in doing that. The careful business man knows from his environment and from personal observation that, although when he first opens his store business may be backward in coming to him, it is bound in time to gather such proportions as will enable him to recoup himself and gradually extend his operations. So it is with trade journals. Others oppose them on the ground that they are not wanted; that the daily press meets all the requirements of the case. The fallacy of such an argument is apparent on the face of it. Practical men who have taken the trouble to give the matter consideration readily admit that there is no antagonism between the daily press and the trade press, each having its own particular field of usefulness. It has been said before, and we cannot do better than repeat the assertion, that trade journals, as means of finding out new customers, offer special advantages to business men, which may be classified as follows:—The trade journal has a reputation as an advertising medium so peculiarly its own that outside parties get in the habit of resorting to its pages, as occasion may suggest, in order to keep posted about the introduction of new things, or to ascertain if there is any recent improvements which could be used with advantage in their business. No daily paper could be depended on to supply that sort of information. The trade journal is not ephemeral, like the daily paper, which is rarely preserved beyond the date of its issue, and which is difficult to find twenty-four hours afterwards in the homes of its patrons. Indeed, the trade journal is filed for further reference by some of its subscribers with as much care and regularity as a receipted bill; hence, an advertisement, which in any daily newspaper would have ceased to do service, may attract attention again at some accidental moment and become the adventitious means of an order. The trade journal, on account of its special field of service, furnishes a direct approach to capable purchasers, nearly every one of whom may stand in need of the article advertised, which would be cheaper and far more effective than any appeal to an indiscriminate mass of readers such as that represented by a daily newspaper. These are a few of the advantages claimed for trade journals, and businessmen who have patronised them can vouch for their truth.

It may be added that the trade which the DRY GOODS REVIEW has been established to represent is the only one in Canada which has hitherto not had a journal of its own.

Hon. G. E. Foster, Minister of Finance, returned to Ottawa on New Year's day from his visit to the West Indies. He met with a cordial reception at all the islands and his views on reciprocal trade relations were listened to with much interest and attention. He has not yet announced the results of his mission, but it will undoubtedly lead to a very largely increased trade between Canada and the West Indies. The splendid exhibits of Canadian manufactures and goods at the Jamaica exhibition will do much also to arrive at this most desirable consummation.

## EDITORIAL NOTES.

It is reported that Mitchell & Co, the great gingham manufacturers of Glasgow, Scotland, have decided to locate in Fitchburg, Mass.

The British silk trade still continues in a depressed condition owing to cheap foreign competition. The lace trade is also in a similar condition, but strong efforts are being made to bring about a revival.

It is to be hoped that the efforts of Mr. Henniker Heaton to obtain a two cent postage rate between England and Canada will be crowned with success. When we are doing everything we can to strengthen our trade relations with the Mother Country, such a boon would be highly appreciated.

Messrs Boyd Bros. & Co., wholesale dry-goods and fancy-goods merchants, Toronto, have for the coming season a splendid assortment of general dry-goods, dress-goods, gents' furnishings, haberdashery, Berlin wools, etc., which embraces all the latest novelties. In their commodious establishment will be found as great a variety of goods in the various departments as in any other house in the Dominion. They are live and energetic business men always on the alert for the introduction of novelties in all departments, and in consequence trade for the past year has been very satisfactory, showing a very large and gratifying increase over the previous year. The extensive preparations for the coming season justify them in looking with confidence upon a still greater increased trade during the year just opened.

One of the oldest, best-known and most popular wholesale dry-goods houses in the west, is that of Knox, Morgan & Co., Hamilton. Their popularity lies in the fact that they are known to be reliable and liberal in their dealings and keep themselves fully abreast of the times in their line of business. Furthermore their stock is always in that clean condition which enables them to offer new, attractive and easy-selling goods, that will bear good profits to the retailers and save their customers wading through a large lot of old samples. For the spring trade they offer special values in general dry-goods, dress-goods, gents' furnishings, laces, frillings and hosiery. Buyers would do well to compare their range of staples and values before placing their spring orders. Their travellers are continually covering Western Ontario.

Last month Messrs. Gordon, Mackay & Co., wholesale dry goods merchants, corner Front and Bay streets, Toronto, purchased the entire stock of Bryce, McMurrich & Co., and are now selling it at large trade discounts. This is a rare opportunity, which retailers throughout the Dominion will, undoubtedly, take advantage of, as the stock includes new staple lines in every department of general dry goods. Gordon, Mackay & Co., during their 40 years' experience, have justly earned for themselves an enviable reputation for all that is characteristic of honor and integrity in business, and retailers may therefore rest satisfied of the genuineness of the reductions offered by them in connection with the recently purchased stock. This is not by any means the first time that this enterprising firm have assimilated other entire stocks, which have been sold to their customers at greatly reduced prices. It has always been a matter of surprise that they have not retained for themselves a much larger profit, but they argue that by invariably sharing the advantages from such purchases with their customers, they profit indirectly to a yet greater extent. Such a liberal policy has contributed in a large measure to the high estimation in which the firm is held by retail merchants, and, as a natural consequence, to the steady increase in their volume of business.

## CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.