ABLOT OF INK.

In any shape, or form, will attract attention, but if not in the right place it is of little value. Thousands of dollars worth of printers' ink is wasted every year by advertisers trying to attract buyers' attention. They don't seem to find the right medium. Do you want to reach the dry goods, hat, cap and fur, millinery and clothing dealers of Canada? If so, every speck of printers' ink on every page of The DRY Goods Review does its work, because every reader is a buyer of the goods advertised. The prosperity of Canada depends on the farmer. Loan and implement companies say that his payments are 50 per cent. better than ever before. Bankers say he has more money in the Savings Banks. Everything now points to good crops and high prices for all his products; and a brilliant fall trade is anticipated. Copies of The Dry Goods Review will be found on the desks of nearly all wholesale and retail dealers. Send for Sample copies and rates.