

## IMPORTANT NOTICE TO ADVERTISERS.

**O**WING to the greatly increased size and circulation of THE DRY GOODS REVIEW within the last six months, we have been laboring under heavy difficulties on account of advertisers not furnishing advertising copy by date called for. The delay we are put to each month now threatens to destroy several of the most valuable features of THE REVIEW, viz., artistic and attractive display, clean press work, and promptness of issue. In our own interests we cannot afford to sacrifice any one of these features. In fact, our whole aim is to improve on each of these points. It is no fair to the majority of our advertisers, who never fail to send their copy on time, that they should suffer through the neglect of others.

We think we are the only publishers in America who notify advertisers of date of issues, and we do not think there is another publication that gives its advertisements the attention THE REVIEW does. This, however, has been both a pleasant and profitable task, and we have no intention of altering our methods; in fact, we would like to do more in this direction—if there is still room left for development.

The value of a trade newspaper to an advertiser is based on its value to the retailer. A paper irregularly published, poorly printed, miserably-displayed advertisements, with indistinct and old-fashioned type, containing no bright reading matter for its supposed readers, is of no value and without circulation (notwithstanding what its advertising canvasser may tell you), and if without circulation, of what value to the advertiser? Why has THE DRY GOODS REVIEW increased in size from sixteen to fifty pages in eighteen months? Because the trade throughout the Dominion appreciate a paper that they can get so much useful information from. It pays advertisers; they get results.

In future we ask our advertisers to have all changes of advertisement in our hands on date called for on regular notification card. Copy received after that date will be held over for following issue.

## RETURNING GOODS.

**I**N the last REVIEW the question of returning goods was dealt with by Mr. Cressman, of Norwich, from the retailer's standpoint. He makes out a good strong case by pointing out that the fault is by no means all on the one side. No doubt it is annoying to a well-conducted wholesale house to have goods returned without reason, and that many firms have ground of complaint is shown by the matter being discussed in the dry goods' associations. But Mr. Cressman gives his own experience. One invoice with eighteen entries was analysed as follows: No. 1—Correct. No. 2—Goods substituted. No. 3—Goods sent before. No. 4—Correct. No. 5—Ditto. No. 6—Goods sent before. Nos. 7, 8, 9, 10, 11, 12—Goods sent in wrong sizes. No. 13—Price not correct. No. 14—Ditto ditto. No. 15—Goods sent before. No. 16—Prices wrong. No. 17—Correct. No. 18—Ditto. This, let us hope, is a glaring case, and that merchants are not often troubled with such an un-

satisfactory delivery. The retailer, to avoid such errors, should in all cases insist on getting a duplicate of the order from the salesmen, and then see that the goods ordered are the ones sent and no others.

## NOT ENCOURAGING.

**T**HE reports we get of the dry goods trade in the States are not satisfactory. Doubtless it will soon pick up, but, for the present, trade is languid. A prominent Canadian, who lately passed through New York on his way from England, tells THE REVIEW that he took a run through some of the leading retail stores there, and they were not so busy as the Toronto stores.

It is not easy to account for continued dull trade in the States. The wish in Canada is for business in the Republic to be good. Situated beside an immense country like that, participating more or less in the fluctuation of prices and volume of commerce, Canada must necessarily be involved in some degree with the commercial conditions across the boundary line. The Dominion's aggregate foreign trade last year was nearly \$219,000,000; of this we did nearly \$96,000,000 worth, or over 43 per cent., with the United States. Our exports across the border last year were over \$40,000,000, so that, whether we like it or not, we must consider carefully at all times the state of trade with so large a customer and near neighbor.

One of our American contemporaries has been attempting to analyse the situation and to account for the dulness. It declares that early in 1893, when the retail dry goods men began to feel the depression, they put forth special efforts to stimulate trade.

"The tariff changes which reduced the cost of many lines of dry goods were most opportune, and the change in values which immediately followed the lower tariff placed a whip in the hand of every merchant which he proceeded to use with more vigor than discretion. Bargain sales and phenomenal price reductions lit up the lurid advertisements of the dry goods trade throughout the land. The individual merchant hugged himself for his good fortune and hammered away. The public at large, yielding to the influence of lower prices, specious advertising and the alluring fascinations of the bargain sale, bought and bought again."

Cheap sales thus flourished, and the consumer, finding prices really low, over-bought. Many goods, our contemporary argues, have just changed hands—that is, while merchandise no longer, they are still in consumers' hands, unconsumed. The accumulation is not worked off, and until it is, revival in the retail trade cannot be counted upon.

Whether this is the true solution of the dulness in the States or not, or whether it is due to a combination of tariff uncertainty, presidential election, and currency muddle, Canadians naturally hope to see a speedy end to the trouble.

It is related to THE REVIEW that one Toronto firm which makes a specialty of ladies' tailor-made costumes has had orders during the racing season for \$11,000 worth of ladies' dresses. So much for the value of the races to trade.