



Our illustration emphasizes a lesson that experience has taught and is constantly teaching. It stands to reason that a paper, like THE DRY GOODS REVIEW, which goes directly to the retail trade and nobody else is a much better medium to advertise in than a paper whose circulation is distributed over an indiscriminate mass of readers. Besides, it is a well-recognized fact that an advertisement in such a medium stands in the light of an introduction to the Commercial Traveler and is a most valuable aid to him in placing orders. The name of the house and the goods for sale are persistently kept before the eyes of the retailers as the paper is not thrown in the waste paper basket but is usually filed for future reference.

THE DRY GOODS REVIEW has taken a firm hold of the trade and the letters we are constantly receiving, some of which are published in this issue, shew the appreciation in which it is held. To the manufacturer and wholesale merchant no better medium for directly reaching the trade is to be found in the Dominion and we solicit an advertisement confident in the belief that it will bear good fruit.

Write for rates to

THE DRY GOODS REVIEW CO.,
6 Wellington Street West, Toronto.