

# THE DRY GOODS REVIEW

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**ESSENTIAL TO SUCCESS.**



HERE can be no doubt that all dry goods merchants are anxious to be successful, for success means wealth, happiness, contentment, and fame. No merchant can become successful unless he knows everything there is to know about his business and his trade. It is only by knowing more than his competitors that a merchant can succeed. Superior information, then, is essential to success.

How is this to be gained. It is to be gained by conversations with rivals, travelers, and wholesalers. It doesn't matter where it comes from, so long as it is information. Travelers are full of it, and a quiet chat in the evening, as you and he smoke your cigars in the elegant smoking room which your wife keeps neat for you, will draw a great deal of it out

of him. He meets all the live men on the road, sees how they conduct their business, and has mines of treasure. If you can-

not get any information out of him, put him down as an ignoramus or a sharper, and avoid him. Get him to criticize your business. Good criticism is worth dollars; fulsome flattery is subtle poison.

Drop into the city and see the wholesalers from whom you buy. They will take you out to lunch at the club, and tell you a hundred and one things you do not know, and at the same time they will take a lot of information out of you. They are making money out of you and they want to know you. Their friendship may stand you in good stead in the hour when the clouds are lowering; and the lightning may be avoided by their timely and generous aid.

Visit both rural and city retailers. You will see how other men do business. You will pick up many pointers that you would never have thought of. But to do this you must be observant. If you haven't this power, cultivate it. Learn to go around with your eyes unbuttoned, especially in the day time and when you are away from home. Some men can see more in five minutes than other men can in an hour. Why? Because they are trained observers. They are not puffed up with vain ideas of their own superiority. They are looking for ideas. In observing other men's ideas, they get excellent ones of their own. If you do not believe this study "Association" in some book on psychology.

Above all read, read, read. Read what? Read something, read everything. Ralph Waldo Emerson is credited with saying that he had rather his boy should read dime novels than read nothing, for if one reads dime novels the reasonable chances are that after a time the taste will call for something better. Read trade papers. Read all you can about dry goods. You will get men's ideas which will be worth dollars to you—ideas which you can get no where else. The doctor could not get along without reading his medical journal, and much less a lawyer without reading all the latest decisions in every class of court.

Many merchants will get a copy of this issue of THE DRY GOODS REVIEW, who are not subscribers. You are losing money, by not gaining all the information which lies at your hand. There is no other Canadian journal which gives the dry goods information which this journal does, and hence it is a necessity to all live dry goods merchants. But if you don't like this journal, take some other good trade journal. Only take some paper which will keep you out of that old rut into which you are continually falling. It will make your business a pleasure rather than a labor. The more mastery a man feels over his business, the higher he stands in his trade, the greater pleasure he derives. Don't be dead, be alive—visit, converse, observe, think, read—these are essential to success.