

The brook which runs on forever is the brook the fish live in.
Moral—Advertise continuously.



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TOO MANY WHOLESALE HOUSES.

ONE cause of the small profits of wholesale houses is the number of firms there are competing for the trade. New ones are constantly coming into existence. The promoters do not consider whether there is room for them. They know that there are enough now in business to do all there is to be done, but they hope to take away a share of it. This leads to price cutting—the worst feature in Canadian trade to-day.

We have far too many importing houses. You can count the number of those in New York on the fingers of two hands, and they supply 60,000,000 people. In Canada we have nearly a hundred falling over each other, trying to supply 6,000,000. It must be quite evident to any clear-headed business man that the limit as to number has been about reached. There are some people who advocate, in Toronto for instance, some form of consolidation between a few of the existing houses which would at once reduce operating expenses and prevent overcrowding. The firms themselves are the best judges of the practicability of such a system of syndicating. If it imparted a healthier tone to trade, gave cheaper goods to the retailer, promoted the cash system, and relieved the retailer from some of the worry now occasioned by ceaseless solicitation for orders,

it ought to be good policy. The main principle, in THE REVIEW's opinion, is that business should be done on a sound basis, and that cutting should cease. Any other line of action means depression, sometimes disaster. If some of us think we have unusual ability, and feel we must be in business on our own account, let us take up an unoccupied field—a field in which there is no danger of competition and price cutting. The latter means no profits. Above everything, let us ask ourselves if the field promises large profits before we take a fatal step. Many of the men now in business would have been much better off had they remained in employment instead of embarking on their own account.

Our aim rather should be to make ourselves so useful that we may become partners in our employers' business, or in some other way secure a share of profits.

COLORED ADVERTISEMENTS.

ONE of the features of special editions of THE REVIEW which attract attention are the advertisements printed in colors. This feature is peculiar to THE REVIEW, no trade paper in America having yet reached this state of perfection, owing probably to the fact that they do not operate their own plant, and are, therefore, unable to get the price of two-color work within range of their advertisers.

The mechanical plant of THE REVIEW was purchased, and is operated, specially for the publishing of trade newspapers, and the presses are specially arranged for color printing. This is why we are able to give our advertisers color work at so small an expense.

In this age of advertising the demand is for something new, something original, attractive and out of the ordinary, THE REVIEW supplies this in advertisements in colors.

We are making special efforts in color work for the Fall Trade Edition, and if you want anything in this line let us know inside of ten days.