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Possible Buyer Direct.**



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*In future the annual subscription price of this
paper, mailed to British and other European places,
and to China, Japan, South America and Africa, will
be \$3 a year.*

EVERY PROVINCE OF THE DOMINION.

THIS journal has a very large circulation in every province of the Dominion. When we say circulation, we mean that 100 per cent. of the best and up-to-date retailers and the most responsible buyers subscribe for THE REVIEW, pay for it and therefore read it. It is the only journal in Canada representing the dry goods and kindred trades.

We do not sell cheap advertising. To do so we would require to exchange our present experienced staff for a paste pot and scissors; we would require to sell our fine presses and type and buy old worn-out material used in the Ark; good paper and ink would be replaced by inferior stuff. What would be the result? First, we would make money; second, we would lose our present advertisers and get those who now buy cheap advertising; those who say advertising does not pay, those who are dead—dead as a door nail, in fact, they are buried. Thanks, gentlemen, we pass. At the present moment THE DRY GOODS REVIEW is trump and we hold all the cards, viz., the brightest, the pushing and the up-to-date advertisers, who insist on a good thing and are willing to pay for it. Good advertising is cheap advertising every time.

But we started out to say something about our Fall Trade Number, which will be published Sept. 2. You know we always

keep our promises. Well, the coming special number will be equal to, if not ahead of, anything we have ever turned out. Many new features of great interest and value will be introduced. We want our advertisers to prepare bright, sparkling advertisements for this issue. We will do our share by providing new designs in type and border, and good paper and ink. Send in your copy early.

RETROSPECTIVE.

This year's wholesale dry goods trade opened up very poorly, and January, February and March were months in which nobody did very much blowing about the volume of business. Inquiries for all lines, except a few specialties, were very slow and colorless. March, April and May were much better, and by the end of that month considerable confidence had been infused into the trade. The business done was larger than last year, and nearly equal to the business of 1893. Moreover, it was larger than people expected, and hence all the more exhilarating. The first three weeks in June were productive of still further surprises. The sorting trade seemed to have been unduly prolonged, and instead of turning their attention to the ordering of Fall goods, retailers maintained their attempts to sell Spring and Summer goods. This was a splendid thing for those wholesale houses who aim to do a sorting trade, and they have done exceedingly well.

The sorting trade is still on, and light-weight goods are yet in demand, while orders for Fall are most encouraging.

THE PATRONS AND BINDER-TWINE.

We don't love them. We never said we did.

They aimed to break up existing methods of distribution and establish "Patron" ways. Being conservative in our tendencies we could not enjoy the sight of these innovations.

Hence we laughed. Yes, laughed at the Patrons.

It was enough to make anyone smile audibly when that story leaked out about the Patron binder-twine factory at Brantford trying to combine with the Consumers' Cordage Co. and the Dominion Government factory at Kingston to keep up prices. The mill established to break down the "robbery" of a great company finds business is not very profitable and hence is anxious to form a "combine." Farmers combining to make the farmers pay a higher price.

It's decidedly funny.

The farmer outdoes the monopolist in his monopolizing.