

represented, and to present it in a full yet condensed and readable form; to seek channels of trade hitherto unexplored, and point out the advantages of and ways to develop them; to draw together members of trade, and secure co-operation where individual effort would not be sufficiently potent; to suggest instruments for a more speedy or more economical method of accomplishing given results; to learn of and give prominent notice to improvements in systems or implements calculated to benefit trade as perfected by specialists; to report the conditions of markets, and record fluctuating prices; to crowd out antiquated wares, and bring forward new and improved styles. This and much other kindred work enters into the duty of the highest type of trade journalism.

Work of this character, vigorously prosecuted, naturally makes the influence of the trade paper very great. Its columns are read closely by those whose interests are of such magnitude as to keep them from searching for themselves through every source of information, to learn what has transpired or is likely to transpire to affect them. The full and condensed form of the information in the trade journal is fully appreciated by them, and their paper becomes to them what the chart is to the mariner—a guide in navigating the sea of commerce.

It is sought after, also, and read closely by the wiser members of trade in all classes, whether manufacturer, distributor or he who sells to the consumer—in fact, by the larger and wiser consumers.

In measuring the influence of the trade journal it will be well to consider the character of the men to whom I refer. Numerically, men of this class, in any single trade, represents only a small portion of any one community, but they are scattered throughout the land, and in their respective communities their opinion has great weight for shaping the opinion of their neighbors, not alone on matters of trade and commerce, but on whatever relates to the general good.

Of necessity trade journals meet with people connected with the trades which they represent, who antagonize them and try to belittle their influence as every progressive work strikes the personal interest of individuals and awakens opposition, but these men are careful to learn the contents of their trade paper, and are unconsciously influenced thereby, and in common with those who declare their appreciation, seek desired information in its columns. Although, perhaps, it has not been realized, the trade journals of the country have exerted an influence, during the past few years, which has counteracted in advance much of the evils which might have resulted from the recent financial panic in Wall street. The faithful record of the condition and prospects of trade, coupled with the cautions against overtrading and the advice to shorten credits and to avoid excessive indebtedness, acted upon by their readers, has placed the country in such a position that, heavy as this shock was, the mercantile interests have weathered the storm without any important disaster.

A duty of the trade journal not yet referred to, and yet one of its most important duties,

is to bring the buyer and seller together. The buyer in reading his paper seeks not only prevailing prices, conditions and prospects of trade, but expects and requires reasonable assistance in directing him to the best sources through which to supply his wants. For this assistance he consults the advertising columns, and this at a time when he is peculiarly alive to his business interests. At such times houses which have shown sufficient forethought and enterprise to secure representation in the advertising columns of their trade paper derive benefit of immeasurable value, even though business did not immediately result, as in the buyer's mind they and their business have become associated with the idea of supplying his present or future wants.

For the convenience of buyers, leading producers and manufacturers congregate in one location, frequently having their places of business adjoining each other so that buyers may complete their purchases without needless delay in going from one to the other; and so for the convenience of buyers leading producers and manufacturers should constantly keep their card setting forth their business and location prominent in accepted trade journals so that buyers may, without loss of time, find the address and name of any firm wanted. This card should be supplemented by seasonable announcements, attractively displayed, setting forth fully the wares manufactured and ability to meet trade requirements.

The trade journal affords an opportunity for this use not presented by any other medium of any character, because all of its readers are interested parties and possible customers, and few but those interested in a given trade would find its trade journal of interest to them, while in the general press it is only the occasional reader who is interested in trade matters.

The value of reaching the readers of the trade journal as compared with that of other mediums is further increased by the fact that the former buy for hundreds or thousands while the latter buy only for themselves.

Some patrons of trade papers have the idea that money spent in advertising in them is so much of a contribution toward their support, and while they realize the necessity of their existence, they do not recognize their value as mediums of advertising.

The disposition to extend support to trade journals because of their usefulness is commendable on their part, but it is liable to lead to error in that the inferior journal may present the same claim as the superior. Careful preparation of advertising matter accompanied by ordinary watchfulness and proper analysis of results will convince philanthropic supporters of trade papers that those journals which really merit their support bring evidences of their value as advertising mediums fully commensurate with their charges, and they would promote trade interests as well as their own, and secure a higher standard of merit in these journals by patronizing them upon the ground of merit as well as usefulness. Where cheapness in price as compared with others is the reason urged why support should be given, it is safe to assume that support is costly at any price.

Prominent houses sometimes boast that they have always been successful, and that, too, without advertising in trade papers; and while this may be true, it does not follow that they would not have been more successful had they so advertised. Somehow, this boast always reminds me of the aged Christian who, in remarking upon how free Christianity was, boasted that it had cost him throughout his life only 25 cents, and to him his minister, in righteous indignation, exclaimed: "The Lord have mercy on your poor stingy soul!"

Evidently, the Christian had never learned the beneficial influence upon his own character of giving as God had prospered him, nor the richness of experience of those who recognize that they have entered into His plan, and are fulfilling the part allotted to them in His work. Nor have the houses referred to learned the broadening and ennobling influence upon the character of their individual members by realizing their intimate relations to the fabric of trade and the consciousness that they are fulfilling their part in its development.—*American Stationer*.

Manufacturing in Europe.

Of all European nations only these, England, France and Germany, can claim to have a textile industry. Manchester, Bradford, Glasgow, Elboeuf, Lyons, Crefeld, Chemnitz, and many more are well known centres of European textile industry, and the manufactures of these towns can be found in almost every part of the world. The lion's share of this trade is, however, taken by England, whose cotton industry, with its 42,000,000 spindles (that is, more spindles than the rest of the world put together), has reached a stadium of development that the inventors of the spinning-frame and power-loom would have hardly dreamed of one hundred years ago. In order to protect themselves against the too great productivity of England, the European states have nearly all placed high import duties on foreign goods so as to secure the home market to their own manufacturers. Lyons is still the centre of the silk industry, but the Swiss and German silk trade keenly compete for the trade of Lyons. The country which shows the largest relative increase in textile industry during the last ten years is Germany, and that country is now aspiring for a good share of the world's textile trade, as is proved by the efforts made to establish in several cities permanent exhibitions of samples for export. But, notwithstanding all the efforts of the French and Germans, England has so far retained her industrial supremacy, and her industries show no signs of decay. Will the efforts of Continental Europe be at last crowned by success, and will the Continent succeed in obtaining the principal share of the world's textile commerce? Time will show. But as civilization travels westward so does commerce also, and the position and resources of the United States, and its progressing industrial capacity, permit us to expect that in the fight for the world's commerce the industrial powers of Europe will not have to fight alone, but will have to count as a competitor the great American Republic, whose incalculable resources will be a heavy odd in favor of the younger continent.—*New York Dry Goods Bulletin*.