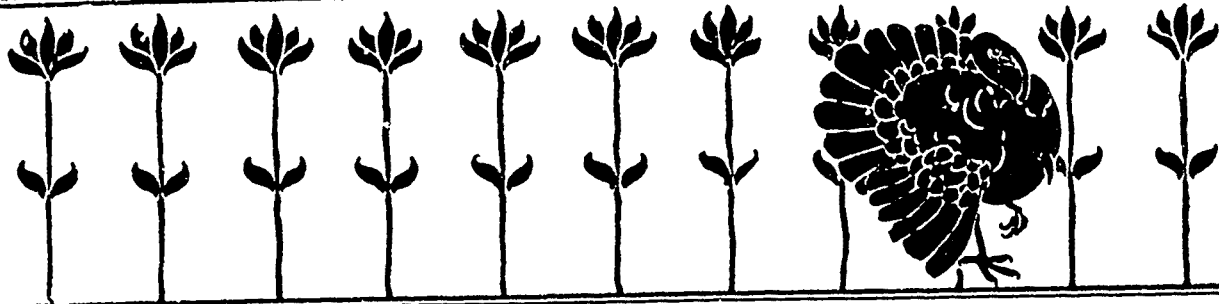


Publicity Paves the Path of Prosperity.

# THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



VOL. VI.

MONTREAL AND TORONTO, JANUARY, 1896.

No. 1.

**THE MacLEAN PUBLISHING CO., LTD.**

**Trade Journal Publishers.**

and

**Fine Magazine Printers.**

MONTREAL, - - - - 146 St. James St.  
TORONTO, - - - - 26 Front St. West.  
LONDON, ENG., - - Canadian Government Offices,  
R. Hargreaves. 17 Victoria St., London, S.W.

**JOHN CAMERON, General Subscription Agent.**

**J. B. MacLEAN,**  
President.

**HUGH C. MacLEAN,**  
Sec.-Treas.

Subscription, \$2.00.

Published the  
First of Each Month.

**NOW IS THE TIME TO ACT.**



ONE month from to-day will be issued our Spring-Summer Trade Edition of THE DRY GOODS REVIEW for 1896. We have already stated that it will be one of the finest numbers ever issued in this country.

The appearance and contents of each page will be its selling value.

Its readers will be the most responsible buyers in Canada.

They will not buy before they read the Special Edition of THE REVIEW.

They will buy the goods they are most familiar with, and from the people who ask them to buy.

They will not go to your office; you must go to theirs.

THE REVIEW has advertisers because it has readers; it has readers because it contains information worth reading.

The advertiser continues advertising because it pays him to

do so; the reader continues reading it because it brings him in touch with the seller of something he wants to buy.

Don't you see where it pays both advertiser and buyer?

It is the business of you both to encourage, with your money and your interest, the trade paper of character, for such a paper is as much a part of your business, and is as necessary to your business, as your desks and your counters.

Let us have copy for Special Edition as soon as possible.

## **WANT OF CONFIDENCE.**

It is a common complaint that there is no mutual co-operation among wholesale dry goods houses in the same city. They distrust one another. They are hard to unite on any plan for the general interest of the trade. Even in small details one is not ready to help the other. There is, if report speaks truly, no inclination to show confidence or a candid spirit in the thousand and one transactions and incidents of business life. It is not, in some (happily rare) cases, thought necessary even to keep agreements made in good faith. An illustration of this occurred just the other day. Certain firms had agreed with the manufacturer of a line of goods not to cut below a fixed price. All went well for a time until the other firms found that the orders were all going to one particular party to the agreement. "Oh, Mr. So-and-So does better for me than that," was the explanation made by the customers to the travelers. The manufacturer was appealed to, and an inquiry was made, as provided in the agreement. The invoices were examined, and seemed all right. The stipulated price was apparently being adhered to. But an accident revealed the truth. The house suspected had adopted the expedient of booking the order at the price agreed upon, but shipped a larger quantity of goods. In this way, of course, they got the business at the expense of their confiding competitors. This, let us suppose, is an exceptional case. But, even so, the fact remains that a better spirit is sadly needed. It is not so with the wholesale grocery trade, as a rule, where far more amicable relations and a franker policy prevail. There is no reason for the opposite state of things in dry goods, and we mention it in the hope that 1896 will evolve a distinct reform in this matter.