

# THE CANADIAN DRY GOODS REVIEW.

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## THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

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J. B. McLEAN,  
President.

CHAS. MORRISON,  
Editor and Business Manager.

Address all communications to the Editor.

### About The Review.



HERE is much reason for us to feel exceedingly gratified at the very flattering reception accorded THE REVIEW by the trade and press. Words of encouragement, both from wholesalers and retailers, have not been wanting. Subscriptions have come in freely from all parts of the Dominion, and traders in our own city have called at the office to subscribe, at the same time dropping a few kindly words. Could any better evidence be required of the urgent need for an organ devoted to the interests of the dry goods and allied trades? We think not. We publish in this issue a few of the press notices to which we point with pride and take this opportunity of extending our cordial thanks to our brethren of the press. We also publish a few of the kindly comments by our subscribers and we can assure them that no effort will be spared on our part to merit their approbation and support. We desire to emphasize the fact that the columns of THE REVIEW will always be open to our readers for the exchange of views and for the discussion of questions affecting the trade, and we hope that this will speedily become one of its most prominent and interesting features. We are not infallible and any article is open to criticism. We shall also be glad to receive from the trade, personal or general items of interest. We repeat what we said in our salutatory. "Our mission will be to make this journal a medium of valuable information as between buyer and seller, to keep the former posted in all matters affecting his welfare, the introduction of new styles, condition of the markets, etc."

### Advertising in Trade Papers.

NOTWITHSTANDING the feeling of suspicion and distrust still entertained by some merchants toward trade journals, they are becoming more and more a power in business circles, their manifest advantages as advertising mediums being fully appreciated by those who patronize them. The country merchant reads the trade paper with growing interest, as he knows that the general matter contained therein often saves him money because of timely suggestions made. The matter is laid before him in an attractive form, and instead of throwing the paper in the waste basket he puts it carefully away for future reference. There is no doubt that as time progresses, the object and aim of trade journals are becoming better understood, and it is seen that the field they occupy is one combining instruction with influence. They are practically the only source from which business men can acquire information relating particularly to their trade interests. The advertisements are a useful source of information to the country dealer, because the wholesaler and manufacturer are making advertising the medium of business announcements to the trade. An advertisement in a journal devoted to a certain trade goes direct to the retailers engaged in that trade who look eagerly for it, because they know it will contain information of value to them in the conduct of their business. On the other hand, an advertisement in a daily paper goes to a very small proportion of the same class of retailers who look for its coming, not for the information it contains regarding their trade, but for general or political news. They may see the advertisement or they may not. Is it not, therefore, better and cheaper to advertise in the trade journal than in a number of daily papers who cater to an indiscriminate body of readers?

A veteran advertiser gives his views of advertising as follows: "The objects to be attained by advertising are: to increase business; to procure additional trade; to win the attention of persons who have not acquired a habit of bestowing their custom at any fixed place; to attract valuable patrons now dealing with competitors; to secure the order to be executed to-day by the man who never did anything in your line until now, and never expects to do so again, but happens now to want what you have to sell, and is ready to go for it wherever he is told that it can be obtained on reasonable terms. Who has never had his attention directed to you cannot trade with you. Your possible customer must have heard, read or in some way become informed concerning you in connection with the business which you conduct. Until he has so heard or become informed, he cannot be your customer, patron, or client. The sooner your possible customer becomes aware of your existence, and your willingness and ability to serve him, the sooner he is likely to become your customer in fact. The objective point, then, at which an advertiser aims is to announce his name to as many people as is possible and as frequently, with the intention or hope of making it so familiar that it cannot be forgotten. To so couple his name with the business he conducts that its announcement shall suggest the business, and the announcement of the business suggest the name of the advertiser."