

# THE TRAVELER'S INTRODUCTION.

An advertisement in the journal representing your trade is an introduction to your traveler. He may have been shown the same kind of samples from just as good a house but he prefers to wait till your representative calls upon him. Is it not reasonable to suppose that it was your advertisement which induced him to do this? It is poor policy to advertise in journals in which your advertisement is only seen by accident. Is it not far better and more business-like to place it in journals that are read by those who buy and retail the goods which the advertiser either manufactures or sells, and where it can be seen by the thousands instead of the few?

With all deference we say it is a mistake to advertise only when trade is brisk. The retailer has more time and inclination to read his trade paper when business is dull and consequently he is more disposed to study the special features of the advertisements and have them impressed on his mind for future use. There can be no time better than the present for keeping an advertisement in a paper like THE DRY GOODS REVIEW, which will be seen and read by the trade of the country before making their fall and winter purchases. To the manufacturers it is also invaluable for advertising that their products are now for sale by all the leading wholesalers as thereby they will not only be serving their own interests but also those of the wholesale and retail trade.