

year, unless he be one of those few exceptions who handle lines of goods which can be only sold during one or two months of the year, and even in that case he had better advertise at least two months before the selling season arrives; but there are so few of these men that there is no necessity of discussing their special side of the business.

This article is a general one, and does not treat of exceptional exceptions.

The majority must rule, and, as advertisers are almost invariably intelligent men, the majority of them furnish a rule safe to follow.

In every town, big or little, the successful business man advertises all the time, frequently varying the size of his advertisement.

These men who advertise for business would stop advertising if they were not convinced it brought them business.

These men have made the success of every town and every city in the country, and these men advertise continuously.

The man who thinks he knows it all himself, and who will not learn from others, who will not accept the vote of the majority, is generally a failure, and if a success, gains his success by methods so strange as to be beyond the analysis of human calculation — he is an exception, having no part in business economy or business success, and which teaches nothing to anybody.

#### A SAMPLE FROM OUR TRUNK.

WATFORD, Ont., Dec. 27, 1894.

THE J. B. McLEAN PUB. CO.:

GENTLEMEN,— Enclosed find amount of our account. We appreciate your efforts in keeping before the trade your many and pointed references to business in THE DRY GOODS REVIEW. We would not be without it. Wishing you every success, we remain,

Yours truly,

SWIFT BROS.

#### IT IS NOT OUR FAULT.

We receive complaints now and again that subscribers do not receive THE DRY GOODS REVIEW regularly. This is not our fault. Your copy is mailed, without fail, on or about the first of each month. It is almost impossible for us to miss you, and the mistake must be in your post-office, or in your own office. In investigating complaints of this kind, we almost invariably found that the paper was captured and laid aside by the one first receiving it from the post-office, generally a clerk. An investigation usually resulted in the proprietor subscribing for additional copies for his clerks. We will gladly send extra copies.

#### ACROSS THE POND.

The Drapery World of Jan. 12 says: "The past few days have seen the arrival of many Canadian buyers on this side. Among those this week are: A. B. Boas, Montreal, Robert Darling, wholesale woolens, Toronto; J. B. Campbell and H. C. Fletcher (R. Simpson, general dry goods, Toronto); J. J. Gratton (Gratton & Co., Dundas, Ont.); S. Harris, wholesale furrier, Montreal; G. W. Kennedy (W. A. Murray & Co., Toronto); G. D. McKay (McKay Bros., Toronto); A. McLaren (McLaren & Co., St. Catharines); John Murphy and J. A.

Ogilvy, Montreal; J. O'Hara (Gordon, Mackay & Co.); I. Ritchie, Belleville; E. K. Spinney, Yarmouth, N.S.; R. Waldron, Kingston, Ont.; — Nelson, furrier, Montreal; W. Flavell, Lindsay, Ont.; — Gilchrist, Peterboro', Ont.; R. M. Anderson (Northway & Anderson, Orillia); E. M. Hayton, Montreal; J. W. Hector (Carsley, Sons & Co., Montreal); J. McWhirter (J. White & Co., Woodstock)."

#### LIMITED LIABILITY.

SAYS The Drapery World of London, Eng.: "Our contemporary, The Investor's Guardian, also deals at length in it current issue with the company question, giving the following table of the companies registered during the past three years:

| Description of Companies Registered. | Total for 1892. | Total for 1893. | Total for 1894. |
|--------------------------------------|-----------------|-----------------|-----------------|
|                                      | 2,371 Cos.      | 2,312 Cos.      | 2,671 Cos.      |
| Miscellaneous.....                   | £20,617 155     | £19,767 339     | £16,551 431     |
| Manufacturing.....                   | 22 484 434      | 16 269 232      | 25 593 031      |
| Mining.....                          | 16 774 800      | 16,845,791      | 24 729 879      |
| Trams.....                           | 337,000         | 133 500         | 1 476 000       |
| Shipping.....                        | 5,979,098       | 3,605,326       | 3 755 500       |
| Breweries.....                       | 4 552 850       | 4 382 514       | 6 979 157       |
| Railways.....                        | 5,080,000       | 1,668 000       | 1 246 710       |
| Land and Agricultural...             | 6,716 936       | 2,787 950       | 4 384 303       |
| Electric.....                        | 1,596 825       | 2,045,500       | 2,387,107       |
| Financial and Bank....               | 7 341 755       | 11 213,926      | 10,097 500      |
| Gas.....                             | 436,800         | 530,280         | 311,100         |
| Water.....                           | 260 000         | 31,000          | 236,000         |
| Telephone.....                       | 2,532,015       | 3,368,360       | 4 879 725       |
| Insurance.....                       | 973 500         | 694 265         | 902,688         |
| Hotels.....                          | .....           | 1,377 705       | 1,435,100       |
| Cycling.....                         | .....           | .....           | .....           |
| Totals.....                          | £95,683,168     | £84,720,623     | £105 101 228    |

"Although the figures of 1894 do not reach the gigantic total of 1888, they are nevertheless very large, and show that an increasing number of ordinary trading concerns are taking advantage of the principle of limited liability. Mr. Knox, whose paper we have already referred to, reminds us that there have been 44,600 companies registered since 1862. Of these only 18,361 are now in existence. Notwithstanding these figures there is, nevertheless, some ground for supposing that under proper laws companies with limited liabilities will in course of time gradually supersede ordinary partnership arrangements for trading purposes."

ASK YOUR JOBBER FOR :::

CORDS, BARREL BUTTONS

Tassels, Pompons,  
Chenilles...

Manufactured by

MOULTON & CO., MONTREAL

MILLER BROS. & CO. MONTREAL

Manufacturers  
for the Whole-  
sale Trade of  
the following  
Standard Lines  
of Fine Linen  
Faced Collars  
and Cuffs

COMET OPERA HANLAN  
76 ORO MARQUIS  
MOZART CUFFS, RAPHAEL,  
ANGELO Reversible Linen  
Collars & Cuffs

Only the very  
best materials  
are used in the  
manufacture of  
these Goods