

Successfully Launched

Advertising is moderately plain sailing. We have been constantly in charge of successful advertising expeditions for many years. Our long experience has taught us what channels lead our passengers most directly to the people they wish to reach. THE DRY GOODS REVIEW will make a Special Expedition for Fall Orders, starting July 1st. As the ship

will be taxed to its utmost we would suggest that you secure your berth at once.

Remember, this number will go into the hands of every responsible buyer, and will be studied from cover to cover, and read and re-read, for every business man knows that a single paragraph or a single advertisement may give him information absolutely necessary in the conduct of his business.

THE DRY GOODS REVIEW

MONTREAL

OR

TORONTO