

AN APPRECIATIVE SUBSCRIBER.

MR. J. CAMERON, who has been forty-two years in the dry goods and grocery trade, writes us as follows: Allow me to congratulate you on your spring number. It is in every way a credit to the trade, and should be supported by every dry goods merchant and general storekeeper in the country. The articles are all timely and of practical benefit to the retailer, and I can truthfully say that personally I have found them of great use to me. I was particularly struck with the article on the need of a bankruptcy law. THE REVIEW will yet be found a friend indeed to legitimate traders. It cuts both ways like a two-edged sword. It is in one word an excellent detective and is greatly needed in our day, seeing we have no insolvency act. It is a great boon to salesmen; its instructions on how to dress a window are admirable. How thankful I would have been for such hints thirty years ago, when I had to dress a window in one of the best retail stores on King street, Toronto. But alas! no such paper could be found. I had to do my best, and got the credit of being one of the best window dressers on King street, east or west. I would strongly recommend the article on window dressing in the spring number of THE REVIEW to all window dressers.

It is my candid opinion that if the instructions given in those trade papers were more widely known among wholesale and retail merchants throughout the whole Dominion, and not only known, but practically carried out, the number of failures in Canada would not be as many in the year 1892 as in the year 1891. By perusing their trade paper, the wise may become wiser, and to those who are entering business it may become eyes; and prove to such a source of wealth, and teach them to steer clear of the shoals and rocks in business on which so many have made shipwreck, and gone down unwept and unsung.

It is invaluable to milliners as THE REVIEW gives two pages in every issue to the interests of their trade. It has direct communica-

tion with the leading houses in the central cities of Canada, America, Great Britain and France, giving cuts of the latest fashions in bonnets and hats. It gives also two pages in the interest of the clothing trade and gives correct diagrams of the latest styles of hats, caps etc., in that line. The impression of the writer is that these trade journals will prove indispensable to each department of the trade they advocate. This inference I draw from the eagerness with which retail merchants in the cities, towns and villages, that I have visited, look for the coming of THE REVIEW. These are the days of progress. To dwell on the progress made in art and sciences for the past thirty years one might write volumes. In common with other departments in which strides of progress have recently been made the most marked is that made in trade journalism. I have recently been perusing some of those papers published by The J. B. McLean Co., Limited, but specially the Spring Number of THE REVIEW, and I must say again that I admire it exceedingly. The quality of the paper is good, the printing excellent, the illustrations are well executed and would do credit to Punch or Bengough. The articles are well written and show much taste and convey the much needed information to all parties, to the merchants, wholesale and retail; also to the buyer. Indeed it is invaluable to the family. It will guide the wholesale merchant to put his finger on the dead beat among the retailers and the retailer to lay his hand on the dead beat among his customers. It will also help the latter to select the most trustworthy wholesale house. Country merchants in Western Ontario long for the mail that brings them the organ of their trade. I speak, Mr. Editor, from experience of what I have seen.

R. E. Scott, formerly of Scott & Partners, Mount Forest, Ont., writes. I think my year's subscription is nearly run out. I regret that being out of business I do not require your bright, spicy, helpful paper any longer. I have always read it with pleasure, and wish you success in the future.

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