

# SUMMER EXCURSIONS

AND

## CONVENTIONS.

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STATIONERY AND FANCY GOODS DEALERS TAKING ADVANTAGE OF REDUCED FARES DURING JULY AND AUGUST, TO VISIT TORONTO, WILL FIND AMONG PLACES OF INTEREST NOTHING THAT WILL MORE AMPLY REPAY THE TIME AND TROUBLE OF A CALL THAN THE WHOLESALE WAREHOUSE OF SMITH & FUDGER, CORNER YONGE & WELLINGTON STREETS. NO HOUSE IN THE CITY OFFERS THE SAME VARIETY OF ATTRACTIONS. THEY ARE SHOWING ALREADY THE CONTENTS OF SEVERAL HUNDRED PACKAGES NEW GOODS FOR FALL TRADE, BOUGHT AT WONDERFULLY LOW FIGURES, DIRECT FROM MANUFACTURERS, AND MARKED AT PRICES WHICH CANNOT FAIL TO INTEREST CUSTOMERS. NO DEALER IN

FANCY GOODS OR STATIONERS' SUNDRIES CAN AFFORD TO LOSE THIS OPPORTUNITY OF "SEEING AND HEARING NEW THINGS" IN THE MATTERS OF PRICE AND STYLE. DEALERS WHO WANT MERELY TO LOOK THROUGH WILL BE WELCOME AND WILL RECEIVE THE SAME CAREFUL ATTENTION AS REGULAR CUSTOMERS. WE DO NOT USE—WE DO NOT NEED TO USE—UN-DUE PRESSURE TO MAKE SALES. OUR GOODS SPEAK FOR THEMSELVES, AND ANYONE HAVING AN OUTLET FOR GERMAN, FRENCH, ENGLISH OR AMERICAN FANCY GOODS AND NOVELTIES WILL FIND MANY LINES NOT TO BE HAD ELSEWHERE, AND WITHOUT WHICH NO RETAILER'S STOCK CAN BE COMPLETE.

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# SMITH & FUDGER,

48 and 50 YONGE STREET,

TORONTO.