

JNO. CHARLESWORTH & CO.,

WHOLESALE IMPORTERS

G. & J. W. Cox & Co.

It must be acknowledged that Toronto is well supplied with Dry Goods Establishments. We have houses engaged in this line of business that are not only a credit to the city, but to the Dominion and that would not lose anything in being placed alongside many of the leading firms of the large cities in the neighboring Republic. Of our Dry Goods and Millinery Establishments that of Messrs. G. & J. W. Cox & Co. may justly be called one of the most enterprising. Their house is certainly one of the best in Toronto, for the simple reason that in point of size, amount of trade, and immensity of stock, it is one of the largest in the city. The well known star of the house is the Golden Bonnet, which is a conspicuous sight on King Street East, opposite the James' Church. The extensive business will have been seen when we state that they occupy Nos. 115, 117, 119 and 121, thus taking in what would form four ordinary establishments, and constituting one of the largest and most extensive retail houses in the Dominion of course.

Occupying such unusually large premises of course the business done by the house is of a correspondingly extensive character. In fact, the Golden Bonnet is known far and wide, and the reputation of the firm is second to that of no firm in the city. The trade they do with residents of Toronto is very great, yet it is of comparative insignificance alongside the country trade of the house, which is unsurpassed by any house in the Dominion. The Messrs. Cox and Johnston the true secret to success in trade, and have mastered the art of making one of our leading and most legitimate and profitable business courses. Every genuine business man knows that in judicious advertising the grand secret of commercial success lies hidden. Advertising is an art; simple as it may seem, and it requires a man of keen perception, tact, judgment and a peculiar ability to advertise in such a way as to reach the public successfully, and thereby secure a reward commensurate with the labor and expense.

MILLINERY, &c.,

44 YONGE STREET,

TORONTO.

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