

# THE MONETARY TIMES AND TRADE REVIEW. -INSURANCE CHRONICLE-

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SUBSCRIPTION  
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## *Samson, Kennedy & Gemmel,*

**44 SCOTT & 19 COLBORNE STS.,**

*Toronto, Sept. 1st, 1877.*

We have much pleasure in announcing to our numerous customers and the trade, of the Dominion generally, that our first imports for this season are largely to hand, and will be supplemented by regular weekly shipments. At no previous period in the history of the Dry Goods Trade of Canada has there been more need, on the part of those engaged in it, for care in buying, as well as prudence in selling, as at the present time.

The startling number of failures which the two first quarters of the present year have revealed, is enough to lead every business man to enquire into the cause, and by the pursuit of a wise policy, to avoid the mistakes into which so many have fallen. The *reckless purchase of unsuitable goods* has done more towards producing this state of affairs than perhaps any other cause.

We have always kept steadily in view the importance of having *marketable goods*, and procuring them at the fountain-head of supply, and this season especially we have bestowed an amazing amount of time in effecting this object, believing that our own interests, as well as the interests of our customers, demanded more than ordinary attention. Our Mr. SAMSON, Mr. KENNEDY, and Mr. ROBERTSON, have visited the markets, and brought their ripe experience to bear in the selection of goods, and we are now in a position to offer a stock of

### British, German, French, American, and Canadian Goods,

which, for VARIETY, VOLUME, and VALUE, has not been surpassed by us at any former period, and in some respects has not been equalled. Almost in every instance prices rule in favor of the buyer, and we are safe in saying that our friends NEVER HAD an opportunity of purchasing, in the regular way, goods as low as we are prepared to sell them this season.

If it is admitted that the place to purchase your goods is WHERE YOU WILL LOSE THE LEAST TIME AND GET WHAT YOU WANT AT RIGHT PRICES, then we are gratified in stating that from the time occupied in purchasing our stock, the range of markets visited, the mature experience of our buyers, our knowledge of the wants of the country and the large stock we at all times sustain, that no house is more likely to come up to the above standard than our own, and buyers visiting Toronto will do well to test this question by a careful inspection of our stock.

We solicit an early call. Orders have our prompt and careful attention. We direct your notice to a few of our departments.

Respectfully remaining,

**SAMSON, KENNEDY & GEMMEL.**

STAPLES,  
HABERDASHERY,  
HOSIERY,

GLOVES,  
RIBBONS,  
LACES,

GENTS' FURNISHINGS,  
DRESS GOODS;  
MUSLINS.