

THE
BARBER & ELLIS CO.

Nos. 43, 45, 47 and 49 Bay St., Toronto.

AND

823 Craig St., Montreal.

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THIS is the time of the year that is chosen by the great majority of business houses to carefully review the transactions of the past year, and to prepare for the year now upon us. One of the secrets of success is, doing a large business on a small stock, in this way saving interest and always having a clean and fresh stock. As we manufacture the greatest variety of staple goods of any house in the trade, it follows, that goods purchased from us are always new. We also aim at continually sorting up our stock, and in this way avoid shop-worn goods. Our stock for the Spring trade will be unusually attractive, as our sales for the past three months have exceeded our expectations. Our stock is lower now than it has been for years, and the new goods on the way are largely in excess of previous years importations.

Our travellers are now preparing to call on the trade from Halifax to Victoria, B. C. Mr. Easton is now in Manitoba; Mr. Davison is on his way to the Maritime Provinces; Mr. Willson, one of our oldest employees, takes the Western Peninsula; Mr. Kerr takes the East, and last but not least, Mr. Clark, the North.

Our staff in the warehouse thoroughly understand the wants of the trade and are anxious to please, so that all orders by letter will be most particularly attended to.

Mr. W. T. Clark, our city representative, finds the demands on him too great to enable him to give proper attention to all, and we have decided to employ another to divide the work with him. Our city friends will find in Mr. Logie, a gentleman well worthy of their confidence.

Thanking all for their generous support of the past year, and wishing all a Prosperous New Year, we enter upon its duties with confidence as to the result.