

SAMSON, KENNEDY & GEMMEL

Have closed their largest year's business, which shows an advance of nearly FIFTY PER CENT. on the trade of 1871. They are pleased gratefully to acknowledge the support which has been given them, by which their House has shared so largely in the expansion of business which has marked the DRY GOODS TRADE of 1872. *The progressive nature of their business will be seen by the fact that from its commencement, every season has been characterized by a large increase in the turn-over of their departments.* When they entered the ranks of the

Wholesale Dry Goods

Houses in Canada, it is hardly possible that the most sanguine anticipated such a rapid increase, or that their Trade would have, in so short a period, assumed more than *half its present proportions*. This is the more remarkable since it has been accomplished while houses of long standing and with large connections have occupied the field, and although not quite three and a half years have passed since they commenced, yet their Trade has assumed dimensions which *they know* in some cases has only been attained *after an 18 years wholesale business experience*. This fact, **THE TRADE OF WESTERN CANADA**, whose patronage they have so largely shared, will be glad to learn.

The **ENERGY AND UNREMITTING ATTENTION**, bestowed on every department, from the *largest transaction* down to the *smallest item of detail*, have been amply repaid.

This success has been accomplished **WITHOUT TRAVELLING**,—all their goods are sold in the Warehouse; and **WITHOUT SUPPORT ACCOUNTS**,—they have not one in their Ledger.

A walk through their Warehouse will immediately impress any one with the **LIVELY CHARACTER** of their business.

While they are justly proud of the position Toronto has assumed, as a **WHOLESALE MART** for the British West, and while they thankfully share in her prosperity, they are glad to be able to render material aid to her advancement by keeping such goods as are in daily demand, and at such prices as continually induce buyers to visit this market.

To the **TRADE OF CANADA**, they would say that it will be their aim to sustain **AN ATTRACTIVE STOCK** of the

Newest and Choicest Goods.

AN EFFECTIVE SYSTEM OF MANAGEMENT

Characterizes the house, by which the most responsible work is systematized, securing the greatest possible advantage, and commanding the confidence of every buyer:—

- 1st. The premises are admirably adapted for the requirements of a large business, situated in a central position, containing 4 floors, each measuring 50 by 123 ft.
- 2nd. They keep a resident home buyer (Mr. Samson), who has been familiar with the English and Scotch Markets for twenty-three years, and whose long experience and recognized ability have largely assisted in developing the Dry Goods trade of this City.
- 3rd. They send a special buyer (Mr. Macaw), who visits the **EUROPEAN MARKETS** twice a year, to make purchases only for the **HABERHASHERY** Department.
- 4th. Their Goods are bought from the Manufacturers.
- 5th. Shipments are received every week throughout the year.
- 6th. A well assorted stock can be always found in every Department.
- 7th. Each Department is under an efficient Manager.
- 8th. Customers are *promptly* served, and in a *respectful* manner.
- 9th. All orders are promptly attended to, and carefully executed by one of the Firm.

They are making preparations for a larger Spring Trade than they have hitherto done.

Owing to the remarkable increase in the Sales of their Haberdashery, it is found necessary to allot a greater space to this Department, and in order to do so, *all the piece goods* hitherto kept on the same floor, are being removed, and the **ENTIRE FLAT** will be occupied with **HABERDASHERY**, Ribbons, Hosiery and Gloves. That a

Well-Managed Haberdashery Department

Was much required for the growing trade of this Country is a fact, that for many years they have been impressed with. This they knew could be established only by close application to the immense detail connected therewith, and by a constant study of the *daily wants*, of the Retail Trade of this Dominion.

From the inception of their business, they resolved to supply this want, and that it has been to a large extent accomplished, is evident when they state that buyers can *always get their lists satisfactorily checked off*, and that the Sales in this Department for 1872 show an increase of 600 per cent over those of 1870.

Their Top floor will be occupied by Bradford Piece Goods, Fancy Dress Goods, Shawls, Mantles, Muslins, Silks, Velvets, Crapes, &c., &c.

It will be their aim to maintain a Large Stock of

BLACK LUSTRES, CANADIAN AND BRITISH
Cobourgs, Paramattas, Baratheas, Persian Cords, Thibet Cloths, Crape
Cloths, Italian Cloths, Summer Cloths, Russell Cords. Moreens,
FRENCH MERINOES AND DELAINES.

Their Stock of

FANCY DRESS GOODS,

Selected with the greatest care, from the best sources will be large and attractive.

No immediate change is expected, or is likely to take place in the price of Cotton or Woollen goods. The Cotton market has kept steady throughout the Autumn trade, and nothing has transpired, such as excessive supply of the raw material, or dullness in demand, likely to cause a decline in the price.

It is an ascertained fact, that it would take Forty Million pounds of Wool or one-fifth of the entire annual supply of Wool in the United States to replace the Raw Material and Manufactured Woollen Goods destroyed by the recent fire in Boston, so that this alone would prevent an immediate decline in the price of Woollen Fabrics. Buyers, they think, may enter the Market this Spring with confidence, but nevertheless they recommend caution; don't speculate, but buy for present requirements.

They will be glad to see their friends, or to receive their orders.

SAMSON, KENNEDY & GEMMEL, Wholesale Importers of Dry Goods,

44 SCOTT AND 19 COLBORNE STREETS, TORONTO.