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**- INSURANCE CHRONICLE -**

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*SPRING CIRCULAR NO. 2.*

**SAMSON, KENNEDY & GEMMEL.**

Since we issued our Circular, on the 19th ultimo, our Spring Imports have been arriving by the various Steamers from Europe. We then intimated that our friends might expect a large reduction in the price of all classes of goods, and cautioned them against placing early orders. The intimation then given has been fully realized. We never saw goods as cheap as they are to-day. Houses who carry large stocks much of which has become grey-headed, must necessarily submit to heavy losses arising from shrinkage in values. The system of conducting our business has always been to keep "PUSHING OUT" lines **LIKELY TO BE SLOW**, and allowing each half year to bear its own share of the **JOBING**. The result of this is that an accumulation of old stock has been avoided and we can now place a **FRESH, ATTRACTIVE, and FASHIONABLE** stock of goods before the Trade, unincumbered by old or unsalable lines, which always prove an incubus to a business.

**OUR STOCK IS NOW COMPLETE IN EVERY DEPARTMENT,** and presents an assortment, which for **VALUE, VOLUME, and VARIETY**, is not surpassed in this Dominion. Our facilities for doing business are better this spring than they have ever been.

The Recent enlargement of our premises has given us five floors, each 50 x 123 feet. The upper Stories are rendered easy of access by a Hydraulic Elevator. We have devoted our fifth floor exclusively to

**THE PRINT DEPARTMENT,**

and are displaying one of the largest and most beautifully assorted Stock of Prints ever offered in this market.

On our Fourth Floor we have our

*Dress Goods Department and Silk Department.*

In the former will be found a Choice Stock, fully up to our usual Standard of Excellence.

Our Stock of **BLACK AND COLOURED SILKS**, ought to be seen by all Buyers visiting this Market. We commend specially our **JOUBERT'S PERSAN GROS GRAIN** with the greatest confidence, which for appearance, purity, and durability, is unsurpassed.

We direct special attention to our assortment of **LADIES'** and **GENTS' UMBRELLAS**, embracing 2,500 dozens, in Silk, Zanella, Muscovite, Regina, Alpaca, Brazilian, Carriage, Paragon Ribs. On our Third Floor we have our

**HABERDASHERY DEPARTMENT, GENTS' FURNISHING DEPARTMENT, RIBBON AND LACE DEPARTMENT, and HOSIERY AND GLOVE DEPARTMENT.**

Our assortment of **HABERDASHERY** and **SMALL WARES** is immense. We never had so large and so varied a stock as this season, which will be well sustained by weekly shipments.

In our **GENTS' FURNISHING DEPARTMENT**, we are exhibiting a Magnificent Assortment of the Newest Designs in Scarfs, Ties, Bows, Shirts, Collars, Cuffs, Shirt-fronts, Shirt Studs, Solitaires, Travelling Bags, Gents' Rubber Coats, Lacrosse and Cricket Belts.

Our **RIBBON AND LACE DEPARTMENT** is replete with every novelty. We direct attention to the new fringe edged Ribbon and new fringed Scarfs. Our Ribbon Stock is very large, over 14,000 (fourteen thousand) pieces. Prices greatly below last Season's. Sets of Patterns are ready for mailing when requested.

Our **HOSIERY AND GLOVE DEPARTMENT** was never so full and well assorted. We are showing over 8,000 (eight thousand) doz. Gloves, and 15,000 (fifteen thousand) doz. Hosiery. We direct attention to one line of Hosiery, 751 Doz. various, a great job.

On our Second or Ground Floor, we are showing a large Stock of Staple Goods. **89 CASES WHITE COTTONS, SUPERIOR VALUE.**

On our **FIRST OR BASEMENT FLOOR** we have Grey Cotton, (Cornwall, Dundas and Hochelaga), Bed Blankets, Horse Blankets, Hessians, Hop Sackings, Canton Flannels, Grain Bags, Waddings, Battings, and Original Packages.

**AN EARLY CALL SOLICITED. ORDERS SHALL HAVE OUR PROMPT ATTENTION.**

**SAMSON, KENNEDY & GEMMEL,**

**44 Scott and 19 Colborne Street, Toronto.**