

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

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## SAMSON, KENNEDY & GEMMEL.

Toronto has taken its stand as the Commercial Centre of the Western portion of this Dominion, and its Merchants have not been slow to recognize the highly responsible duty imposed upon them in so important a step. It would be a pleasing task to any one interested in the growth and prosperity of the trade of the Dominion to review the development of the TORONTO WHOLESALE DRY GOODS business, even within the last Decade, the extent and strength of which is measured only by the limits which bound its sphere of operations. The future of Toronto is by no means difficult to unveil. Surrounded by a vast country inexhaustibly rich, it can have but one future—that of prosperity and greatness.

We refer with pardonable pride to the part we have contributed in opening up an available DRY GOODS MARKET to the Merchants of the surrounding country, arresting to some extent as a consequence, the stream of business that for many years had received a strong impetus Eastward, and as the result we have shared in the material prosperity of the city. Although six years have not quite passed since we opened our doors, yet such has been the measure of success attending our efforts that our house to-day ranks among the largest importers in our city, and has attained a foothold on the country to an extent that few have reached within a similar period. This result is largely due to our kind patrons which we gratefully acknowledge.

That policy which has secured these results, will mark our course in the future, namely:—

1. KEEPING A WELL ASSORTED STOCK ALL THE YEAR ROUND.
2. BUYING IN THE BEST MARKETS.
3. SELLING AT SUCH PRICES AS SHALL COMMAND THE PATRONAGE OF THE CLOSEST PURCHASERS.
4. HAVING THE MOST EXPERIENCED BUYERS.
5. PLACING EACH DEPARTMENT UNDER EFFICIENT MANAGEMENT.
6. THE CAREFUL EXECUTION OF ORDERS.

The trade of the Fall of 1874 was on the whole generally healthy, although the month of November was disturbed by Trade Sales—the result of over importing. Notwithstanding this fact our business during November and December was largely in advance of any previous corresponding months. Remittances from our Correspondents during the past six months were good and the demand for renewals less than in previous seasons.

More money would be made by both Wholesale and Retail traders if goods were imported, only to meet the legitimate demands of their business. Periodical forced Trade Sales would be thus avoided, and Retail men not tempted by the inducements of long credit to buy more than their wants.

Our imports this Spring will be commensurate with the growing wants of our business. The English, Irish, Scotch, French, American and Canadian Markets have been visited. Staple and Piece Goods have been purchased by our Senior partner Mr. Samson. Haberdashery and Fancy Goods by our Junior partner Mr. Macaw. American and Canadian goods by our Mr. Robertson. The following Departments will receive our special attention this Spring namely:—PRINTS, WHITE COTTONS, HOSIERY AND GLOVES, HABERDASHERY, plain BRADFORD GOODS and FANCY DRESS GOODS. Prices of all kinds of goods rule in favor of the buyer, Grey Cottons in particular. The depressed state of trade in the United States has compelled producers to place Cottons in this market at ruinous prices, as nearly all the Cotton Mills in the United States are running under heavy losses. Of American and Canadian Cottons we have a full stock.

OUR ORDER DEPARTMENT has the constant oversight of one of the firm. The remarkable increase in the number of letter orders coming direct is a gratifying feature of our business.

The following are the standing instructions relating thereto:—

- 1st Letters marked "Orders" on the outside to be opened first.
- 2nd. Their Execution takes the precedence of everything else.
- 3rd. In every instance where we have not the article, it must be procured if possible regardless of trouble (when requested.)
- 4th. In any instance where we fail in obtaining it the correspondent must be written to explaining the circumstances.

Buyers will do well to examine our Stock before purchasing elsewhere. Goods are coming to hand daily, via New York and Portland, and we hope to be well up in every Department by the end of February.

SAMSON, KENNEDY & GEMMEL, 44 SCOTT & 19 COLBORNE ST., TORONTO.