

HENRY W. DARLING & CO.

SPRING, - - 1886.

CANADIAN WOOLLEN DEPARTMENT.

Encouraged by the unqualified success of our efforts last season to place in the hands of our customers and the trade goods that adequately represented what could be done by our own Manufacturers when properly directed, and accurately informed, as to what was required, we have redoubled our exertions during the past six months, and as the result of the most painstaking attention and labour, we are in a position now to offer a stock of

SPRING WOOLLENS

which, in point of suitability and profit-producing characteristics, we hesitate not to say, has never before been approached in the history of this industry in Canada.

To this end, we have relied more upon the proper adaptation of weave and finish, together with the effective blending of colour and shade, to produce neat designs, which always sell and never become old, than upon the pronounced glaring patterns, which for the moment arrest the attention, but all the sooner lose their novelty and result in bad stock.

We claim, with the cordial co-operation of the various Manufacturers, to have succeeded beyond our most sanguine anticipations, and the assortment and value we offer for the Spring Trade are simply marvellous.

In the lower qualities, we have touched the very bottom, and our customers may feel every confidence in ordering from us, that there will be nothing lower than we offer to be had from any source.

In the medium lines will be found a wonderful combination of style, finish and durability, that will enable every merchant handling these goods to obtain a liberal profit, and give to his Customers garments at prices, that will effectually silence all objections, on the score of economy or hard times.

In the higher grades we have only contracted for goods which contrast or compare favourably with imported articles, and are distinct in character therefrom, while in all the classes, over 90 per cent. have been made to designs furnished by us, and confined exclusively to us.

The firm tone of the market in all raw materials predicates higher prices, and we would recommend the early placing of orders, to ensure delivery of the more desirable styles at the lowest figures.

IMPORTED WOOLLEN DEPARTMENT.

The competition between the Home and Foreign Manufacturer for supremacy in this market is now so keen in many lines, that we have deemed it advisable to enter the foreign markets early, and are thus enabled to place the patterns of our new Spring Goods, in both Departments, before our Customers complete in every respect, so that after careful comparison what is excellent in each may be secured.

In many classes of Trouserings, Suitings, Coatings, etc., there is only competition with the imports of other houses to contend with, and this we are fully determined to meet, if the exercise of acknowledged taste and skill, the command of the markets with Cash in hand, and contentment with a very small margin of profit, will accomplish it.

In every feature that constitutes a complete and attractive assortment of

Wool and Worsted, Yorkshire and West of England Trouserings, Scotch and Irish Suitings and Serges, Worsted Coatings and Overcoatings, etc., etc.,

AND

CLOTHIERS' TRIMMINGS AND SUNDRIES,

our stock for the approaching season will be found to be incomparable.

Will you do us the favour of making a careful inspection of our patterns when waited upon by our representatives, or when in this market, and we think we shall be able to establish a claim for a liberal share of your Spring Orders, which it shall be our earnest endeavor to execute satisfactorily. Terms liberal.

HENRY W. DARLING & CO.

TORONTO.