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AUTUMN 1879.

SAMSON, KENNEDY & GEMMEL.

The Fall Trade has fairly opened. Many Buyers have already come to the market, which is certainly much earlier in the season than usual, to make Autumn purchases. We are busy every day. Our July and August sales are largely in advance of last year. We don't wish to be too sanguine, but we think a good and profitable business may be expected this fall.

The abundant harvest, so great, that we may almost say "nature's hand could hold no more," must necessarily greatly enrich the country. The difference between a low average crop and a good crop means an increase of 30 millions of dollars of wealth to Ontario. Farmers ought to be able to pay off old scores, and as a result store-keepers will be able to meet their obligations and bring themselves fairly abreast of their Liabilities.

Immense numbers have been swept out of business during the past three years by the fierce commercial blast that has passed over this Continent, as well as over the old world. Those who have survived the storm must ultimately be benefitted. The trade will be in fewer hands and consequently a larger volume of business will fall to the share of each. One source of loss is over, namely: that arising from shrinkage in values. Goods have not only touched bottom in this respect, but have taken an upward turn.

1st. Owing to the advance in price of Raw Material.

2nd. Arising from a higher tariff.

Both Wholesale and Retail Houses have been taught an important lesson by the disasters that have overtaken us, and by a prudent and economical course avoiding over-anxiety to speedily grasp a big business and get rich soon, we think the Commerce of the Country will soon recover its equilibrium and a state of prosperity quickly return.

To Purchasers we say, our Stock is **COMPLETE IN EVERY DEPARTMENT.**

Our Buyers have returned from the HOME AND FOREIGN MARKETS, and we are now exhibiting a **LARGER and BETTER ASSORTED** Stock than we have ever offered to the Trade. We direct special attention to Three Departments only, as space will not permit us to refer to more:

1st. BRADFORD ROOM,

Which to-day contains a stock of **Stuff and Fancy Dress Goods**, unsurpassed in extent and variety.

2,000 Pieces Black Cashmeres in 15 different prices—choice value.

750 " Colored Cashmeres in 10 different prices.

5,000 " Plain and Fancy Dress Goods.

We direct notice to our make of Black Lustres, so beautiful in finish known as the "**WESTERN STAR**" brand (Registered).

2nd. TWEED DEPARTMENT.

We are showing over 4,000 Pieces of **CANADIAN TWEEDS**, all under market value.

☞ We have no Tweeds in Stock at regular prices. Patterns will be forwarded if required.

3rd. HABERDASHERY DEPARTMENT,

Which is constantly increasing: Our assortment is immense. Goods in everyday demand will be found in it. This Department is seldom without customers. Its success is gratifying to us. We cannot here enumerate the "**Thousand and one Items**" kept in this Room.

We shall be pleased to see our friends during the Exhibition and will be glad to show them through our premises.

SAMSON, KENNEDY & GEMMEL,

44 SCOTT & 19 COLBORNE STS., TORONTO.