

IMPORTANT NOTICE.

Messrs. Alexander & Reid take great pleasure in informing their friends that they have sold their entire STOCK and the goodwill of their business to Messrs. JAMES BRAYLEY & CO., and they have great pleasure in recommending this firm to the confidence of their friends and the trade.

ALEXANDER & REID.

TORONTO, MARCH 27, 1882.

In connection with the above we beg to state that we are now going carefully through this stock. It is clean, fresh, and well assorted, and composed largely of New Goods of this season's importation.

WE SHALL OPEN THE WAREHOUSE, 31 FRONT STREET WEST, ON

MONDAY NEXT, 3rd OF APRIL,

and intend to close out the whole Stock, positively, in 30 days. We have secured this important Stock, amounting to nearly Seventy Thousand Dollars, at enormous discounts for Cash, and we are able and determined to give our Friends and the Trade an opportunity to purchase the **CHEAPEST GOODS EVER OFFERED IN THE ANNALS OF THE TRADE IN CANADA.**

We annex the list of Trade and Cash Discounts as follows, and have only to add that we trust all our friends will pay us an early visit.

SPECIAL TRADE DISCOUNTS.

White and Coloured Feathers and Wings, &c., 50 per cent. off.

Dress and Widows' Caps, 33½ per cent.

Straw Goods and Shapes, 33½ per cent.

Washing Hats, 33½ per cent.

Lace Goods, real and imitation, 33½ per cent.

Muslins and Tarletans, 25 per cent.

Buttons, 50 per cent.

Silk Cords, Girdles, and Tassels, 33½ per cent.

Embroideries, 33½ per cent.

Silk Scarfs, 50 per cent.

Black Ribbons and Ribbon Velvets, 25 per cent.

Silks, Satins, and Millinery Gauzes, 25 per cent.

Black Feathers, 25 per cent. off.

Bonnet Fronts, 33½ per cent.

Flowers, 50 per cent.

Frillings, 50 per cent.

Lace Curtains, Lace Mitts, 25 per cent.

Gossamers and Barege Veilings, 40 per cent.

Crapes, 33½ per cent.

Mantle Ornaments and Frogs, 25 per cent.

Millinery Ornaments, 50 per cent.

Black and Coloured Silk Fringes, 50 per cent.

Coloured and Fancy Ribbons, 33½ per cent.

Meltons and Spring Mantle Cloths, 30 per cent.

==WINTER==GOODS,==

(SPECIAL DATING AS AUGUST 1ST.)

Black and Coloured Velveteens, 25 per cent.

Plushes, 25 per cent.

Fancy Wool Goods, 40 per cent.

Winter Flowers, 50 per cent.

Black and Coloured Silk Velvets, 25 per cent.

Beaver and Mantle Cloths, 30 per cent.

Fur Trimmings and Fur Caps, 43½ per cent.

Fur, Moscow Beaver, and Felt Hats, 50 per cent.

TERMS---Four per cent. prompt Cash; 3 per cent. 30 days, or 4 months net from date of Invoice. Special terms for parcels over \$1,000.

JAMES BRAYLEY & CO.,

31 FRONT STREET WEST and 9 & 11 WELLINGTON STREET EAST.