

THE  
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 AND  
**TRADE REVIEW.**  
**- INSURANCE CHRONICLE -**

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SUBSCRIPTION  
 \$2 a Year.

**SAMSON, KENNEDY & GEMMEL**

We announce a complete Stock in every Department. The Season opens auspiciously to all in the Dry Goods Trade. Values are firm. Money is in free circulation. An improved state of things prevails. Stocks throughout the country are reported in good condition. A large demand is not only looked for, but has already commenced. We never remember being favored with a greater rush of Customers than at present. Our preparations for the Spring Trade are ample. As usual we sent three buyers to the European Markets for this Season. An extra staff of hands has been engaged; so as more efficiently to serve our customers and secure greater promptitude in shipment of goods. Two Day Books with four Writers, are going steadily in our Entry Room. Orders have prompt attention.

We direct notice to Four Departments namely:—

**STUFFS and FANCY DRESS GOODS.**

**FANCY DRESS GOODS.**—Buyers of these goods will find it to their advantage to look through our full and attractive stock. It is our constant aim to keep this department up to the high standard of excellence, and we are, as a rule, successful in obtaining the correct thing, in Styles, Novelties, Makes, and Colorings. The following will be found:—Colored Persian Cords, Figured Satteens, Fancy Mohair Melanges, French Twills, French Wool Beige, Fancy Checks, French De Laines, Colored Lustres, Mohair and Dyes, Lustre Cords, Mottled Stripes, Athol Lustres, Shepherd Checks, Imitation Stockingette Cloth, Half Mourning Dress Goods.

**BLACK CASHMERES.**—Among the numerous fabrics produced in France, there are none more serviceable, or so well adapted for all Seasons, for either house or street as Black Cashmere. The high standard of perfection attained in the manufacture, dyeing and finishing of these goods with the present reduced rates, absolutely places them above all competition.

☞ We invite special inspection of the value, and will be most happy to send patterns.

**BLACK SILKS AND SATINS.**

☞ We ask the special attention of the Trade to our stock of BLACK SILKS and SATINS, which for *suitability of make, excellence of value, and beauty of shade*, cannot be excelled. Special care has been taken in the selection of our BLACK SILKS this season, and the verdict of our customers who have already seen and handled them is, that no such value ever lay upon our table.

☞ Patterns will be sent with the greatest pleasure.

**Haberdashery and Fancy-Goods Department.**

Our aim is to maintain an assortment in this Department of such goods as are in every day demand, and which no successful Retail Dry Goods House can afford to be without. Our variety this Spring will be quite up to that of any former Season. The stock is constantly replenished by fresh arrivals of goods; in fact, we are safe in saying, that no business day passes without receiving new goods into this room, of either European, American or Canadian manufacture, and we don't know of any stock of SMALL-WARES in the Dominion, where a buyer can get more satisfactorily supplied.

To attempt a minute detail of goods kept in this Department is too great a task.

**HOUSE-KEEPING LINENS.**

This is a Department of supreme importance in every well-regulated Store. The goods are in general request, and in none is the judgment of buyers better tested, than in getting a judicious selection of good Standard Makes in LINEN GOODS, which will wear well and retain the confidence of Housekeepers.

**THIS WE CLAIM to have:** all purchased at the fountain head, and we risk nothing when we say that the value cannot be beaten.

☞ Special attention is directed to our make of Rough Brown Hollands, which is the right thing.

We shall be most happy to send patterns.

A general inspection of our Stock is solicited.

**SAMSON, KENNEDY & GEMMEL**

44 Scott & 19 Colborne Sts., Toronto.