

SAMSON, KENNEDY, & GEMMEL.

We embrace the opportunity of placing before the General Public, but especially the DRY GOODS TRADE OF THE DOMINION, a few important features of our business.

In laying the foundation of a WHOLESALE CONNECTION, and in seeking to extend and consolidate the same, we resolved to initiate and to adhere to that effective system of management which now characterizes our house, and which has produced results without a parallel in the history of the Dry Goods Trade of this country.

1st. Premises were secured CORNER OF SCOTT AND COLBORNE STREETS, which, for position and extent, are admirably adapted to the requirements of a LARGE BUSINESS, containing four Floors, each 50 by 123 feet, situated in the centre of the wholesale area, and at a convenient distance from Yonge Street or Wellington Street.

2nd. We keep a Resident Buyer in Europe (Mr. SAMSON), who has been familiar with the English and Scotch Markets for over twenty-five years, and who finds his way to the bottom of every line of goods he touches.

3rd. A Special Buyer (Mr. MACAW) visits twice a year the English, French and German Markets to purchase HABERDASHERY and GENERAL FANCY GOODS.

4th. A Special Buyer (Mr. ROBERTSON) also visits periodically the Markets of this Continent, where our purchases are daily increasing in volume.

5th. The execution of all Orders coming to the House is sharply, carefully and promptly attended to by Mr. KENNEDY.

6th. The Counting House is under the special control of Mr. GEMMEL.

7th. All Goods are purchased direct from the best sources.

8th. A well-assorted Stock is sustained throughout the year; fresh lines of goods at right prices can always be seen. Goods are coming to hand by almost every Steamer, and Re-orders or England leave for England twice a week by Mail, and occasionally by Cable.

9th. Each Department is placed under an experienced Manager.

10th. Customers are promptly served, and in a respectful manner.

11th. Goods are dispatched the day of purchase.

12th. All Letters marked "Orders" outside are invariably opened and attended to first.

WHAT HAVE BEEN THE RESULTS ?

Few years have tested the strength and elasticity of a business more than the one now drawing to a close.

The lively and progressive character of our business will be seen from the fact that each month of this year shows an increase of Sales over the corresponding one of 1874.

SEPTEMBER shows twenty-five per cent. of an increase over **September, 1874.**
OCTOBER " thirty-three " " " " **October, 1874.**

And the total result shows that our business operations for 1875 are greatly in advance of any previous year.