

H. A. NELSON & SONS

MONTREAL AND TORONTO

Conclusion.

All we ask the trade is not to be led astray by plausible tales told by interested and sometimes unscrupulous competitors. Before making your purchases for CHRISTMAS AND HOLIDAY GOODS look the field carefully over. Our goods are on view and we will take pleasure in showing them. We are satisfied to let our goods and our prices speak for themselves. The placing of SO-CALLED IMPORT ORDERS for Fancy goods, etc., with houses not regularly in the business, but merely dabbling in the line, is a delusion and a snare, as hundreds who have been led to try the experiment know to their cost. REMEMBER THIS: A fancy goods house of many years' standing must have EXPERIENCE as to the requirements of the trade, and, having this experience, we are not apt to stock up with undesirable and unsalable goods. On the other hand

a firm LACKING experience and risking only a few hundred dollars on samples are bound to "LOAD UP" those who confide in them with a class of stuff that is not worth the room it occupies on the shelves. We have confidence in the goods we offer, else we would not invest our good money in them. Canada has TOO MANY Storekeepers, and every town and village has one or more retailers who have been enticed into a business in which they have had no training. The result is, nine out of ten end in disaster, and the legitimate trader suffers, when the auctioneer is called in, and the slaughter commences. Don't be a party to this style of doing business and cut your own throat by supporting any but GENUINE AND RELIABLE houses in the trade. : : : : : : : : : : :

With thanks for the liberal patronage bestowed on us in the past, and soliciting a continuance of your esteemed commands, we are,

Yours very truly,

H. A. Nelson & Sons,

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June 23rd, 1892.