

but the practice of judicious advertising, and foremost among them are the proprietors of "The Golden Bonnet." We have never spoken to them on the point, nor have we in any way learned what their views are, yet we feel convinced that if asked to what they chiefly attribute their success in business and their present high commercial standing, they would answer, in the words of Barnum, "To a judicious use of printer's ink." In their advertisements they never attempt to deceive or mislead the public. If they advertise "cheap goods," they are cheap goods. If they announce anything special, it is to be found in their establishment when asked for. By pursuing this course they have gained the confidence of the public, and so long as that confidence remains unshaken, their business must increase and prosper and grow more extensive day by day. A visit to their establishment is sufficient to satisfy any one of its extent, and of the immense business done therein. The stores they occupy are excellently fitted up, are kept in the most perfect order, and at all times of the year contain one of the largest and best assorted stocks to be found in any retail house in the country. It is no half-and-half house, in which you can get *bits*, but have to go some where else for *that*. In it you can procure anything in the line. Fancy and staple dry goods of every description fill the shelves and drawers. Silks and satins, calicoes and cottons; woollen goods, mixed goods and all kinds of goods; gloves, shawls, flannels, and anything you may want is to be found therein. The Millinery Department is very complete, is ably and efficiently managed, and always contains the latest novelties in Paris and London fashions. Owing to the immense trade they do, the facilities they have for procuring goods, and the excellent arrangement that is displayed in every branch, they are enabled to sell at much lower prices than many other houses in the city. Their motto is "small profits and quick returns," and in carrying out and acting upon this motto, "The Golden Bonnet" has earned a name for cheapness, combined with excellence, that is greatly to be envied. In conclusion, we need only say to every reader of these lines, do not forget "The Golden Bonnet." If you are not already a customer of the house, which you most likely are, we advise you to become one immediately. In recommending the establishment, we know that we are fully justified, and we know also that one trial will convince any one that we have not spoken too strongly in what we have said. In prices and in the quality, every satisfaction is guaranteed, and if you cannot be pleased and satisfied at "The Golden Bonnet," we know not where you can. Remember the place, "The Golden Bonnet," Nos. 115, 117, 119 and 121, King Street East, opposite the Cathedral.