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As we are assured by the different Publishers they will this year far surpass all previous issues, and which had such an enormous sale last year, the largest ever made. We wish to remind the Trade that our exclusive arrangements with the Publishers for ADVANCE SUPPLIES enable us to publish in Canada simultaneously with London and Paris, sufficiently long before Christmas as not to interfere with the sales of Holiday Goods, an arrangement which has been so highly satisfactory to all dealers.

To ensure early and prompt delivery, orders should be sent us at once, as we were unable last year to fill all the orders received, and had to disappoint many dealers who had not placed advance orders. We wish here to emphasize the fact that ALL orders will be booked and filled strictly in the order received, and we will positively fill first (and in full) all orders from our first advance supplies, as far as they will go, so dealers will please take this warning and blame themselves if they fail to order now and do not get their orders promptly filled, and are consequently behind their neighbors. We refer to this point specially as we had a great deal of trouble and annoyance in this connection last year.

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