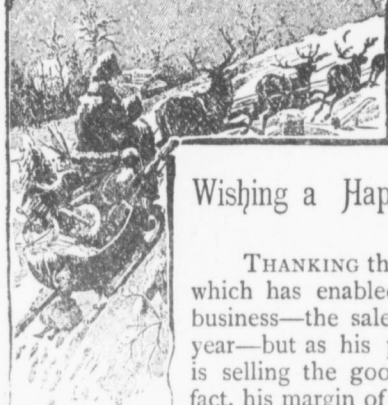


HOLIDAY GREETING



1887.

THE GOLDEN LION

Wishing a Happy New Year to all his Customers.

THANKING them for their patronage for the past year, which has enabled the Lion to do one of his best year's business—the sales being far in advance of the previous year—but as his profits are not much more, it shows he is selling the goods at still closer figures than ever—in fact, his margin of profit on most goods is so small that you would scarcely believe him were you told, but he is determined to increase the business by supplying his customers with the *best goods* for the least money possible.

The LION now imports goods from nearly every country in Europe, from France, Spain, Austria, Germany, Switzerland, Belgium, England, Ireland and Scotland, and getting them direct from the manufacturers, he can afford to sell at the same prices other houses have to pay the wholesale men for their goods; thus saving the customers, at least, *twenty-five per cent.* on their purchases. Of course he might put his extra profit in his pocket and claim it as his importing profit. But that is not his style—he only wants a living profit, and is willing to give his customers the benefit of all his experience and invested capital.

It is now over *fifty years* since he first opened his store on King Street, and during that time has always endeavored to act fairly and squarely with *the public*, having only one price on his goods. The children can buy as well as the best *judges*, and any goods not satisfactory are always exchanged cheerfully.

The LION looks to his friends throughout Ontario for his support, as this is the only means he has of getting a living, and if they stand by him he will stand by them, and see that they are well served.

During the past year the store has been much enlarged by removing the centre stairway, so that increased light is brought into the Clothing Department, and the Dress Room has been brought under the dome, giving extraordinarily good light to see the goods by, so that there need be no disappointment on reaching home about not being able to see the colors or quality, and in selecting your clothing you can have the best light of any store in Canada to see what you are buying. All these improvements have been made for the comfort and convenience of the customers, and the LION hopes they will appreciate his efforts on their behalf.

The elevator to Show Rooms is in same place, conveniently placed in the centre of store, so that non-walk upstairs or down when they want to see the Millinery, Mantles o. Carpets.

Again wishing you a very Happy New Year, and trusting to see you frequently during 1887, we remain, yours truly,

R. WALKER & SONS,

33, 35 & 37 King St. E., 10 Colborne St., Toronto, and Dundas St., London.