

FANCY GOODS—WHOLESALE.

IMPORTATION ORDERS.

TO THE TRADE.

CAREFUL BUYERS OF FANCY GOODS ARE BECOMING EVERY YEAR MORE AND MORE AVERSE TO GIVING IMPORTATION ORDERS,—1st, BECAUSE IT NECESSITATES ANTICIPATING THE NEEDS OF A SEASON'S TRADE MONTHS BEFORE THERE CAN BE AN ACCURATE ESTIMATE MADE OF THE PROSPECTS OF BUSINESS, SO THAT THE BUYER RUNS THE RISK OF OVERSTOCKING ON THE ONE HAND, OR OF MAKING AN INSUFFICIENT PROVISION FOR HIS WANTS ON THE OTHER.—2nd, THE SAMPLES ARE SHOWN SO LONG BEFORE THE ARRIVAL OF THE STOCK THAT IT IS DIFFICULT FOR THE BUYER TO RETAIN AN IDEA OF THEIR VALUE ADEQUATE TO THE PURPOSE OF COMPARISON, HENCE DISSATISFACTION ARISES, SOMETIMES ON ACCOUNT OF SUPPOSED DISCREPANCY, OFTEN BECAUSE OF REAL DIFFERENCES.—3rd, IMPORTA-

TION GOODS ARE NOT THE NEWEST GOODS, THIS IS TRUE ESPECIALLY OF GERMAN GOODS, VERY MANY LINES OF WHICH ARE SHOWN FOR THE FIRST TIME AT THE LEIPSIK EASTER FAIR, AND CONSEQUENTLY CANNOT BE FOUND IN IMPORT SAMPLES OFFERED ON THIS CONTINENT BEFORE EASTER.

A MEMBER OF OUR FIRM IS VISITING EUROPEAN MARKETS SPECIALLY FOR NEW FANCY GOODS FOR THE FALL TRADE OF 1885.

OUR TRAVELLERS WILL WAIT UPON THE TRADE IN AMPLE TIME FOR AN INTELLIGENT SELECTION TO BE MADE FROM SAMPLE OF GOODS IN STOCK AND EN ROUTE—AND IT WILL BE OUR AIM TO SHOW THE CHOICEST AND NEWEST LINES IN CANADA.

YOURS RESPECTFULLY,

SMITH & FUDGER.

48 & 50 YONGE STREET,
TORONTO, MARCH, 1885.