

WHOLESALE AND RETAIL DRY GOODS BUSINESS SKETCHES.

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G. & J. W. Cox & Co.

It must be acknowledged that Toronto is well supplied with Dry Goods Establishments. We have houses engaged in this line of business that are not only a credit to the city, but to the Dominion, and that would not lose anything in being placed alongside many of the leading firms of the large cities in the neighboring Republic. Of our Dry Goods and Millinery Establishments, that of Messrs. G. & J. W. Cox & Co. may justly be called one of the most enterprising. Their house is certainly one of the best in Toronto, for the simple reason that in point of size, amount of trade, and immensity of stock, it is one of the largest in the city. The well known sign of the house is the Golden Bonnet, which is a conspicuous object on King Street East, directly opposite St. James Cathedral. The extent of the premises will at once be seen when we state that they occupy Nos. 115, 117, 119 and 121, thus taking in what would form four ordinary establishments and constituting one of the largest and most extensive retail houses in the Dominion of Canada. Occupying such unusually large premises, of course the business done by the house is of a correspondingly extensive character. This is indeed the case. "The Golden Bonnet" is known far and wide, and the reputation of the firm is second to that of no firm in the city. The trade they do with residents of Toronto is very great, yet it is of comparative insignificance alongside the country trade of the house, which is unsurpassed by any house in the Dominion. The Messrs. Cox understand the true secret of success in trade, and have mastered the philosophy of making money by pursuing a legitimate and straightforward course. Every genuine business man knows that in judicious advertising the grand secret of commercial success lies hidden. Advertising is an art; simple as it may seem; and it requires a man of keen perception, tact, judgment and a peculiar ability to advertise in such a way as to reach the public successfully, and receive in return a reward commensurate with the outlay and labor expended. There are many business men in Toronto who understand not only the theory