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SAMSON, KENNEDY & GEMMEL

Acknowledge with thanks the patronage bestowed on them by their NUMEROUS CUSTOMERS THROUGHOUT THE DOMINION during the past year. which has resulted in a

VERY LARGE INCREASE OF THEIR BUSINESS

Over that of the previous. No feature of their trade presents a more satisfactory aspect (and which they refer to with pardonable pride) than its

STEADILY PROGRESSIVE CHARACTER.

Each succeeding year, from the commencement of their business, showing a large increase on the former, and they confidently hope, that by continuing to conduct it on the principles which have produced these pleasing results, that a still further steady increase will be secured.

The trade of Autumn, 1873, was, on the whole, they believe, satisfactory, notwithstanding the gloomy aspect which presented itself last June, owing to a continued drought, but timely rains produced an almost magic effect, and a good average harvest was afterwards reaped. The cotton and wool markets remain steady. The slight decline in price of cotton, which took place in November last, was produced by a temporary stringent condition of the money market, which gave a check to business, and not under the influence of the usual laws of supply and demand.

A fair business may be expected this Spring, but they would reiterate the advice given to their friends in their Fall Circular of 1872, namely, to buy their goods as they require, and sort up often. Don't purchase MERELY FOR THE SAKE OF BEING ABLE TO SHOW A LARGE STOCK, and the best results will follow.

They have made arrangements for the Trade of Spring, 1874—COMMENSURATE WITH THE DEMANDS OF THEIR BUSINESS—and offer the following advantages to buyers:—

A THOROUGH KNOWLEDGE OF THE BRITISH AND FOREIGN MARKETS.

A PERFECT ACQUAINTANCE WITH THE WANTS OF THE TRADE, and

A COMPLETE, EXTENSIVE, AND WELL ASSORTED STOCK.

New Markets have been visited by their Buyers in order to procure every available novelty, and to fully sustain the character for FRESHNESS AND ATTRACTIVENESS,

which their Stock has hitherto borne.

Notwithstanding the care bestowed in the execution of orders coming direct from customers, still, they do not hesitate to say that Buyers will find it greatly to their advantage to VISIT THE MARKETS OFTEN, and select their goods personally.

Nothing will be wanting on their part to maintain the established reputation of their house.

NO PAINS HAVE BEEN SPARED. NO DETAILS HAVE BEEN NEGLECTED. NO REASONABLE EXPENSES HAVE BEEN AVOIDED, so as to have their Stock one of the most attractive in the Dominion. Their business is conducted on thoroughly departmental principles, each Manager being held responsible for the turn-over in his department.

The following Departments will receive their special attention:—

Staples, Haberdashery and Small Wares,

Fancy Dress Goods and French Merinos, &c.

Black Lustres, Hosiery and Gloves,

Gent's Outfitting,

Ribbons & Laces, Tweeds, Shawls & Mantles.

A close inspection of their Stock is solicited, and they ask you to reserve your Spring order until you have seen it. The Stock will be sustained by a constant receipt of New Goods throughout the Season, and novelties introduced so soon as they can be imported.

Advices already to hand of early Shipments of Prints, White Cottons, Lustres, &c., &c.

They will be pleased to see their friends or receive their orders, which shall be promptly attended to.

SAMSON, KENNEDY & GEMMEL, 44 SCOTT & 19 COLBORNE ST., TORONTO.