

S. Greenshields, Son & Co.

MONTREAL, March 10th, 1896.

The success which has attended our control of the production of Messrs. Briggs Priestley & Sons, of Bradford, has encouraged us to adopt a very material extension of the arrangement regarded at the start as a new departure in the trade.

In order to be able to develop the original idea to the fullest extent, we have opened, under special management, a Dress Goods Import Department, which will represent a number of manufacturers of the first rank in the different markets of Europe.

The function of this department will be to establish a more intimate relation between good Canadian buyers and bona fide makers in Europe, to operate this relation at the least possible cost to all parties, to cultivate economical methods generally, and, above all, to avoid preparations that would overcrowd the market and at a later date affect injuriously the interests of those who had confided to us the details of their importing business.

That nothing may be wanting to meet the requirements of the time, Buyers wishing to visit the Continent will be provided with facilities to make their own selections at headquarters.

As the samples of each season will contain nothing but the newest styles, and as new goods require from ten to twelve weeks to make and get round for seasonable delivery, full collections will be early in the hands of Travellers, and intending Importers are earnestly requested to give their orders as early as convenient.

From the nature of this business it is evident that no opportunity will be left for going over the grounds a second time, and the scale of profits will preclude the department from carrying any stock. The new department will be conducted on the lines of discretion and judgment, and with a proper sense of the needs and peculiarities of the Canadian market.

A complete collection of samples from the various manufacturers will be submitted at an early date. Meantime, we solicit from you, in anticipation, the favor of an inspection before placing orders, which will much oblige,

Yours very truly,

S. Greenshields, Son & Co.