

SAMSON, KENNEDY AND GEMMEL, Wholesale Dry Goods Warehousemen.

Notwithstanding that a fair business has been transacted this season up to the present, and a hope cherished that at the close of the Spring trade, it will have been found that a full average trade was the result, yet CAUTION is the word to be emphasised by both the Retail and Wholesale Trade, and also by the Canadian Manufacturer. Imprudence in importing, or in over-production by manufacturers within our own territory, can result in nothing but to hasten a crisis which will be unparalleled in severity in the history of this country.

Let it be borne in mind that we have no out-let for surplus production, and consequently all we produce must be consumed in Canada.

It is a pleasing fact that the importations of Dry Goods this year are lighter than those of last year to date.

There is also great need for pursuing a careful policy in view of the immense amount of the capital of Ontario that has been transferred and buried under the sod in the North-West, and which must remain there comparatively unproductive for years.

Another reason why great caution should be observed by the Wholesale Trade in dispensing credits, is the absence of a proper law wherewith to deal with Insolvents. We cannot, of course, say what kind of legislation will be enacted this Session of the Dominion Parliament on this subject, but we hope that a simple, clear, and incisive Bankrupt Law may be the outcome.

It is true, there were no just grounds for complaint of payments either on the 4th of February or 5th of March last past, but it cannot be denied that there is an underlying feeling of apprehension regarding the future, which nothing but a *wise policy* can remove.

Toronto is rapidly extending her field of business operations and increasing her volume of Trade, and much commendable energy is being displayed by her Merchants. The representatives from her Halls of Commerce are found in the extreme East and at the extreme West of our Dominion,—from New Brunswick to British Columbia; but let us not forget that the same law prevails in Commerce that is seen operating in Nature,—that with the advancing tide, there are many receding waves.

We have MUCH PLEASURE IN ANNOUNCING that notwithstanding the large Sales we have already effected this season, our Stock continues to be

Well assorted in every Department.

This is chiefly owing to our arrangements in having weekly shipments of goods coming forward regularly to meet present demands, (but not to be stored away in Bonded Warehouses) one benefit of having a general resident buyer in the European Markets, in addition to sending home DEPARTMENTAL BUYERS.

We have made important changes this Season in the disposition of several of our Departments, so as to afford more ample accommodation for the

Haberdashery & Small Wares and the Ribbons & Laces.

We direct special attention to the increasing volume of Sales in our HABERDASHERY ROOM, which now occupies the greater portion of one of our large flats.

OUR STAPLE DEPARTMENT

Is in full blast, where we exhibit Prints in the latest novelties—Polka Spots, Black with Grey Backs, Pads and Light Ground Fancies; also Ducks, Denims, White Shirtings, Checked Shirtings, Linens, including Tablings, Towels, Canvas, Sheetings, Pillow Cottons, &c., &c.

OUR SILK DEPARTMENT

Contains superior value in BLACK AND COLORED SILKS and Brocaded Satins, patterns of which we will be happy to mail when required.

We direct the notice of Buyers to our Stock of RIBBONS AND LACES, where will be found novelties in Frillings, Laces, Lace Collars, Embroideries, &c., &c.

Our Gents' Outfitting Department .

Is both REplete and COMPLETE. A visit to this Room will repay buyers.

We will be happy to be favored with a visit from our friends, or their orders shall have our best attention.

Samson, Kennedy & Gemmel, 44 Scott & 19 Colborne St., Toronto.