

1875. SPRING CIRCULAR. 1875.

TORONTO, 1ST FEBRUARY, 1875,

DEAR SIR,—Encouraged with the hearty reception accorded our previous

SEMI-ANNUAL CIRCULARS

to the Trade, and the satisfactory results attending its issue, we now present you with that for Spring, 1875, trusting it may be found useful to you in the preparation of your purchasing Lists throughout the Season.

The early part of the past season was undoubtedly unfavorable for the disposal of HEAVY WOOLLENS, and yet we understand the Stocks to be carried over by the Retailers, are on the whole, smaller than at the same period of last year. Little or no complaint would have had to be made in this respect, had the exigencies of the trade of sundry Wholesale Houses not rendered it necessary for them to get rid of their excessive importations and reckless purchases, by forcing them, towards the end of the season, upon the Country Merchants (already fully supplied), upon terms of credit, which formed direct inducements to many Merchants to overstock themselves, to unduly and unnecessarily increase their liabilities, thereby running the risk of depreciation in value of surplus stock held, and restricting their liberty in the selection of fresh new goods, when really required.

Too much can scarcely be said in reprehension of this system of doing business. It should receive no encouragement from the prudent Merchants of Ontario, for such a system must necessarily depreciate the value of all goods in the country, of which there is a surplus to be disposed of. It means, in fact LOSS TO THE ENTIRE TRADE, and SPEEDY RUIN TO ALL WHO PERSIST IN IT.

It affords us pleasure to inform you we have just closed the largest and most satisfactory year's business we have yet had to record, and we think it is not too much to add, that a large majority of those who have favored us with their trade, have been well served, and have a like prosperity to chronicle, as the result of the year's operations.

To meet this progressive feature in our business, we have found it necessary to extend our premises, and re-organize our Departments for the current year's trade, having every reason to believe, from the condition of the Country, &c., the demand for the class of goods we make a SPECIALTY of, will continue to increase, and will produce a satisfactory return to all our Customers who handle them.

Still confining our attention, as heretofore, to GOODS FOR MEN'S WEAR ONLY, we now show on our

FIRST FLOOR,

TAILORS' AND CLOTHIERS' TRIMMINGS, and TWEEDS OF CANADIAN MANUFACTURE.

SECOND FLOOR,

WOOLLENS, of BRITISH and FOREIGN MANUFACTURE ONLY.

THIRD FLOOR,

GENTLEMEN'S FURNISHINGS.

Our purchases this season in BRITAIN and on the CONTINENT have been made with the greatest care, by our Mr. WYLD, in person, on a scale commensurate with the prominence we give to each of the above Departments.

The DOMESTIC GOODS have been to a large extent made specially to our order, or obtained from the best makers in the States and the Dominion.

In the

TAILORS' AND CLOTHIERS' TRIMMING DEPARTMENT,

we find it necessary, every season, to extend our assortment in many lines, which a few years ago WERE, and by the GENERAL DRY GOODS MERCHANTS, are now quite unknown

Among other goods we may mention:

FANCY BROCADE & ITALIAN SLEEVE LININGS,

" 3-4 and 6-4 ITALIAN COAT LININGS,

" BRAIDS and BINDINGS,

" IVORY and FLEXIBLE BUTTONS, &c., &c.

In these and other lines of Trimmings, our assortment will be large and varied, and quite unequalled, we are sure, by any other stock in the Dominion.

In the

CANADIAN TWEED DEPARTMENT,

we show a large variety of Texture and Pattern, made by the

PATON MANUFACTURING CO., SHERBROOKE, ROSAMOND WOOLLEN CO., ALMONTE, CORNWALL MANUFACTURING CO., CORNWALL, COBOURG MANUFACTURING CO., COBOURG, AUBURN MANUFACTURING CO., PETERBORO, NEWCASTLE WOOLLEN CO., NEWCASTLE, and others.

In a former circular, we have spoken of the superiority of these goods, when compared with imported Tweeds, at same prices, WHERE, AS WITH US, they are made to patterns suitable for the Trade, and sent out ONLY when PERFECT, and of FULL MEASURE. Purchasers from us will find these conditions carefully fulfilled, as we TEST and MEASURE EVERY PIECE as it comes from the Mills, and to this, very materially, we attribute the large increase in the volume of our Canadian Tweed Trade, from season to season.

We have, this season, devoted to our

IMPORTED WOOLLENS DEPARTMENT

the entire SECOND FLOOR of our premises, 25 by 150 feet, and are enabled thereby to show to great advantage the quality and texture of the various fabrics collated there, from the Looms of noted Manufacturers in BRITAIN, FRANCE and GERMANY. For the management of this Department, we have secured the services of a gentleman, for many years in charge of the Woollen Department of one of the largest Warehouses in Britain.

We remind you of the distinguishing feature of this branch of our business.

Our WOOLLENS are all imported in MANUFACTURERS PIECES, which we cut in ends to suit each of our customer's trade, thus enabling them to have a large assortment, without having to carry a heavy stock, and reducing to its "MINIMUM" the danger of making "bad stock," by unsuitable selections.

FOR MERCHANT TAILORS,

Our stock in this Department of TROUSERINGS, VESTINGS, COATINGS, OVERCOATINGS, and SUITINGS, will be found unsurpassed in this or any other market.

The removal of our

GENTLEMEN'S FURNISHINGS DEPARTMENT

to our THIRD FLOOR, will be found by our visitors an immense improvement. With a powerful light, and room to lay out the goods, the display we make in this Department will commend itself to all tasty buyers in this line. We have exhausted in our search for the newest and nicest goods, at suitable prices, the BRITISH and AMERICAN MARKETS; and the assortment of GENTLEMEN'S NECK WEAR, SHIRTS, COLLARS, HOSIERY, UNDERCLOTHING, GLOVES, UMBRELLAS, &c., &c., will be carefully maintained throughout the season.

We again bring before your notice the advantages presented to you in dealing with a House devoting their whole attention to our one SPECIAL DEPARTMENT of the DRY GOODS TRADE.

Has the purchaser of 1000 pieces of Tweed any advantage over the purchaser of 10?

Does the large buyer necessarily obtain a more thorough knowledge of the Markets than the smaller?

Is this more extensive knowledge conducive to better buying?

Is it an advantage to the Canadian Merchant to deal where he can select from a large assortment and where the goods are obtained from first hands?

If so, then we claim these advantages are to be found with us, in a pre-eminent degree.

In common with all the large and respectable Wholesale Houses of the Dominion, we have now entirely abolished the system of selling goods AT A STATED ADVANCE ON THE STERLING PRICES, the sentiment of the great majority of buyers who have purchased most largely on this system, being in favor of its abolition, as one opening the way to deception.

Our goods are marked in CURRENCY FIGURES, and at prices that will be found satisfactory to the closest buyers.

In anticipation of the introduction, at no distant date, of the system of Free Delivery of Letters, and other Postal Matter in Toronto, under which Registered Letters are at the risk of the SENDER, until delivered to the parties to whom they are addressed, we respectfully urge upon you the necessity for making your remittance by Bank Draft or Post Office Order, whenever practicable, in preference to sending Bank notes through the Mails.

Soliciting your favorable consideration of the foregoing, and assuring you of our best services at all times,

We are,

Yours faithfully,

WYLD & DARLING.