

# JOHN MACDONALD & CO'Y,

IMPORTERS OF

## Wholesale \* Dry \* Goods.

ESTABLISHED 1849.

Forty years ago the name of JOHN MACDONALD was added to the list of dry goods houses of this city.

Very many have been the changes that have taken place during that long period in the methods of doing business, and in the character of the trade of the country generally, indeed the review of the development of the country's trade and position during those extended years looks more like a dream than a reality, and yet the achievements secured are preparatory only to those greater results which await those who are resolute, earnest and hopeful.

The house has endeavored to keep pace with this development, and may modestly claim to have done its share of making the trade of Canada better known in the markets of the world.

Realizing what the possibilities of the future were, the house, as far back as twenty years ago, adopted the departmental system, the only true system of successfully carrying on a large importing business. A few years later it conceived the idea of sending its departmental buyers to Europe, in order that they might personally make their purchases from the leading manufacturers (not merchants, be it noted) of Great Britain and the Continent. Later still it resolved to make its purchases in every case where it could obtain an equivalent for cash only. Each purpose so framed the house has carried out with manifest advantage, it believes, to all who have entrusted it with any portion of their trade.

Impressed with the difficulties which beset many in visiting the markets, and with a view of meeting these, a new department called the

### LETTER ORDER DEPARTMENT

was formed, the head of which received the following instructions:—

1st. You are to regard yourself as the representative of the customer in the filling of the order.

2nd. You are to select every article from the various departments personally and with the greatest care, that nothing but the best style and the best quality may be sent.

3rd. You are to procure such goods as may not at the moment be in stock.

4th. You are to send prices and patterns when the same are requested.

5th. You are to write fully assigning reasons, if in any case any line from any cause had either to be omitted or substituted.

6th. You are to have the order despatched with the least possible delay.

### CUSTOMERS ORDERING BY LETTER WERE ASKED:

1st. To describe goods wanted as accurately as possible, giving, when practicable, width, shade and price.

2nd. When goods are wanted of particular quality or pattern, to enclose small cutting, remembering, however, that exact style in pattern cannot always be duplicated. In such case the same class of goods as near as possible would be sent.

3rd. To state if goods not in stock should be procured, and

4th. To state whether any change in mode of conveyance is desired.

5th. In addressing letter to put at top

FOR LETTER ORDER DEPARTMENT

It will not be strange that a system so comprehensive should have led to marked results. Customers have had their letter orders as carefully filled as if they were present, thus saving the time and cost of visiting the market, while the Letter Order Department itself has proved, as might be expected, a very great success, exhibiting a constant and satisfactory increase.

A change in the composition of the firm, though not in its name, took place by the admission of Mr. Paul Campbell, who had long held in the house a confidential position, and Mr. John Kidston Macdonald, the eldest son of Mr. Macdonald, as a means of still more effectually securing the development and extension of the business. The determination is that the forty-first year of the existence of the house, upon which it is about to enter, shall in every respect be the most satisfactory year in its history, and that its long and varied experience will be brought to bear directly upon the interests of all who will entrust it with any share of their business.

They are specially pleased to note that their determination in a remarkable manner animates the entire staff of the house—every buyer, second, assistant, and junior, every traveller, stated and special, every packer, porter and carter. In every department there is the fixed purpose that in efficiency and in results to all concerned the present season must surpass all former seasons.

They ask you cordially to note the preparation made for the present season, and they beg to assure you that all orders given to their travellers or sent direct to their Letter Order Department will receive from them the promptest and best attention.

They will be greatly pleased to have you personally visit their warehouses, and assuring you always of their best services, are

Very truly yours,

# JOHN MACDONALD & CO.

JOHN MACDONALD.

PAUL CAMPBELL.

JOHN KIDSTON MAC  
Public Library  
North Branch  
St Pauls Ward