

Toronto, the Wholesale Dry Goods Distributing Centre of the Dominion.

McMASTER, DARLING & CO.

J. SHORT McMASTER, LONDON, ENG.

HENRY W. DARLING, TORONTO.

ESTABLISHED 1844.

Wholesale Woollens and General Dry Goods.

1889 AUTUMN AND WINTER 1889

DEAR SIR—

Our corps of buyers having now all returned from the Foreign Markets, and our contracts for Domestic Goods being complete for the season, we are in a position to speak authoritatively as to

THE CHARACTER OF THE STOCK

with which we are to operate for the next six months.

WE NEED SCARCELY SAY IT WILL BE LARGE. Such an assortment as we offer the trade in every Department cannot be done without a large stock. It will be extensive enough to meet the growing requirements of our business; and will be

WELL MAINTAINED IN ALL STAPLE LINES THROUGHOUT THE SEASON,

while it will undergo such periodical contraction, as will insure the indispensable element of freshness.

Our Spring trade just closed has been the largest ever done by the House; and we have already the best assurance that the Autumn and Winter turn-over will be in keeping therewith.

As heretofore we rely upon the discrimination and skill exercised in the selection of our goods, as the passport to permanent success. These can only obtain full scope when attended by ample financial resources, giving access to all primary sources of production.

Quickened to a supreme effort by the stimulus of earnest competition, our Buyers are confident that the **GOODS WE SHALL OFFER IN EVERY DEPARTMENT** will enable us to maintain the supremacy already achieved; and **WILL COMMEND THEMSELVES AS WELL IN VALUE AS IN CHARACTER**, to every discriminating buyer.

The conditions are all favorable for the retail merchants of the Dominion to make money. The promise of an abundant harvest was never more encouraging.

VALUES HAVE ADVANCED AND ARE FIRM.

Manufacturers, Home and Foreign, of every description of Textile fabrics, are daily advising us of higher prices for further orders.

The early contracts made and the extensive stocks held by such distributing houses as ours, will reduce the advance to the retail trade to a minimum.

But it will be folly to throw away Goods without a Fair Profit.

Fortunately the stream of failures consequent upon the congested condition of trade for the past year or two has practically ceased. Those remaining in business are, we believe, animated by a determination to seek in the channel of legitimate profits—the only sure road to satisfactory results.

RECKLESS RIVALRY WILL THEREFORE LARGELY DISAPPEAR. The further aid to money-making will be found in a careful examination of the Wholesale stocks in the market; and we have more than usual confidence in

Inviting a Careful Comparison of our Styles and Values,

on which we base our claim to at least a portion of the trade of every enterprising Canadian Dry Goods Merchant, Merchant Tailor, and those dealing in the goods to which we give special prominence.

OUR TERMS WILL BE FOUND MOST LIBERAL.

The conveniences of a well administered business, and the courtesies of an efficient staff are at the command of all who favor us with their custom.

Kindly note the list of our Departments.

A visit to our extensive premises, and an inspection of our Samples in the hands of our Travellers, are earnestly solicited.

We are, yours truly,

McMASTER, DARLING & CO.,

TORONTO