

Established 1849...

# To the Trade

.... OCTOBER

**AS IT IS** with every successful undertaking, so is it with our letter order department. Since we adopted our present system there have been many attempts to copy it, but there is more

**REQUIRED** than a system; having the assortment of goods at right prices is of equal, if not greater importance. No house in the Dominion of Canada carries the assortment

**ALL THE YEAR** round that we do, and hence our fame as being the great assorting house of the Dominion, and making the filling of letter orders a specialty. Business in this department is rapidly growing in extent; the large number of

**CUSTOMERS** doing business with us by letter orders will readily understand the cause from the fact of their orders being filled, so promptly and satisfactorily. We have no such word in our

**BUSINESS** vocabulary as trouble. We want to sell, do you want to buy; do you want samples, quotations, or information of any kind that will be for our mutual

**SUCCESS ?** Thousands are placing their confidence in us, who are among the most successful business men. We have capacity for receiving the support and confidence of thousands more. Our business is daily

**INCREASING**



## John Macdonald & Co.

Wellington and Front Sts. East

TORONTO.