

To the Trade :

*To Capital, Skill,
Observation and
Truth*

in securing the support and confidence of our customers we attribute our success. Capital to buy on the very best terms ; skill in knowing how, when and where to buy ; observation in seeing the class of goods required ; truth in representing the superior value of our goods by facts and figures.
To buyers

*Visiting Toronto's
Great Annual
Exhibition*

we would like to impress upon them the importance of calling at our warehouses in order that they may see the variety of goods we show in Foreign and Domestic Staples, Linens, Silks, Dress Goods, Hosiery, Gloves, Men's Furnishings, Haberdashery, Fancy Goods, Carpets, House Furnishings, Woollens, and Tailors' Trimmings.

*Do Not Fail to see our
Special Brands :*

" Crescent " Black Dress Goods, " Seabelle " Serges, " Imperial " Hosiery, " Queen City " Domestic Cotton Goods, " Empire " Quilts, " Diamond " Shirts, and " Arms " Brand in Foreign Printed Goods. We assure you of a hearty reception and prompt attention. We want all our customers to

*Feel at Home while in
our Warehouses.*

JOHN MACDONALD & CO.

Wellington and Front Sts. E.
TORONTO. ❧ ❧ ❧