

To the Trade :

Established 1849

NOVEMBER

1899

This is the last month of our business year. We take stock every six months, June 1st and December 1st. During the month of November all odds and ends in each of our respective departments will be cleared, at a reduction off regular prices. Goods that we bought at old prices will be sold without advance. Every *WEDNESDAY* during the month will be a "*Red Letter Day*" for Bargains.

WEDNESDAY 1st we have named as a Special Sale Day in Carpets and House Furnishings.

WEDNESDAY 8th as a Special Sale Day in Men's Furnishings, Haberdashery and Fancy Goods.

WEDNESDAY 15th as a Special Sale Day in Dress Goods, Silks, Hosiery and Gloves.

WEDNESDAY 22nd as a Special Sale Day in Woollens and Tailors' Trimmings.

WEDNESDAY 29th as a Special Sale Day in Linens and Staples.

We have taken this step to induce customers to visit our warehouses, believing it will result in mutual benefit. You will see the goods you are buying, and as our travellers are now on the road with Spring Samples it is impossible for them to call upon you with samples of these goods. We shall be pleased to correspond with you and see you in our warehouses.

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO.,

Wellington and Front Sts. East,

TORONTO.