

To the Trade

Established 1849

Successful selling follows careful and keen buying. This is applicable to all branches of business and perhaps to none more so than General Dry Goods, Men's Furnishings, Haberdashery, Carpets and Woollens. At present, and until after the Millinery Openings, the city will be visited by more than the usual number of buyers. We wish to impress this fact not only upon these buyers but on every merchant in Canada who sells the above class of goods: that the stocks in each of our respective departments are New, Fashionable, Seasonable and Salable Goods, that it will be advantageous to see our Novelties, Special Lines, and Manufacturers' Clearing Lines before buying elsewhere. We have learned by an experience of almost half a century that New Goods are more satisfactory to consumer, retailer, and wholesaler than out-of-date goods are at any price, and therefore we commence every season with the latest productions of manufacturers as they appear in the markets of the world.

Owing to the depressed state of business in many of the manufacturing centres, we have, through the power of prompt cash payments, secured many very desirable lines, greatly below regular prices.

Our Linens are admitted to be the best value in the market.

Our Prints sell with greater ease than any others.

Our Dress Goods have reached a popularity that is enviable.

Our Hosiery is noted for fastness of color and durability in wear.

Our Woollens are sold in every county and province in Canada.

Our Carpets have no equal in design and value.

Our Men's Furnishings are renowned for novelties, specialties and assortment.

Our Haberdashery is always fully assorted with staple and fancy lines.

BICYCLE DEPARTMENT

Our bicycle travellers now on the road are sending us orders every day for the Dayton and Tempest, and many agencies are being arranged through correspondence. We want live men throughout Canada to handle these popular wheels. Write us for terms and prices to agents. Catalogue for 1897 now ready and mailed upon application.

John Macdonald & Co.

WELLINGTON AND FRONT
STREETS EAST

TORONTO