

TO THE TRADE

... NOVEMBER

CHRISTMAS is a season above all, others that the "Golden Rule" is practised, when every person is trying to make every other person happy, and presents contribute largely to the enjoyment of the

SEASON. Receiving presents from a friend is being reminded in tangible form of their friendship. The most suitable present is perhaps a disturbing element in the minds of many, but merchants are

ALWAYS ready to suggest or give whatever assistance they possibly can to their customers who are in any doubt. Our assortment of stock for Xmas trade is most attractive, and merchants placing their orders

WITH us will secure an assortment that cannot be had under any other roof in the Dominion of Canada. We are showing novelties in every department suitable for the

HOLIDAY Trade. We mention a few of the multitudinous. Fancy Goods, including Silver-plated Ware, Silk Handkerchiefs, Fancy Neckwear. Also Chenille Curtains and Covers, Tapestry Curtains and Covers, Muslins, Grenadines and Golden

DRAPERIES (for draping). Wilton, Axminster and Moquette Rugs, Sideboard, Tray and Table Cloths, Table Napkins and D'Oylies, Dress Goods, Silks and Fancy Knitted Goods, Brocaded Mantle Cloths and Novelties in Suitings.

Filling Letter Orders a Specialty.

JOHN MACDONALD & CO.

21 to 27 Wellington St. East
30 to 36 Front St. East

.....TORONTO