

# To the Trade

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**BUSINESS** to be a permanent success has to be conducted on true and right principles. We have conducted ours on these principles for about half a century, and cannot be convinced that there are any other

**METHODS** bringing lasting success. There are many inducements held out to business men that appear on the surface all right, but cannot stand probing; these, if resorted to, must sooner or later bring

**FAILURES** . . .

**The Assorting Season** is now with us and we have put forth special effort in having our five great departments fully assorted to meet the requirements of our customers. . . .

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Linens and Staples  
Silks and Dress Goods  
Men's Furnishings and  
Haberdashery  
Woolens and  
Tailors' Trimmings  
Carpets and . . .  
House Furnishings.

Filling Letter Orders a Specialty

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## JOHN MACDONALD & CO.

*Wellington and Front Streets E.*

 TORONTO