

To The Trade:



Speaking of Our Wednesday Five Corner Sales

we simply ask you to call and see the lines therein displayed. Life is too short and newspaper space too expensive to catalogue in detail the oddities, bargains, cut-prices, job-lots and snaps we are showing; a peep at these corners will tell the story, and an object lesson is worth volumes of talk. These corners are full of real money value to those who require the goods they contain.

We Are Winning on New Lines

which are uncommon energy and industry—searching the markets of the world for special values and manufacturers' overmakes—keeping our stock clean by clearing all odds and ends at reduced prices—commencing every season with new, fashionable goods that are in demand—by every possible means keeping our stock well assorted—selling on the smallest remunerative profit, and giving liberal cash discounts.

Having Incorporated the Golden Rule

into our business rules, the small retailer can buy from us as advantageously as the large departmental store. We do not believe in making special prices for a favored few more than we do in class legislation. We find "the truth, the plain truth" the best business-bringing axiom. As you are passing drop in and see our five corners. It is satisfactory for us to know that

Buying People Are Appreciating Our Efforts.

John Macdonald & Co.

Wellington and Front Sts. E.

*** **TORONTO.**