

The Leading Wholesale Trade of Toronto.

# FALL FASHIONS!

## MILLINERY, MANTLES AND FANCY GOODS, WHOLESALE.

### D. McCALL & CO.

Be to announce that their Fall Importations are being opened out, which for Value, Style, and General Assortment, cannot be excelled.

#### OSTRICH FEATHERS.

We Show the Largest, and, we firmly believe, the Choicest Stock in Ontario. In Wings, Fancy Feathers, and Hackles, our Stock is Large.

#### PLUSHES.

We have a large Stock, well worthy of a visit. All prices, from the lowest to the most expensive grade; in all shades, in self-colors and ombres. Plushes are to be largely worn, and we would advise all who have not placed orders to see our stock before buying.

#### IN SILK VELVETS AND VELVETEENS

We cannot be beaten. We show extra value in Colored Silk Velvets, and as for our Velveteens, they are, we are told, the best and most sightly goods shown on the Road this season. Of the various lines we keep, we have some specially for our own trade, which all ought to examine.

#### MANTLES AND MANTLE CLOTHS

Must be seen to be appreciated. We have now Repeat Cable Orders coming to hand of these goods, such has been our success.

#### KNITTED WOOL GOODS.

This Department is replete with the Newest Novelties. See for yourselves.

#### TIES AND SCARFS.

Without doubt, our stock is the Largest and Choicest in the Dominion. The best buyers in Ontario say so, and it must be so.

#### TRIMMED MILLINERY.

We have accommodation for any number of Improvers, and we will show a Magnificent Display, such as is not seen anywhere.

Our accommodation is second to none in the trade. With the extensions and alterations to our warehouse, we shall be able to cope with the large volume of trade to be done. Everybody is satisfied with our goods, and everybody pleased.

We treat customers as we would like to be treated. We have civil, obliging, and courteous salesmen. We consider our customers' interests as identical with our own. We advertise only what we can verify.

OUR OPENING, 30th and 31st Aug. and 1st and 2nd Sept.

**D. McCALL & CO., 51 YONGE ST.**

## W. J. GAGE & CO.,

11 WELLINGTON STREET WEST, TORONTO.

We have reason to believe that with the very large increase in our Trade, and with the important additions made to our Business during the past few years, we can now fairly claim to have the

### MOST COMPLETE AND EXTENSIVE ESTABLISHMENT OF THE KIND IN CANADA!

OUR BUSINESS NOW COVERS THE FOLLOWING:

PUBLISHING DEPARTMENT,  
MISCELLANEOUS BOOK DEPARTMENT,  
STATIONERY DEPARTMENT,

PRINTING DEPARTMENT,  
BOOKBINDING, LITHOGRAPHIC PRINTING,  
ENVELOPE MANUFACTURING.

### FOR THE OPENING OF THE SCHOOLS ON THE 1st OF SEPTEMBER:

We have pleasure in ADVISING OUR FRIENDS OUR ARRANGEMENTS ARE UNUSUALLY COMPLETE, with a list of OUR OWN PUBLICATIONS, which comprises most of the

## Text Books in use in Our Public and High Schools,

AND WITH A FULL STOCK OF

## ENGLISH AND AMERICAN BOOKS,

The Trade can rest Assured of having all Orders Promptly and Satisfactorily Filled. For the Fall Trade our Staff has been Doubled, so that our orders may be quickly despatched. DURING THE SCHOOL BOOK RUSH TELEGRAMS CAN BE DELIVERED UP TO 10 P.M.

**W. J. GAGE & CO., Educational Publishers**