



Fall Circular 1896

JOHN MULDREW & CO.

TORONTO, ONTARIO

The Domestic Woollen House of the Dominion

OUR ARRANGEMENTS FOR THE FALL AND WINTER SEASON
OF 1896-97 ARE NOW COMPLETE

As we aim only at doing in the better class of goods, our assortment comprises a really beautiful selection of nobby styles and fabrics.

Gentlemen's Goods.

In Gentlemen's Goods we show only the latest up-to-date article and we do not think the

Suitings and Trouserings

at from 40 cents to \$1.35 per yard

can be equalled by any foreign goods made, either for **Style, Purity of Stock or Value.**

The demand we have had this season for our finer class of Domestic Tweeds proves conclusively that at the prices mentioned they are rapidly and deservedly displacing foreign goods, as there is simply no comparison in their values. Every citizen of Canada ought to be proud that such goods can be manufactured in our own country, and so long as value and style are undoubtedly better than the impure imported article it is the duty of Canadians to wear their own woollens.

Ladies' Woollen Fabrics.

In Ladies' Woollen Fabrics we show an immense range of . . .

Dress Goods, Golf Cloths and Friezes

in all the New Tints

Alaska Cloakings, etc., etc.

The demand from every portion of the Dominion is the best proof that these goods are being appreciated by the masses, and every merchant must keep them or lose business. The ladies' department is a very important one with us.

We claim that we are the only firm in Canada devoting all our energies to the development of a fine Canadian Tweed trade, and that as a consequence our assortment must be and is more representative of the finer productions of our Canadian Looms than can be seen with any other house.

We aim to show only nice nobby goods, believing that they are more profitable to merchants than jobbish or old goods.

IMPORTED WORSTEDS

We make a specialty of IMPORTED WORSTEDS in VENETIAN AND TWILLS, and our assortment of Tailors' Trimmings will also be found very complete.

We thank the trade of Canada for the very liberal patronage given us during our first year in business. Our goods must have had some extra merit about them to be so very largely appreciated, and we feel sure that a careful examination of our samples for the coming season will result in increased attachment to us as a Woollen House.

22 FRONT STREET WEST.

JOHN MULDREW & CO.