

JOHN MACDONALD & CO.

IMPORTERS OF **WHOLESALE DRY GOODS.** ESTABLISHED 1849.

Forty years ago the name of JOHN MACDONALD was added to the list of dry goods houses of this city. Very many have been the changes which have taken place during that long period in the methods of doing business, and in the character of the trade of the country generally, indeed the review of the development of the country's trade and position during those extended years looks more like a dream than a reality, and yet the achievements secured are preparatory only to those greater results which await those who are resolute, earnest and hopeful.

The House has endeavored to keep pace with this development, and may modestly claim to have done its share of making the trade of Canada better known in the markets of the world.

Realizing what the possibilities of the future were, the House as far back as twenty years ago adopted the departmental system, the only true system of successfully carrying on a large importing business. A few years later it conceived the idea of sending its departmental buyers to Europe in order that they might personally make their purchases from the leading manufacturers (not merchants, be it noted,) of Great Britain and the continent. Later still it resolved to make its purchases in every case where it could obtain an equivalent for cash only. Each purpose, so framed, the House has carried out with manifest advantage, it believes, to all who have entrusted it with any portion of their trade.

Impressed with the difficulties which beset many in visiting the markets and with a view of meeting these a new department called the Letter Order Department was formed, the head of which received the following instructions:

1st. You are to regard yourself as the representative of the customer in the filling of the order. 2nd. You are to select every article from the various departments personally and with the greatest care, that nothing but the best style and the best quality may be sent. 3rd. You are to procure such goods as may not at the moment be in stock. 4th. You are to send prices and patterns when the same are requested. 5th. You are to write fully assigning reasons if in any case any line from any cause had either to be omitted or substituted. 6th. You are to have the order dispatched with the least possible delay.

CUSTOMERS ORDERING BY LETTER WERE ASKED—1st. To describe goods wanted as accurately as possible, giving, when practicable, width, shade and price. 2nd. When goods are wanted of particular quality or pattern, to enclose small cutting, remembering, however, that exact style in pattern cannot always be duplicated. In such case the same class of goods as near as possible would be sent. 3rd. To state if goods not in stock should be procured, and 4th. To state whether any change in the mode of conveyance is desired. 5th. In addressing letter to put at top **FOR LETTER ORDER DEPARTMENT.** It will not be strange that a system so comprehensive should have led to marked results. Customers have had their letter orders as carefully filled as if they were present, thus saving the time and cost of visiting the market, while the Letter Order Department itself has proved, as might be expected, a very great success, exhibiting a constant and satisfactory increase.

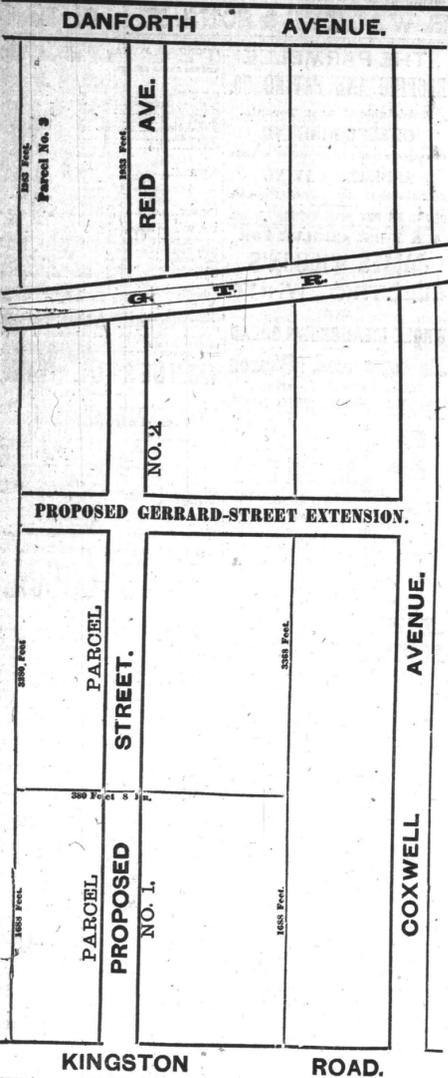
A change in the composition of the firm, though not in its name, took place by the admission of Mr. Paul Campbell, who had long held in the house a confidential position and Mr. John Kidston Macdonald, the eldest son of Mr. Macdonald, as a means of still more effectually securing the development and extension of the business. The determination is that the forty-first year of the existence of the house, upon which it is about to enter, shall in every respect be the most satisfactory year in its history, and that its long and varied experience will be brought to bear directly upon the interests of all who will entrust it with any share of their business.

They are specially pleased to note that their determination in a remarkable manner animates the entire staff of the house—every buyer, second, assistant and junior, every traveler, stated and special, every packer, porter and carter. In every department there is the fixed purpose that in efficiency and in results to all concerned the present season must surpass all former seasons.

They ask you cordially to note the preparation made for the present season, and they beg to assure you that all orders given to their travelers or sent direct to their Letter Order Department will receive from them the promptest and best attention. They will be greatly pleased to have you personally visit their warehouses, and assuring you always of their best services, are,
Very truly yours,

JOHN MACDONALD,
PAUL CAMPBELL,
JOHN KIDSTON MACDONALD.

JOHN MACDONALD & CO.



PLATT ESTATE

QUEEN-ST. EAST.
COMPRISING ABOUT
52 ACRES
FOR SALE BY TENDER.

THE UNDERSIGNED WILL RECEIVE
SEALED TENDERS

Marked "PLATT ESTATE" up to Saturday, July 6th, 1889, at one o'clock for the purchase of the above either in one or three parcels.

The property (being part of Lot No. 8 in the 1st Concession from the Bay in the Township of York) has a frontage on Queen-street of about 374 feet by a depth extending northward to the Grand Trunk Railway of about 5000 feet. (The extension of Gerrard-street to the east will run through this property.) To the north of the railway track (and in addition to the above) there are over 9 acres extending about 2000 feet northward to the Danforth-road and having a frontage on the Danforth-road of about 200 feet. The measurements are the result of a survey just completed and are believed to be accurate, but to avoid the possibility of disputes intending purchasers must satisfy themselves of their correctness and tenders must be of a specified sum and not by the foot or acre, and may be for one or more parcels or the whole property.

MAPS and DESCRIPTION of the property may be had on application.

ONE-THIRD PURCHASE MONEY in cash within ten days from acceptance of tender, of which the deposit of 10 per cent. made at the time of acceptance of tender will form part; balance on first mortgage, 2 to 5 years as desired, interest 6 per cent., half yearly with releasing clause upon payment of one month's interest, by way of bonus.

The highest or any tender not necessarily accepted.

For further particulars, terms and conditions, apply to

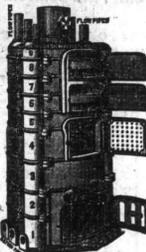
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East Branch—796 Queen-street, E. Macrae, Mgr.; Tel. 2096.
West — 57 Dundas-street, West Toronto Junction,
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Professor Manly of Wellesley College, Mass., writes: Greenland outside the house, Florida inside. An ideal heating apparatus.

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TORONTO.

NOTICE

To Contractors and Builders.

The Sand and Gravel on the property, N. E. corner Wellesley-street and Sumach-street. The estimate is about 8000 loads. We are instructed to offer Sand and Gravel en bloc till 8th inst., after which date if not sold we will receive offers for it in 100 load lots, to be removed at once.

Apply for further particulars to
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No. 36 Victoria-street. Telephone 1812.

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Is the only successful and the Cheapest Pavement known. See what Dr. Strange says of it:
218 Simcoe-street, Toronto, May 16, 1889.

Messrs. Bryce Bros. GENTLEMEN:—The Asphalt Flooring laid by your firm last year in my stables and coach house has given me great satisfaction. It appears to be perfectly durable, does not absorb dirt, and is consequently always sweet and clean. Another good feature is its easiness to be cleaned. It never becomes slippery. I do not see how it is possible to have a more satisfactory flooring for stables. Yours very faithfully, FREDERICK W. STRANGE, M.D.

For full particulars and prices apply to
BRYCE BROS.
HEAD OFFICE—250 KING-ST. EAST, TORONTO. 246

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WE WILL GIVE SPECIAL BARGAINS



To parties buying or placing their orders now.

Seal Mantles Re-made and Fitted.

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54 YONGE-STREET, TORONTO.
Highest Prices for Raw Furs. 216

NERVOUS DEBILITY.

Exhausting vital drains caused by early indiscretions effectually cured—Unnatural discharges, syphilitic affections, varicose impotence or premature decline of the manly power, and all diseases of the genital-urinary organs a specialty. It makes no difference who has failed to cure you. Consultation free. Medicines sent to any address. Call or write. Hours, 9 a.m. to 9 p.m., Sundays, 3 to 9 p.m. Dr. Revere, 205 Jarvis-street, Toronto.

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50,000 INSTRUMENTS IN USE.

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Cabinet Organs

ARE ACKNOWLEDGED BY LEADING MUSICIANS TO BE STRICTLY FIRST-CLASS.

Our Large Pedal Organs and Chapel Styles are better for medium and small-sized churches than Pipe Organs or Vocalions and at half the cost. They contain Scribner's Qualifying Tubes, of which patent we have been the sole owners for 15 years past, and the patent having lapsed has now become public property.

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GUELPH, ONTARIO.

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GAGEN & FRASER,

Photographers,
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The Dominion Flag, FOR SALE. \$2.40 PER DOZEN.

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90 YONGE-STREET.

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