

THE MONETARY TIMES AND TRADE REVIEW. -INSURANCE CHRONICLE-

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TORONTO, ONT., FRIDAY, JANUARY 12, 1872.

{ SUBSCRIPTION,
\$2 a Year.

1872. JOHN MACDONALD & CO 872.

Buying DRY GOODS to sell again is just like buying any other class of goods which men have to sell, and from which they hope to realize a profit.

BUYERS MUST BE ABLE TO SELECT FROM A LARGE STOCK,

From a stock embracing the newest and choicest styles; from a stock fully and constantly assorted, and at such prices as will secure a speedy sale and leave them a living profit. Better far not to go into business at all than to invest money carelessly in stocks selected without reference to style, assortment or value. The only end of which investment must be serious loss to both the wholesale and retail merchant. We risk nothing in affirming that the failure of any house which does not buy ITS STOCK WELL is only a question of time. While no business can be extended unless the stock is rendered attractive by keeping the NEWEST AND CHOICEST GOODS.

We do not undertake to say that our house is the only house that keeps a large stock, or that the newest and choicest goods are only to be found with us; that the facilities we possess, and the terms we offer are superior to any other house in the trade. We consider all such expressions as boastful, extravagant and unbusiness like. We are glad that in the wholesale Dry Goods trade of Ontario there are houses of the highest character with means abundantly ample to carry out anything they undertake, and worthy of every confidence.

If a business experience of nearly a quarter of a century—if the possession of ample means for the carrying on of our trade—if a thorough knowledge of the best markets at home and abroad—experienced and prudent buyers—the keeping of a very large stock throughout the year, and the maintenance of every department in the highest state of efficiency—are reasons which commend themselves to the trade as embracing all that is required to give confidence to the buyer. This experience, and these facilities we possess, and offer to all those who entrust us with their business.

We steadily adhere to our fixed purpose of EMPLOYING NO TRAVELLERS, and of selling goods upon the principles of COMMON SENSE, viz., in the CURRENCY OF THE COUNTRY ONLY. We do not find that to sell goods we have to expose our invoices to our customers, showing from whom we buy our goods and what they cost us, any more than we have to show them our bank account (which we think would be just as sensible) to enable us to do a business. How far we succeed in this our old-fashioned way of doing business may be gathered from this one fact, viz: that the increase in our sales for September, 1871 over the same month of 1869 was upwards of \$85,000.

With the close of December, 1871, we completed by very much the largest season's trade we have ever had since we have been in business, and are looking for a large and growing trade for the COMING SEASON. Our arrangements for the Spring will be of the most complete and satisfactory character. We were advised very early of the advance in COTTON as well as in WOOLLEN GOODS, and therefore much earlier than usual placed our orders for our SPRING SHIPMENTS. In several instances these were placed in the hands of Manufacturers on a basis of at least TWENTY PER CENT. BELOW THE PRESENT PRICE OF COTTON GOODS, while in other instances a slight but unavoidable advance had to be conceded upon the prices of last Spring.

We are warranted in stating that our SPRING SHIPMENTS will be the most attractive and complete we have ever imported, and such as we hope will prove of greater benefit to our friends than any former Spring stock.

Our advices of the probable further advance in the price of WOOLLEN GOODS led us some time since to place our orders for the Autumn of 1872 for our

**BLANKETS, WINCEYS, WOOL SHAWLS,
NUBIAS, WOOLLEN HOSIERY, FINGERING YARNS,**

Together with many lines of HABERDASHERY, which were at all likely to be effected by a further advance in the price of Wool. Our first LARGE SHIPMENT of Spring Stock was made by steamer from Liverpool of January 3rd, this to be followed by weekly shipments by successive steamers, so that we hope to be fully complete with our New Stock in every Department by the last week in February or the first week in March.

We call attention to our ORDER DEPARTMENT with much confidence. We promise the utmost fidelity in executing orders with promptness of despatch. The privilege of returning goods if not satisfactory.

Our premises are now so widely known that we think it unnecessary to give a CUT OF THEM. But we invite any who have not seen them to an early inspection of them.

John Macdonald & Co.

WAREHOUSE ENTRANCE—21 & 23 Wellington Street.

GOODS ENTRANCE—28 & 30 Front Street.

ENGLISH OFFICE—3 York Street, Manchester.