

JOHN MACDONALD & Co.

TO THE TRADE

Filling
Letter
Orders
A
Specialty.
Try
Us.

Do you want to assort
Your stock with
General Dry Goods
Gents' Furnishings
Haberdashery
Woollens and Carpets

AND

Do you require Novelties
In Fancy Goods for the
Christmas Trade.

The
Great
Assorting
House
Of
The
Dominion.

WE CAN SUPPLY YOUR WANTS AND REQUIREMENTS PROMPTLY.

John Macdonald & Co. WELLINGTON AND FRONT
STREETS EAST, *Toronto.*

The Fickleness Of Fashion

And the fancy of fair women causes many a shelf to become burdened with goods that are perfect in quality, right in price, but wrong in color. The progressive merchant appreciates the fact that the

COLOR OF GOODS

Takes precedent in the sale over pattern, price or quality. Off color goods are not necessarily bargain counter goods. Our business is helping merchants to keep in the color fashion. We are up to the times on fashionable shades. If you have any unsaleable stock of Dress Goods, Hose, Braids, Tweeds, Yarns, Soft Silk, and Union Ribbons, Ostrich Plumes, etc., send them to us and we'll Dye them to the color that will please and the color that will sell. Look over your old stock.

R. PARKER & Co.

New goods should be forwarded to
the Works direct

Dyers and Finishers

Works and Head Office:
787 to 791 Yonge Street

TORONTO, ONT.