

To the Trade.

Two Reasons

we assign for such great increase in our business for Fall Season's trade. 1st—There is a general revival of business throughout the country. 2nd—Our values are better and our assortment larger than usual.

Good Value

is a powerful magnet for drawing business. Every live merchant is on the alert to secure the best value possible, and we are convinced, from the number of orders already placed with us for Fall business, that our values are right.

Extensive Assortment

is another powerful attraction, both to keen buyers and those who wish to select from the most fashionable and saleable productions of the manufacturer. In General Dry Goods, Men's Furnishings, Haberdashery, Woollens and Carpets we are unequalled.

Millinery

is now attracting considerable attention, and although we do not show Millinery, there are many articles included in our stock of General Dry Goods, such as Ribbons, Silks, Velvets, etc., that every Milliner visiting Toronto should see.

Our Silks

are famous all over the Dominion, especially so in the City of Montreal. See our Silks when in Toronto.

BICYCLES AT CLEARING PRICES.

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO.

Wellington and
Front Streets East, **TORONTO**