

# Precontracts



**SPRING SEASON**  
**.. 1896 ..**

**O**UR central idea is to place before customers goods suitable for their trade, and superior in value to any on the market. To this end we are applying ourselves with great success. Early this year, before any advance of much importance in manufactured goods had taken place, we felt convinced a decided turn in the tide of commerce would very soon set in, and accordingly shaped our course of action for the future by sending our buyers to the markets early, thus placing many of our contracts before any advance took place, and all of them before the great advance for Spring Season, 1896. Some of the manufacturers with whom we placed these early orders have already offered us a fair profit to cancel same, owing to raw material and yarns having advanced so much.

Our travellers are now on the road with samples for Spring Season, 1896, and we desire to point out that by placing orders with us early, you will secure goods at the lowest point for this season's trade; as any repeat orders we may have to place with manufacturers will be at an advance of from ten to fifty per cent.

Our Prints are equal, and many lines superior, to those of former seasons. The prices are the same as last year, with the exception of some lines, that are even lower, notwithstanding the advances in cottons and the combination that has been formed in Canadian prints.

We wish it to be thoroughly understood that we are not in any combination, or under any promise or agreement whatever as to how we shall buy or sell.

Our Linen Department has grown to large proportions and many of the lines for this season are of special importance.

Our Dress Goods embrace all the leading lines in Sicilians, Brilliantines, Alpacas, Wool and Mohair Mixtures and a variety of French and German novelties in mixed Silk and Wool Goods.

Woollens is one of the lines that has advanced greatly, but, notwithstanding this fact, we are showing them at old prices.

In our Gents' Furnishings and Haberdashery Department we are showing a larger range than usual of our business-building lines.

Our Carpet Department has added still greater vigor to its selection of lines specially manufactured for our own trade.

Previous to our semi-annual stock-taking Dec. 1st, we will clear all odds and ends at special prices. We shall be pleased to see you in our warehouses when visiting the city.

**Orders Solicited.**

**Filling Letter Orders a Specialty.**

---

## JOHN MACDONALD & CO.

*Wellington and Front Streets East*

**Manchester  
and London**  
ENGLAND

**TORONTO**