

TO THE TRADE.

ESTABLISHED
1849.

Do not buy

Dress Goods for Spring season 1899 until you have seen our samples. Besides our usual very extensive range, we have secured sole control for the Dominion of Canada of the celebrated "Gold Medal" brand of Black Dress Goods. These goods, although hitherto comparatively unknown in this market, have an enormous sale in the United States, and to-day in that market, are acknowledged to be the best line of Black Dress Goods shown, in French, German, and English manufacture.

We are also

Sole Agents in Canada for the celebrated "Seabelle" Coating Serges for ladies' costumes. These serges have a most extensive sale in the English market, and we predict for them an equally extensive sale in this market. We guarantee every yard will not change color by exposure to rain, sun or salt water. The goods are rolled on special boards, and each piece has our trade mark "Seabelle." We show a large range of prices.

New Goods...

A Specialty.

Filling Letter Orders

A Specialty.

JOHN MACDONALD & CO.

Wellington and Front
Streets East

TORONTO.

Recd. 12/11/99

