

February 1899.

Established 1849.

TO THE TRADE.

# HALF A CENTURY

We have entered upon our jubilee year with bright prospects of successful business. Our stocks are larger, better assorted, and, in value, superior to any that we have ever shown. Orders have been, and are coming in freely, and sales in our warehouses are daily increasing. Our margin of profit has been reduced, with the object in view of greatly increasing the amount of our sales. The old maxim "small profits and quick returns" has been adopted by us, and our buying capacity largely increased.

## We Have Complete Control

in the Dominion of Canada for some of the best selling lines in general Dry Goods, Carpets and Men's Furnishings; and selling agents for a number of foreign manufacturers. At present we are selling Laces and Embroideries to some wholesalers who are selling the same goods to some of the largest retailers who claim they import everything direct. We claim that unless a merchant buys direct from the foreign manufacturer, he can buy to better advantage in the home market. We would remind you that we sell at the manufacturer's price list many of our

## Home Manufactured Goods.

With pleasure we are anticipating a visit from you, when in this city, especially during the Millinery Openings. Although we do not carry made-up Millinery, we show many lines that may be called Millinery Supplies, such as, Silks, Laces, Veilings, Frillings, Hat Buckles, Pins, etc., etc. Our stock of these goods is much larger than usual; especially is this the case in our Lace Department. We would also direct your attention to our Skirt Department which is a new department with us, and one which is growing very rapidly. We have one of the most expert skirt cutters in Canada and we are sure it would repay you to

## See Some of His Work.

**JOHN MACDONALD & Co.**

Wellington and Front Streets East

TORONTO.