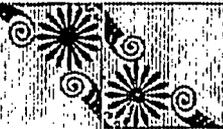




To the Trade

Established
1849



THE RACE

for pre-eminence in every department of life is perhaps more rapid to-day than it has been during any other period of the world's history. "There is always room at the top," and the diversity of means used to get there are amazing. This applies to the wholesale dry goods trade as much, as to any other trade or calling.

WE FIND

that the old policy of truth, honesty and fair dealing between man and man are the best means, giving us the lead towards the top in the following departments: Linens, Staples, Dress Goods, Silks, Men's Furnishings, Haberdashery, Hosiery, Gloves, Woollens, Tailors' Trimmings, Carpets, House Furnishings, with the

ASSISTANCE

of cash and experience constantly at our command. These controlling forces combined, secure confidence between us and our customers and the best value in goods that the markets of the world can produce. We number amongst our thousands of customers many of the largest and best

BETWEEN

the Atlantic and Pacific oceans. Our customers are welcomed to our warehouses at all times. If our warehouses can be of any special service to you during Canada's great fair, as a meeting point with friends, or a means to facilitate matters in any way, we shall be pleased to have you so use them, and give any information for your benefit that we possibly can.

JOHN MACDONALD & CO.

Wellington and
Front Streets East

... Toronto