

The Fall Trade



TO THE TRADE

At the beginning of every season live merchants are on the alert to secure the latest production of the artist and manufacturer and make themselves thoroughly familiar with the trend of trade. In a falling market they are cautious and buy sparingly. In a rising market circumstances are changed and it is then that good business judgment is required.

Having anticipated a rising market and placed our orders before advances took place, we are enabled to show goods at our present prices.

Since placing our orders we have been advised by a number of manufacturers that they will not receive repeat orders at the same figures, owing to advance in the raw material. When the original purchases are sold out, unless the markets again drop, which is not very likely during the present season, prices of a necessity will have to advance. We would therefore advise our customers to place their orders as early as possible.

We are in business to do business profitably, and by doing business profitably those doing business with us will do a profitable business.

Our travellers are now on the road with a full range of **FALL SAMPLES**.

Our **FALL STOCK** is now almost complete, shipments arriving daily. We shall be pleased to see you in our warehouses. Orders solicited.

Filling Letter Orders a Specialty

JOHN MACDONALD & CO.

Wholesale Dry Goods
Gents' Furnishings
Woollens and Carpets.

21 to 27 Wellington Street East
30 to 36 Front Street East

TORONTO