

To the Trade

ESTABLISHED
1849.

WISDOM

in obtaining the most salable goods at right prices is a feature of our business well known to the Canadian Trade. At this season of the year, when so many are looking for something suitable for Christmas Presents, customers will be pleased to know that our stock of fancy goods at present is equal if not superior to any that we have ever shown in the past.

STRENGTH

to act in the markets of the world by the power of capital and force of experience ensures to us, at all times, value in every department that contribute largely to our success in holding the customers we have and constantly adding new ones from every Province of the Dominion. During the year that is now drawing to a close this has been in greater evidence than ever heretofore.

BEAUTY

which is always pleasing to the senses of sensible people, is a pre-eminent feature of the design, texture and color in our stocks of Silks, Dress Goods, Carpets, Housefurnishings, Fancy Goods, Men's Furnishings, Suitings, Trouserings and Woollens (of all kinds); Hosiery, Gloves, Haberdashery, Linens and Cotton Goods. Thanking you for your confidence in the past and soliciting a continuance of the same

WE GREET YOU

... WITH **C**hristmas Greetings

John Macdonald & Co., Wellington and Front
Streets East, Toronto