

New Woollen and Tailors' Trimmings Firm.

JOHN MULDREW,
Late of the firm of Mc-
MASTER & CO., under
the firm name of

John Muldrew & Company**TORONTO**

We expect to occupy our New Warehouse, 24 Front
Street West, about 20th June.

Temporary Office:
Room 5, Merchants' Building, 50 Bay Street.

TORONTO, May 1st, 1895.

DEAR SIR,

Having been actively engaged in the woollen business in Canada for the past 25 years, I have decided on opening business on my own account, making a specialty of Woollens and Tailors' Trimmings.

As I have served in every branch of the woollen business from sewing on the bench, head salesman in the woollen and clothing department of the largest concern of the kind in the country, traveller for a large and exclusively woollen house, buyer and managing salesman for another large wholesale woollen firm, and for the past five years partner in the wholesale dry goods and woollen firm of McMaster & Co. in this city, I think I may fairly claim to know the business in its every detail.

I am associating with me in my business my son, Wm. H. Muldrew, who has had a long and careful training, both in retail and wholesale woollens, as salesman, traveller and buyer, and is acknowledged by the trade to be thoroughly in touch with both the producing and distributing markets. We therefore ask the confidence of the trade as a thoroughly equipped woollen firm, feeling that we know both the wants of the consumer and the best sources of supply.

From close observation we are convinced that the only way such an important line as woollens can be handled successfully is as a specialty, by experts who thoroughly understand the business, and devoting their whole time and attention to its vigorous prosecution and development.

For our Opening Season—FALL, 1895

We show an immense range of samples, all **new, fresh and up-to-date** goods, **not an old sample in our whole collection.** Many of the latest novelties made exclusively for ourselves, and every pattern and cloth selected with the greatest care as to its quality for the consumer and its profit producing value to the merchant.

Our particular Specialties for our Opening Season are**Domestic Woollens** (which we believe to be the best intrinsic value for the wearer made in the world)

In these goods we show some beautiful novelties in shades and effects in **SUITINGS** made expressly for ourselves, and representing extra late European ideas as to **SHADE, FABRIC and DESIGN.**

Also **TROUSERINGS**; a grand range of tasty patterns and **OVERCOATINGS** in the new shades in **CURLS, MELTONS and FRIEZES,** in endless variety.

Imported Worsteds

In **VENETIANS, TWILLS, WALES and FANCIES.** These goods have been selected by us with more than ordinary care from the very best makers in Europe. The range will be found large, and our values worth the attention of every close and critical buyer in Canada.

Tweed Dress Goods and Mantlings

The demand for these fabrics has deservedly grown to immense proportions, and will, we believe, be larger this season than ever; we are consequently showing a large and most attractive range which will appeal to every tasty buyer, both for designs and values.

In the hurry and pressure incident to getting into shape, it has been impossible for us to reply in the way we should have liked to the very many kind letters of encouragement which we have received from every part of the Dominion since it has become generally known that we proposed opening business on our own account. We now take this opportunity of thanking one and all for the many expressions of confidence which we have had in this way, and it will be our ambition to prove worthy of all the kind and encouraging words we have had.

Our travellers leave for their respective routes in a few days, and we ask every merchant interested in seeing a large range of carefully selected Woollens, **without an old pattern in the whole lot,** to look through our samples.

Yours faithfully,

John Muldrew & Company