

To the Trade

ESTABLISHED
1849



MARCH

Did you ever stop to consider that to reach buyers you must appeal to public opinion? How can you do so more effectually than by having in stock goods that are in demand at the right price? The reason why we are selling **New Fashionable Goods** at such low figures is our business. It is your business to buy them. An object lesson is worth volumes of talk. See our stocks of

General Dry Goods
Men's Furnishings

Haberdashery
Woolens and Carpets

No live merchant fails to learn at a glance that these stocks are full of real money value to him. Our warehouses are like fields, always ripe with **Fashionable Goods** as they appear in season, where bargains are harvested by the keenest buyers in Canada. Our phenomenal success in business is not the result of accident, but of principle, in its management---**Truth, Energy and Liberality**. These are the bulwarks that have withstood, are withstanding, and will continue to withstand all the opposition and competition with which we have to contend. Specialties to-day in each of our Five Great Departments.

BICYCLE

Department

Beauty of finish, elegant equipments, superior quality of material and workmanship have made the DAYTON famous, not only in AMERICA, but it has been recognized by the

CROWNED HEADS OF EUROPE as the finest in the land. The Czar of Russia and the Princess of Italy have chosen THE DAYTON for their mounts. See the Model H TRACK RACER, a perfect racing wheel, the fastest and most rigid ever produced.

We are Sole Canadian Agents
for the

DAYTON and

TEMPEST WHEELS

JOHN MACDONALD & Co.

Wellington and Front
Streets East

TORONTO