

John Macdonald & Co.

TO
THE
TRADE

PAST, PRESENT, FUTURE

THE PAST. That the contracts that were made by us with leading manufacturers both on this and the European Continents in 1895 for the Spring Season of 1896 were made before any material advance and many of them before any advance had taken place.

THE PRESENT.—That we are daily receiving large shipments of these goods, especially in

Prints and Linens

THE FUTURE.—That from the fact of having secured such a fully assorted stock of exceptional value and our customers already having placed with us large orders, we expect to do, during the next six months, the largest business we have ever done in our forty-six years' successful career.

*Our travellers will wait upon you shortly.
We make the filling of letter orders a specialty.*

We are always pleased to see any of the trade in our warehouses and extend a cordial invitation.

JOHN MACDONALD & CO.

Wellington and Front Streets East

Manchester
and London
ENGLAND

— **TORONTO**