

To the Trade

Established
1849



General Dry Goods
Men's Furnishings
Haberdashery
House Furnishings
Carpets, Woollens
Tailors' Trimmings

These Departments and Filling Letter Orders are Specialties with us.

NEWNESS

In goods required for the Assorting Trade is daily becoming a more important factor. While not losing sight of the fact that there are regular lines in every department in demand, right through the season, the other is equally apparent to us, that the Trade are constantly on the lookout for novelties as they appear in the markets of the world.

With our usual alertness of action, forethought in decision and insight into the products of manufacturers, our stocks are kept assorted with just such goods as these.

At this season of the year customers are also looking for clearing lines and job lots. In manufacturing circles the probabilities are that overmakes and clearing lines will be scarcer this season than usual. However, there are some in the market at present that we are controlling.

It matters not how expert and careful buyers are, in some lines they will over-buy. We have made it a rule that such lines have to be cleared not later than the last day of each season, irrespective of cost.

Unfortunately we have a few of these lines in stock that have to be cleared before the first of December. Remember they are not old goods, they were bought for the Fall Season's Trade. We do not and will not carry old goods.

We always show new goods. With such a stock to select from is it any wonder our business is growing rapidly?

JOHN MACDONALD & CO.

Wellington and Front
Streets East

TORONTO.