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\$2 A YEAR
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To the Trade

Always be prepared for a rainy day. We are constantly receiving new lines and special lines.

Special Lines in

- MEN'S UMBRELLAS
- MEN'S RUBBER COATS
- LADIES' RUBBER CIRCULARS
- TRAVELLING RUGS
- MEN'S BRACES

New Lines in

- MEN'S LINEN COLLARS
- MEN'S MECKWEAR



JOHN MACDONALD & CO.

Wellington and Front Streets East
TORONTO

Fensom's

The departmental store is not to be annihilated by idle appeals to sentiment. Trade knows no sentiment. You must meet your competitors with their own weapons on their own grounds. Smooth running, nicely adorned elevators are trade winners; they are invaluable aids to the modern storekeeper. FENSOM'S are the best; buy the best.

Elevators

Works and Office:
52, 54, 56 Duke Street, Toronto

McMASTER & CO.

WHOLESALE Woollen and General Dry Goods Merchants

4 to 12 FRONT ST. WEST
TORONTO, Ont.

England—34 Clement's Lane, Lombard St., LONDON, E.C.

EXCEPTIONAL VALUE

Teas

CEYLON and INDIAN

Orange Pekoes, Broken Orange Pekoes, Pekoes, Broken Pekoes, Pekoe Souchongs & Souchongs

Send for samples and quotations

Perkins, Ince & Co.

41 & 43 Front St. East, Toronto.

JOHN FISHER, SON & CO.

Woollens

—AND—

TAILORS' TRIMMINGS

442 & 444 St. James Street, Montreal. 101 and 103 St. Peter St. QUEBEC.

JOHN FISHER & SONS
Huddersfield, Eng. London, Eng.

MARK FISHER, SONS & CO.'Y

Woollens
And . . .
Tailors' Trimmings

Our customers will now find our stock **Fully Assorted** in all desirable lines for

FALL AND WINTER TRADE.

Our Travellers are now showing the **Finest Collection of Samples**, for Spring of '96, that it has ever been our privilege to offer the Trade, and cordially invite an inspection. Letter and telegraph orders will receive prompt attention.

MARK FISHER, SONS & CO.,
Victoria Square, MONTREAL.

RICE LEWIS & SON

LIMITED.

ARTHUR B. LEE, President.
A. BURDETT LEE, V. P. & Treas. | Wholesale and Retail

Shelf and Heavy

HARDWARE,

••• **BAR** •••

Iron^{n^d} Steel

Wrought Iron Pipe and Fittings

TORONTO - Ont.