

*To the Trade.*

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*Established 1849.*

# OCTOBER---

We are more busily engaged filling letter orders and supplying wants of the sorting trade than during any other month of the year. This year we have put forth special effort to have our stock better assorted than ever before. Our registered brands and brands that we control, combined with the latest novelties as they appear in the market, are both attractive and salable.

The keenest buyers are most alive to these facts. We want every merchant interested in Dress Goods, Hosiery, Gloves, Men's Furnishings, Smallwares, Linens, Staples, Carpets, House Furnishings, Woollens and Tailors' Trimmings who can pay one hundred cents on the dollar (less our liberal cash discount), to thoroughly understand that we are after a share of his business. From those who are not doing business with us we would kindly ask a trial order. We are always on the alert securing the best value and giving our customers improved advantages both in buying and . . . . .

## SHIPPING.

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# JOHN MACDONALD & Co.

Wellington and Front Sts. East,  
TORONTO. ❁ ❁