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\$3 a Year.

JOHN MACDONALD & CO.

Established, 1849.

To build up a large, healthy and prosperous business, is not the work of a day. Years must elapse, and many of them, before the public will give its confidence implicitly to any house, holding that it must first have an honorable record before it can expect a large and an uninterrupted support.

Has the house an established reputation? Has it ample facilities? Is it progressive? Are its customers well served? Do they succeed? Are questions which men in business, and men about to commence business, will ask. (It is well that it is so); and from the nature of the replies will they decide whether or not they are to be advantaged by a connection with the house.

In carrying on our own trade we are not guided by what other houses do. We are told, for example, that the custom of the trade is;—To sell on the sterling; To date goods forward; To employ travellers; To have a variety of terms, either in time, discounts, or both, for various customers. We manage our business as we think best, and in doing this, *We sell all our goods at currency prices; We date no goods forward; We employ no travellers; We have uniform terms; We offer no baits to alienate the customer of any house;* Nor do we intend to do so. And yet our business grows healthily, steadily, constantly, as fast as we can desire, and as fast perhaps as any sound healthy business ought to grow. Our annual sales are over

FOUR HUNDRED THOUSAND DOLLARS!!

greater than they were three years ago, an increase as remarkable as it is large. Yet we look confidently for at least the same ratio of increase **DURING THE CURRENT YEAR.**

VERY FEW OF OUR CUSTOMERS FAIL!

At our prices they can not only sell goods, but make money. From our stocks they can not only get an assortment, but a complete one, without the necessity of opening other accounts; too often the cause of embarrassment and failure.

FOR THE COMING SPRING,

Our arrangements are very complete. Our buyers, men of excellent taste and judgment—men of long and tried faithfulness to the house are now in the British markets, making their purchases under the most favourable circumstances.

Our imports will be of the usual large and attractive character. Our first shipments have been already made, and in ample time for the Spring trade, we shall be fully ready, and happy to see our many friends. All classes of

CANADIAN GOODS

will be fully represented, from the best and most reliable Canadian Manufacturers.

OUR ORDER DEPARTMENT

continues to increase very rapidly, and we beg to assure our friends, that the same careful attention which has led to its present growth, will continue to characterize it in its further development.

Warehouse Entrance:—21 & 23 Wellington St.,
Goods Entrance:—28 & 30 Front St.

JOHN MACDONALD & CO.

ENGLISH OFFICE:—3 York Street, Manchester.