

SPRING SEASON, 1897.

TO THE TRADE:

We are determined to give our customers advantages that can only be derived from successful business methods and experienced buying.

FOR SPRING SEASON 1897 we have exceeded all past efforts in securing a stock complete in every particular that constitutes the requirements of our

FIVE GREAT DEPARTMENTS

General Dry Goods

Men's Furnishings

Haberdashery

Carpets and Woollens.



We have five thoroughly experienced buyers who visit the markets of the world at least twice a year, buying for cash direct from manufacturers who manufacture for our own trade.

A most important feature of our business is the attention given to **FILLING LETTER ORDERS.** We have a complete staff of employees, who devote their time, experience and energy to this work, which for our customers is an easy and prompt method of keeping their stocks fully assorted.

BICYCLES

Bicycling has become a most popular method of locomotion, and the bicycle a most important article of commerce. Realizing these facts, we have decided to put on the market a first-class high-grade wheel

..THE DAYTON..

Second to none, and vastly superior to the majority of bicycles already in use.

WE have complete control and are sole agents in Canada for the Dayton Bicycle. Our travellers are now on the road with the new models for 1897. If you wish to secure an agency for this wheel, which we feel assured will be the fastest selling and most popular bicycle for 1897, write us at once. The **DAYTON** is on exhibition in our warehouses.

John Macdonald & Co.

WELLINGTON & FRONT STS. E.

TORONTO.