

JOHN MACDONALD & CO.'S

MONTHLY REVIEW AND CIRCULAR.

NOVEMBER has been marked by an active demand for most classes of Goods, and sales have been considerably in advance of same period of last year.

REMITTANCES have also been in advance of corresponding month of 1873.

DECEMBER so far exhibits an equally large increase on sales and receipts, and there is no reason why this should not be maintained to the close of the year.

The demand for Woollen Goods might possibly have been larger had the weather been colder; yet a season which from its unusual mildness has been a benefit to so many, cannot be without its advantages to the merchant.

COUNTRY DEALERS complain that farmers are holding their Fall grain for higher prices.

There can be no doubt that the farmer who sells when he has a market will do better (taking an average of years) than the one who takes all the risks and holds for higher prices; but, whether he sells his Fall wheat or not, there ought to be no difficulty about his paying the country merchant.

Everything else which he holds is in good demand at high prices, while the quantity gathered is vastly in excess of last year.

There should be no reason, therefore, why farmers should delay for one hour paying up the COUNTRY MERCHANT, for in no season have they been in a better position to pay off their entire indebtedness.

Others complain of being OVERSTOCKED in certain lines of goods. This is an OLD EVIL, and one which is never wanting in business communities.

Men allow themselves to be talked into buying goods MONTHS BEFORE THEY REQUIRE THEM, being often told that they are going to be SCARCE AND DEAR.

And although they find when the season opens that they can buy just the quantity they require, and not infrequently at LOWER PRICES, yet they next season allow themselves to be talked again into the SAME FOLLY—to experience again the same results.

MERCHANTS MAY RELY THAT

There will always be more goods imported than they want to buy or can sell.

There will be no fear but that every good man will get all the goods he requires and when he needs them.

There is no need of his buying goods for months before they are wanted.

It is more profitable to him to have surplus stock in the hands of the Wholesale Merchant than in his own.

And it is well that men should begin to realize that this system of buying—by fostering on the one hand over-production, and on the other over-importation—is the surest means of depriving the retail dealer of his profits.

A little snow would now be very timely, and would doubtless bring out large quantities of produce, and create an increased demand for many classes of Goods, and have the effect of improving business generally.]

Holiday Goods,

Special, bought in the markets of GERMANY, FRANCE AND GREAT BRITAIN, with all the novelties suitable for

XMAS AND NEW YEAR'S GIFTS,

worthy the attention of every buyer.

1,520 SHAWLS, embracing Reversible, Fancy Striped Honeycomb, Long Shawls in Embroidered Melton, Plain Centres, in Grey, Drab, Brown, Black, Clan Tartans; full range of Shoulder Shawls.

100 BEAVER TRIMMED MANTLES, &c.

LADIES' SKIRTS, in Felt Melton, Wincey, Balmoral, Quilted Alpaca and Eider Down.

FANCY WOOL GOODS.

Nubias, Canadian, German, British Breakfast Shawls, German Wool Squares, Wool Capes, Boas, Ties, Vests, Sontags, Bodices, White and Scarlet Drawers, Petticoats, Infants' Hats, Booties, Cuffs, Mitts, &c.

Very full stock of

MUSLINS, LACES, FLOWERS,

LADIES' LINEN COLLARS, CUFFS AND SETS, SEWED MUSLINS.

IN WOOLLENS.

218 pieces Overcoating in Elysians, Whitneys, Naps, Presidents, Pilots, Beavers, Irish Frieze, Meltons.

Extra value in Worsted Coatings and Venetians.

98 pieces All Wool and Union Broads.

81 pieces Carriage Cloths, all the leading colors.

81 pieces Doeskins and Bedford Cords.

52 pieces English and Canadian Tweeds.

70 pieces Filled Cloth.

69 pieces Scotch Cheviot.

92 pieces Velveteens and Corduroy.

55 pieces Vestings, 15 hair cloth.

15 pieces Collar Velvets, 5 Black Silk Serges.

485 pieces Italian Cloths, Casbans, Selicias and Pocketings.

176 Rubber Coats.

IN THE CARPET ROOM.

TAPESTRY CARPETS, 2 ply Unions and Supers.

HEMP CARPETS, Stair Carpets.

MATINGS in Cocoa and Manilla.

COLOURED DAMASKS in Union and Wool.

REPPS in Plain and Striped.

MOREENS in all Colors.

OIL CLOTHS in Stair and Floor.

TABLE BAIZES, in Marbles, Fancy and Woods.

TABLE COVERS in Union, Damask, Printed Cloth and Embroidered.

PIANO COVERS.

PRINTED FELTS AND DRUGGETS.

QUILTS, Fancy Fringed.

TOILET COVERS.

CURTAINS in Lace, Leno and Harness. Full range of prices.

BLINDS in Lace, Leno and Harness.

Bullion Fringes, Cotton Fringes.

Window Cords and Tassels.

Curtain Holders, Carpet Lace.

Bed Laces, Orris Laces.

Float Laces, Cocoa Bindings.

Door Mats, Hearth Rugs.

Wall Protectors.

WE HAVE 153 UNOPENED PACKAGES.

WE OFFER NO GIFTS.

WE EMPLOY NO TRAVELLERS.

WE DATE NO GOODS FORWARD.

WE SELL ALL GOODS AT CURRENCY PRICES.

OUR BUSINESS EXHIBITS A STEADY INCREASE.

We have in stock very

FULL AND COMPLETE LINES

IN EVERY DEPARTMENT.

FANCY DRESS GOODS, full lines.

WINCEYS, very full lines, from 10c. to 25c.

BLACK GOODS, including—

Black Satin Cloths, Silk Warp Henrietta

Cloths.

Black Paramattas, Black Crape Cloths.

Black Baratheas, Black Lustres, Union

brand.

Black Figured Lustres, Black Persian

Cords.

FRENCH MERINOS, new shades.

Olive, Reseda, Myrtle Green, Navy Blue.

COLOURED PERSIAN CORDS, Coloured

Lustres, Coloured Wool Poplins.

RIBBONS, very large and attractive Stock.

BEADED BELTINGS, LADIES' FANCY

SILK SCARFS, CORSETS.

SPECIAL LINES IN GLOVES

850 DOZEN ROUILLOX JOSEPHINE, special value.

Habit's Cloth Gloves, good assortment.

Men's Cloth Gloves, good assortment.

Calf lined Gloves and Mitts.

HOSIERY.

Men's Half Wool Hose,

Lamb's Wool Shirts and Drawers,

Canadian Shirts and Drawers,

Men's and Boys' Woollen Scarfs and Sashes,

Men's Cardigan Jackets,

Women's Scarlet Hose,

Men's Windsor and made up Scarfs.

OF OUR

HABERDASHERY DEPARTMENT

It is unnecessary to give particulars. It is admitted throughout the trade to be

UNSURPASSED

IN THE DOMINION.

Reference may be made to the stock of

FLANNEL SHIRTS, comprising a large assortment of Robs. Shepherd and Fancy Checks; also, the Highlander, the Toronto, the Canadian, the Guion and the Minnesota, from \$9 to \$30 per dozen.

BRACES, 450 dozen, in French, American and Army, superior in value to any we have ever had.

LINEN COLLARS AND CUFFS, 500 dozen, in new and attractive styles.

TAILORS' TRIMMINGS, Machine Silks, English and American; Linings, Buttons in Ivory and Rubber, Coat Braids, fancy and plain Coat Cords and Trowser Bindings.

JOHN MACDONALD & CO.,

21 and 23 Wellington Street.

30 and 32 Front Street.