

S. F. McKINNON
President
J. M. ALEXANDER
Vice-President

R. MILLICHAFF
WM. GUTHRIE
J. S. McKINNON
Directors

S. F. McKINNON & COMPANY

LIMITED

Importers of Millinery Goods and Manufacturers of Mantles

SUMMER AND SUMMER GOODS

Summer trade was fairly opened by our display of trimmed millinery and of millinery goods the last week in April.

To do a good thing once in a while and then fold one's hands content is not the policy of leadership.

Our opening was a success, but that success has produced no lethargy here. Our attitude is that of daily and constant readiness.

That attitude will be maintained and your daily wants will be met out of the largest and, we believe, the best bought stocks in millinery goods ever assembled for a Summer season in this Dominion.

OUR NEW FACTORY AND WAREHOUSE.

Our present home is a new building and a good one. The main building, running south from York Street, has an annex running west to Wellington Street. In the rectangle formed by these two buildings, at the corner of these two streets, the nine-storey structure now building by our President, and nearing completion, is intended for us. The events of the past few weeks demonstrate our need of it, and we will be in occupancy before the close of May. We are glad to share our prosperity with you.

S. F. McKINNON & COMPANY

LIMITED
TORONTO.

35 Milk Street, LONDON, ENG.
75 Queen Street, OTTAWA

1886 Notre Dame Street, MONTREAL
70 St. Joseph Street, QUEBEC.