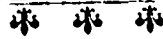


## ..Year 1900..



*WE owe, and here express, our thanks to the trade throughout the Dominion for their confidence and loyal support, which enables us to call the season just closed the record breaker in our history of many previous most successful and satisfactory ones.*

*The business man of to-day can profit from the experience of the past, but cannot afford to dwell on or live in it; and, although it holds for us a pleasant business experience, we must say adieu to 1899*

*On stepping into the year 1900 in our recognized position as leaders in all the lines we handle, we assure the trade that our high aim will be to continue to merit that distinction, and believe not only that we have the ability, power and force to maintain our present position in the trade as wholesale importers and manufacturers, but to become, if possible, even greater factors in promoting the business interests of the country.*

*Our field is from ocean to ocean, our sixteen representatives are making their way through the Dominion as quickly as possible with a range of Spring Samples, which, in extent, characters and value, support our position.*

*We are already making extensive preparations for our spring opening; when our friends from far and near can depend upon seeing a display of Millinery, Millinery Novelties, Fancy Dry Goods, Jackets, Capes, Costumes, and Skirts such as has never previously been exhibited under one roof in the Dominion.*

# S. F. McKINNON & CO., Limited

York and Wellington Streets, TORONTO.

S. F. McKINNON, President.

J. M. ALEXANDER, Vice-President.

R. MILLICHAIR, Wm. GUTHRIE, J. S. McKINNON, Directors.