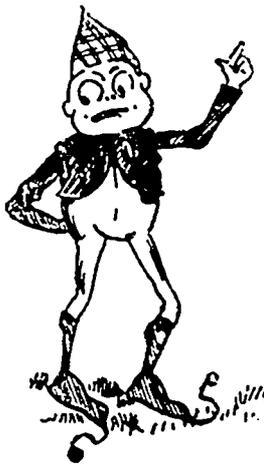


# .. THE MAY TRADE ..

*WE are constantly receiving large shipments of new goods for the May trade. May has always been the millinery month of the year, and feeling confident that this would be no exception, we have made large preparation for it. All buyers are agreed that the principal hat trimmings to be used on stylish summer millinery will be Flowers, Chiffons, Mechlins, Malines Net, Tips, Osprey, Ribbons and Laces. Chiffons and Nets have been very scarce goods, but our resident European Buyers have been successful in securing a big lot of fine values, part of which have just arrived and part now afloat. These and other novelties will be arriving daily all through this month. Our hat stock will be daily fed with the latest New York creations. As usual, we have the inside track on Ladies' Sailors.*



*Let all buyers make a special note of the fact that we have the largest ribbon stock in the Dominion. Dot down Black, Cream, White, Tuscan, Green, Brown and Navy, in numbers 5, 9, 16, 22, 30, 40 and 60. These are the seven leading colors for May trade, and this is the place to buy them. Inspection invited.*

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## S. F. McKinnon & Co.

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