

S. F. MCKINNON & CO.

Our Trade for fall has so far been of a most satisfactory character. Sales up to date being in excess of any previous season. We can only reason out this happy state of affairs as being due to the superior character of our large and thoroughly assorted stock of everything in connection with Millinery and Fancy Dry Goods.



WE DRAW SPECIAL ATTENTION TO OUR

Dress Silks, *Ribbons* Plain and Fancy
Silk Velvets, *Mantles*
Velveteens, *Millinery*
and Millinery Novelties



We have no hesitation in saying that we have the largest stock of Silks, Silk Velvets and Ribbons of any wholesale house in the Dominion, and the large sales of the past weeks prove that our prices are right. We invite all buyers visiting this market to call and examine our stock whether they are prepared to buy or not. Samples mailed to any address for the Trade.

S. F. MCKINNON & CO.

35 MILK STREET,
LONDON, ENG.

and

16 and 18 WELLINGTON ST. W.,
TORONTO.