

November Trade

NOVEMBER should be one of the heaviest business months in the year with the retail trade, and in order to keep up big returns it will be necessary to sort up with new goods that are right in character, also certain lines and colors which have proved to be strong sellers. This is just the point where foresight and good judgment take the lead, by keeping thoroughly assorted in such goods as the trade demands when business is to be done. By having two Buyers in the foreign markets and making free use of the cable we can place before the trade a thoroughly assorted stock of November goods. Here take out your note book and carefully enter under our name: Black and Colored Silk Velvets, Black and Colored Velveteens, Dress Silks, Fancy Silks, Double-faced Satin Ribbons, Faille Silk Ribbons, Mantle Materials in Beaver Cloths, Frieze Cloths, Sealettes, and Plushes, also Ladies' Perfect-fitting German Jackets. These are a few of our November leaders which will bring you sharp and profitable returns. When you have occasion to buy, give us a call. See our Travellers' Samples, or write for Patterns. We have the goods and want your trade.

Faithfully yours,

S. F. McKinnon & Co.

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Toronto.

OFFICES:
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