

WHOLESALE MILLINERY

*Important
Announcement*

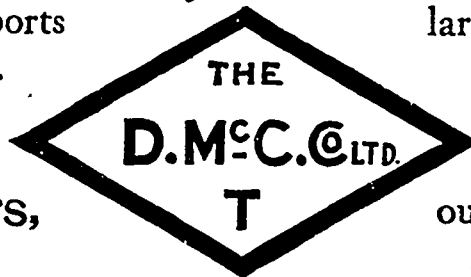
**TO THE
TRADE**

WE HAVE pleasure in informing our numerous customers and the Trade generally that we have formed a **Joint Stock Company** and will do business under the style of

The D. McCall Company Limited

ON A MORE EXTENSIVE SCALE THAN HERETOFORE.

OUR BUYER, Mr. Ross, is now in the European Markets, and reports large purchases for the Spring Trade. Having exceptional facilities for direct purchasing from the manufacturers, our customers will always receive



BEST POSSIBLE VALUE.

OUR SAMPLES of Flowers, Laces, and English and American Straws, are now on the road, and, judging from the orders already received, they

ARE MUCH ADMIRERD.

OUR TRAVELLERS will be on their respective routes early in December with a most complete range, and we would respectfully ask The Trade to reserve their orders until they have had an opportunity of inspecting same.



The **D. McCall Company** Ltd.
TORONTO