

## A NEW VENTURE IN WHOLESALE CLOTHING.

E. BOISSEAU & CO.'S IMPORTANT ENTERPRISE IN TORONTO—WHOLESALE MERCHANT TAILORING ON THE LARGEST SCALE.

**T**HE announcement made by E. Boisseau & Co., in another column, will be read with considerable interest by the Canadian trade. The announcement foreshadows the establishment in Toronto of a new venture in clothing on the largest scale, and on a basis not hitherto carried out to the same extent anywhere on this continent.

After spending a number of years in building up a wholesale clothing business, Mr. Boisseau has matured plans for adopting a system of wholesale merchant tailoring. This necessitates all the clothing being made in the one establishment, by the same staff, under the constant supervision of the firm, so that every garment shall conform in cut, fit and interior make-up to the requirements. In order to carry this out, the firm are now constructing an immense warehouse and manufactory on the corner of Yonge and Temperance streets, Toronto—the site of the old John Eaton business—and right in the centre of the city. No single establishment in Canada, with one exception, a departmental store, will have as many square feet of floor space. There will be five storeys, and a large, modern, well lighted basement with high ceilings. On each storey the floor space will be a few feet short of 15,000 square feet. In this large building, which is now fast approaching completion, and is a handsome structure of cut stone, iron and brick, all the various departments will carry on their work.

By having a permanent staff of skilled workers, making each garment under the foreman's eyes, Mr. Boisseau intends that the manufacture of clothing shall be an expert business from first to last; in fact, merchant tailoring on wholesale lines. By means of this perfectly organized plant, which is now in working order, pre-

paratory to removal to the new premises, it is possible both to produce superior clothing, perfect in every detail, and also to give a quick service and prompt delivery for all orders.

The best proof of the kind of work which the Boisseau establishment proposes to turn out is the adoption of a special label or brand, which has been duly registered, and which is used on all goods. Its use means that the appearance of the "Tiger" label on any garment guarantees that garment's appearance, size, fit and finish, and that the firm intend to do trade on the real merits of their clothing.

### VİYELLA IN THE CANADIAN MARKET.

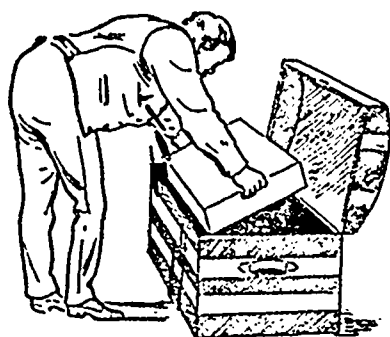
A soft, non-shrinkable material is now much in demand for boating and other outdoor costumes, nightwear, etc. This has brought Viyella to the fore. Its appearance and finish, together with its unshrinkable quality, have brought it into high favor as a material for negligee costumes of all sorts. Viyella is making its way in Canada, and the Canadian agent, Mr. J. A. Robertson, will send samples and price list to the Canadian merchants who write to his address in the Board of Trade Building, Montreal.

### THE CURTAIN TRADE.

In their carpet department S. Greenshields, Son & Co. are showing a nice range of curtains in various fancy weaves, brocatelle, silk jute, etc.

### FALL UNDERWEAR.

Wyld, Grasett & Darling report that, in ladies' underwear, their range is the largest and most attractive they have ever shown. Their orders for fall, booked to date, exceed all their previous records.



## TAILORS

be up-to-date  
and put the

## Moore Patent Pockets

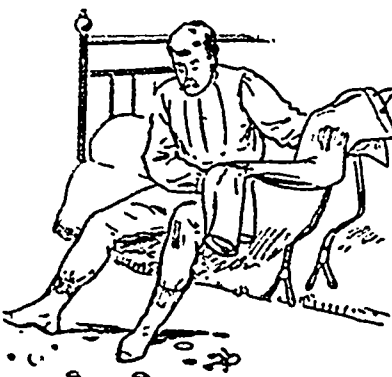
in all your suits.

What happens when you don't have the Moore Patent Pockets in your clothes.

Head Offices, 207 St. James St., Montreal

## Everyone

who has seen the Moore Patent Pocket is enthusiastic in its praise, and declares it will work a revolution in pocket making, and, they say, now that they have seen them, they would not have their clothes made without them at any price.



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