

# MONARCH KNIT



WHETHER your purchase consists of hosiery, sweater coats or knitting wools, you may depend altogether upon the Monarch Trade Mark to protect you against inferior quality and indifferent wear. For despite abnormal conditions on the market for raw materials, Monarch-Knit products still remain true to one high and unalterable standard of quality. This alone, don't you think, makes it well worth your while to ask for Monarch-Knit goods by name rather than take a chance on an unknown and untried brand?

## Monarch-Knit Sweater Coats

You'll yield to the charms of a Monarch Sweater Coat from the moment you first put it on. Its soft, closely woven and generous folds form a grateful covering into which the body snuggles with a feeling of delicious comfort and warmth. Serviceable enough for the chilly Fall evenings, when it adds a touch of refreshing and piquant color to one's costume. Quite good-looking enough for general informal wear. It's a garment you'll be proud to own. Your choice of silk, silk mixtures and wool, in a wide range of refined and uncommon color combinations.

## Monarch-Knit Hosiery

The soft, yet firm texture—the silky sheen and trim ankle fit—the refined colors of Monarch-Knit Hosiery delight the eye as well as the touch. But that is not all. Fine, sturdy yarns and double-spliced heels and toes assure a lingering durability not often found in hosiery so moderately priced as Monarch-Knit. In all sizes in silk, mercerized, cotton or cashmere for men, women and children.

## Monarch Floss

For patriotic or family hand-knitting, Monarch Floss combines great beauty with real economy. A 2-ply yarn, Monarch Floss is spun by expert spinners in our own plant from a very fine grade of Australian wool. It is uniform in size and of a soft, downy texture, yet strong and extremely durable. Where a heavier yarn than Monarch Floss is required, you will find in Monarch Down—a 4-ply yarn of excellent quality—just what you need. Both come in 30 different colors, and are put up in handy one-ounce balls.

## The Monarch Knitting Co., Limited

Head Office: Dunnville, Ontario, Canada

*Manufacturers of Sweater Coats, Fancy Knit Goods,  
Hosiery and Knitting Yarns*