

## A Little Chat on Fancy Silks.

### I.

#### About Quality.

How many retailers have heard from their customers complaints of the Silks they have sold over the counter. The Silks "didn't wear." They "cut," and were soon shabby and worthless. Why this difficulty? On inquiry—and we challenge inquiry—it will be found that these Silks were made in Europe and were chemically dyed. The chemicals have injured the fibre and your customers must pay the penalty. Japanese Silks are pure, and thus more durable than those made in other countries.

### II.

#### About Styles.

Preparations for the Spring of 1899 are now in order. There are some novelties in store for you. We have been at the source of fashion, and the latest Paris and New York styles will all be found in our collection. Some original Japanese designs are sure to attract attention, and can be made rapid "sellers."

### III.

#### About Cost.

The quality may be good, the style may be the latest, but the price must be right or you cannot sell the goods. We have an advantage in the matter of cost of production. Our labor is trained, for the Silk industry has been long established in Japan, but the labor is inexpensive, for wages are low in all Oriental countries. We are the foremost manufacturers of Silk goods in Japan, and, by means of the Canadian branch, the merchants of this country can obtain their goods at a little above the primary cost.

## K. ISHIKAWA & CO.

Manufacturers

YOKOHAMA AND TORONTO.