



MELISSA IS THE BEST

beyond a doubt, and it is not only the best but it is the only thoroughly reliable, healthful, porous, odorless, Rainproof Fabric in the World. Now, that is pretty strong language, but it is as true as it is strong. The season for rainproof wraps is here again.

There are several, so called, Porous, Odorless, Waterproofs in the market, some of them will be found absolutely worthless as Waterproofs; others will appear to stand one or two showers, but then it will be discovered that the proofing substance has washed away entirely and left the fibres of the cloth hard and brittle. Another, the most unreliable and useless of the lot, will be discovered to be proofed only in spots; the tail of a garment may be all right while the shoulders let water through like ordinary cloth, one shoulder may be right and the other all wrong. Wearers themselves will have to find out the

frauds, and their experience will be both disappointing and expensive. Not so with MELISSA, for the proofing is done on an entirely different basis and cannot be successfully counterfeited or imitated. The process instead of destroying the fabric, preserves and strengthens it, so that its rainproof qualities are maintained intact to the very end. It is practically impossible for a Melissa Garment to be unevenly proofed, and the above trade mark is an absolute guarantee, not only that the proofing is uniform, but that the material is of excellent quality and thoroughly reliable in every respect.

All classes of Melissa Cloth, in the piece, will be sold to retail dealers through the Wholesale Dry Goods, Millinery, and Woollen Houses only, and a large variety of beautiful patterns of

MELISSA CLOTH FOR LADIES' CLOAKINGS, ETC. are now being shown by the travellers of the houses handling these goods.

Men's and Youths' Garments will be sold as heretofore, through **J. W. MACKEDIE & CO.**

THE MELISSA MANUFACTURING CO., MONTREAL.



J. W. MACKEDIE & CO.

MONTREAL,

Wholesale Agents for the Dominion.