

The Unparalleled Success of

THE NEW IDEA PATTERN

HAS PROVOKED THE ENMITY OF ALL ITS RIVALS, who have never missed an opportunity to misrepresent us and our goods; notwithstanding which our sales have climbed higher each season.

In 1897 the increase was 50% over 1896; in 1898 the increase is 40% over 1897, and the list of houses now selling our goods has reached the handsome figure of

2,000 FIRMS

We have always had one object in view in our business; that of furnishing

THE BEST GOODS FOR THE LEAST MONEY.

Our method of doing business Without a Contract appeals to the merchant, while the price and quality of the goods

ATTRACT THE PEOPLE TO HIS STORE

as no other pattern does. We do not have to reduce our price as others do to retain our business, for we are now, as we always have been

THE LOWEST IN PRICE and
WE GUARANTEE THE QUALITY AS GOOD AS THE BEST

Hence we keep the trade we have, and our representatives sell in every town they visit.
Do you want the agency for your town?

THE NEW IDEA PATTERN CO.

NEW YORK, N.Y.

75 Victoria
Street . .

TORONTO, ONT.

CHICAGO, ILL.



C. K. HAGEDORN, Manager.



"We Fear Not Foe."

Suspenders .. and Buttons

Fall Samples now on the Road.

We are again showing a beautiful assortment of choice values which we feel confident will meet the requirements of the trade.

We would respectfully solicit a mail order, if not already on our ever increasing list of customers.

We are noted for filling orders promptly.

Try us.

The Berlin Suspender and Button Co., Berlin, Ont.