

*With every indication of a heavy trade
in*

LEATHER BELTS

during the coming season, we shall, as usual, place before the trade a very complete line about January 1st. Anticipating your approval, and soliciting your orders,

We are, respectfully,

The Julian Sale Leather Goods Co.

OF TORONTO, LIMITED.

The Question of Paper Patterns

FOR THE NEXT YEAR OR MORE

will be agitating the minds of many merchants between now and February. That a great many old contracts are expiring about this time we are thoroughly advised of, and in numbers of cases **we know** they will never be renewed on the old basis.

Reductions in prices alone have not been satisfactory to the long-suffering merchant.

THE NEW IDEA PATTERN

The Original TEN CENT Article

is one the people are clamoring for, and will have no other. It's **GUARANTEED to FIT.**

No other pattern, no matter what its name or price, can do any better than that.

It does not allow for seams, consequently it's the most economical in the use of material, and the illustrations prove it to be of the **VERY LATEST STYLES**, hence, the people want it.

THE MERCHANT

who handles **THE NEW IDEA** need sign **NO CONTRACT**; may buy as small a stock as he chooses, and quit any time if he don't like the pattern, the price or the plan. Our advice would be, see us before you renew any old contract or make any new deal in paper patterns.

THE NEW IDEA PATTERN CO.

233, 235 and 237 Fifth Ave.
CHICAGO, Ill.

636 and 638 Broadway
NEW YORK.

75 and 77 Victoria Street
TORONTO, Ont.