



KEEP POSTED. IT WILL PAY YOU.

Do You Keep Clothing?

Correct garments well displayed in a barn are better than slovenly old-timers shown in an art gallery.

DO YOU WANT TRADE BREEDERS?

**Take Note of our Specialties
For Spring 1897**

Rigby Waterproof Bicycle Suits will be asked for!

Rigby Waterproof Spring Overcoats are wanted by your customers!

Shorey's make of Ready-Made Clothing is being advertised in 369 newspapers in Canada direct to your customers, and advertised in such a manner that your customers will want it.

OUR SILENT SALESMAN

The little guarantee card which we put in the pockets of all our garments is better known and more appreciated now than the best salesman in your establishment. Think this over before you place your Spring order.

H. SHOREY & CO. Wholesale Clothiers **MONTREAL**

IMPORTANT TO THE CLOTHING TRADE. THE — “PIRLE” Finish.

EDWARD RIPLEY & SON, after experimenting many years in Cloth Finishing, have finally succeeded in giving what has hitherto been deemed an impossibility, viz.: a high, bright, lustrous and brilliant finish, which is absolutely permanent, and will **not Spot**; this is undeniably one of the most important advances ever made in the Textile Trade.

- (1) This finish is absolutely permanent.
- (2) The finish is unalterable, and goods treated by this process will not cockle under a damp cloth and hot iron, or the tailor's "goose."
- (3) Although a brilliancy of finish otherwise unattainable is given, it will not spot with rain, and is not affected by complete saturation in water.
- (4) By this process the goods are also practically unshrinkable, and do not require "sponging" as heretofore. This is a most important improvement in the treatment of goods, and offers many advantages in addition to the saving of the cost of "sponging."
- (5) The cloth is also rendered to a certain extent waterproof and rain-repellent.
- (6) This finish greatly improves the appearance and handle of the cloth.
 - (a) The Fabric is brighter.
 - (b) A silky handle is imparted to the goods, making them "kinder" and altogether richer.

Goods subjected to this process are greatly enhanced in value, and a "quality" is obtained which cannot be arrived at by any other method.

EDWARD RIPLEY & SON

Bowling Dye Works, BRADFORD, YORKSHIRE.