

A Merchant's

STOCK IS NOT COMPLETE WITHOUT

FEATHERBONE.



FEATHERBONE is now acknowledged by all leading modistes to be the only reliable Dress Stay on the market. Being made of turkey quills it retains all the natural toughness and flexibility of that article. Different from steels or whalebone, it can be cut with a pair of scissors any length the user may require. It can be sewn into the garment with a sewing machine, and is light in weight, quickly applied and never breaks or rusts when in use.

It is made in various grades, from the narrow Skirt Bone and Duplex Bone used for flaring skirts and for stiffening and holding reverses and collars in shape, to the different grades of waist bone, which range in price from \$4 50 per gross yards to \$24 00 per gross.



*Rec. this into
July 14-00
S. Ware*

BE UP-TO-DATE

and send for samples of our hemstitched Corded Collar and Belt. They both have long sash ends, the Belts being finished with fringe; made of tulle silk, sold in black, white and all shades; light colors guaranteed to wash. Collars, \$7.90 per doz.; Fringed Belts, \$11.50 per doz. Corded with FEATHERBONE.

We have bought the Canadian patents for the famous Koch Pulley Belt and Collar, which have had such a wonderful run in the United States; prices from \$4.50 per doz. to \$11.50 per doz. All lines boned with FEATHERBONE.

INSTRUCTION BOOKS ON FEATHERBONING MAILED FREE OF CHARGE.

Free Demonstration Parlors: 15 Birks' Building, cor. St. Catherine St. and Phillip's Square, Montreal; 207 McKinnon Building, Toronto. Address all correspondence to Head Office, Toronto. Factory: London, Ont.