

# Of Importance to the Retail Clothing Trade

WHEN PLACING YOUR FALL ORDERS  
SEE THAT YOUR WHOLESALE HOUSE  
IS PUTTING THE . . . .

New Interlining

## Fibre Chamois

In all Coats, Vests, Overcoats, Etc.

It will cost little more, and you can get that cost three times over.

It is light and durable, and will improve the appearance of any garment it is used in.

It has a soft, smooth finish, is pliable and not bulky.

### IT IS WINDPROOF

Which means that a light cloth coat may be made as warm as a fur one. Cold winds cannot penetrate, and the warmth of the body is retained. **Think this over; it is of vital importance.** Dampness or moisture does not affect it, or lessen its stiffening qualities.

### It will Interest Your Customers Help Sell Goods, and Make Better Goods to Sell

It may be had in the piece from any Dry Goods or Woollen House—10 yards to piece, 64 inches wide—25 cts. per yard. How much will that add to the cost of a garment? How much will it add to its selling qualities? **Nothing like having something better than your competitors.**

The following houses are using it and are prepared to quote prices on lines made up in this way:

#### MONTREAL

H. Shorey & Co.  
E. A. Small & Co.  
Doull & Gibson  
McKenna, Thomson & Co.  
John Martin, Sons & Co.

#### TORONTO

W. R. Johnston & Co.  
Lalley, Watson & Co.  
Chalcraft, Simpson & Co.  
E. Boisseau & Co.

#### HAMILTON

The W. E. Sanford Mfg. Co., Ltd.  
John Calder & Co.