

Two Letters

As the Lady is Now in Montreal these Letters Will be of Special Interest.

Mrs. Jean Morris Ellis

MONTREAL, Nov. 2, 1895

DEAR MADAM: The considerably increased demand for our "Health Brand" of underwear from the Lower Provinces this season has caused us to make enquiries from our customers and in answer to same, Messrs. Macaulay Bros., of St. John, N.B., write us, and also send us newspapers referring to your course of lectures in St. John, in which you give prominence to our "Health Brand," strongly advocating same, especially our Children's and Women's Combinations. Inasmuch as we have not the pleasure of knowing you we are much gratified to see our efforts appreciated by one so fully qualified to judge of the merits of the goods we make, and recognize the points which are so valuable to the wearers.

We shall be pleased any time you are in Montreal to show you the process of manufacture and give you any additional information in our power, or receive any ideas from you, if you can suggest any means by which we can still improve in the direction of greater comfort or more perfect adjustment to the special needs of women and children, from a health preserving point of view, on any of our lines.

Thanking you for your unsought and most kind interest, and assuring you of our constant aim to keep up and improve the already high standard we have set ourselves,

We are yours faithfully,

THE MONTREAL SILK MILLS CO.

(Signed) Henry J. Joseph, Manager

The Montreal Silk Mills Company:

GENTLEMEN: In answer to your letter of the 2nd ult., I wish to tell you that, having bought in Yarmouth, N.S., goods of your make known as the "Health Brand," it has given me much pleasure to recommend them and most highly, as, beyond a question, the most perfect articles in every respect, from a hygienic and sensible standpoint, I have come across. I carefully examined them in every detail after they had been worn and washed, and I can state that for quality and finish I believe them to be unequalled and worthy of the highest commendation. I have submitted samples of the wool in them to experts, who pronounced it of the finest grade that can be made, and I have in the "Health Brand" found an article I have long been looking for and one which I can endorse with utter sincerity and perfect confidence in the fact that every woman and child must benefit by their use.

I have been approached innumerable times by manufacturers and others wishing me to bring to the public notice articles that they were interested in, but this I never will do and have never done. My work lies in other directions, and my efforts in the same afford me all the reward, both pecuniary and otherwise, I seek in a world which has too great a need of earnest workers in good causes, without too selfish a wish for their own benefits, and if I have inadvertently been of use to you by letting the public know of the merits of the "Health Brand," my object has been to benefit my hearers and nothing else.

At the same time I wish to thank you for your courteous letter of recognition, and when I come to Montreal I shall be much pleased to examine the process of manufacture at your mills and gain any technical knowledge possible, as I believe it is well to learn whenever a chance offers.

I can suggest no improvement in your goods, as they fill my idea of underwear exactly, and, while recommending them above all other, I wish it to be distinctly understood that I look for no other recognition at your hands than your good will, and only seek to give prominence to the "Health Brand" because I find it absolutely the best.

Yours truly,

(Signed) JEAN MORRIS ELLIS

From "THE METROPOLITAN"

Montreal, Saturday, Jan. 25th, 1896

DRESS REFORM.

LECTURE AT THE TEMPLE HALL BY MRS. JEAN MORRIS ELLIS.

MRS. ELLIS, who has been entertaining large and appreciative audiences during the week at Masonic Temple Hall, by her clever exposition of Physiology and Hygiene, turned her attention yesterday (Thursday afternoon) to the subject of Dress Reform in a lecture to ladies only, and was greeted by an audience which filled the hall, amongst which were many ladies known to the social world. Without going too fully into details which the nature of the lecture in a newspaper article, her ideas are certainly not the "new woman" as popularly represented, but women, tight-

fitting men's coats and the other accessories considered necessary to a man's general get-up, but a womanly woman in the truest sense, and inclining more to the ideas of ancient Greece than modern London, but without striking the happy medium in the direction of following fashion, where fashion leads, sensibly. She dwelt upon the great importance of wearing pure wool garments next to the skin in weights which are now made adapted for summer and winter, and showing how, by their use and wear, the beautiful outlines of figure were preserved in regard to the proper display of dress itself. She stated that for years her attention had been directed to this class of underwear in an endeavor to find that which fitted to her ideas all the necessary requirements of absolute softness, purity of material and finish, and that she has found her ideal in

the "Health Brand." She has a charming little boy of about four years of age, who appeared on the stage as illustrating her ideas of this underwear for children. Another subject touched upon was the very important question of corsets and lacing. She also illustrated her ideas on this subject in a practical manner; in fact, the lecture was both clever and entertaining, showing Mrs. Ellis as a profound student on her subjects. She announced her intention at the close of giving one or more private lectures to ladies next week on different topics, the dates of which she would announce through the press Monday next. We have rarely had the pleasure of listening to a lady whose ideas were so excellent, and power and expression so forcible and at the same time refined.

The foregoing will interest everyone to whom a copy of this Number is delivered. Read it carefully. Try the "HEALTH BRAND" in your own homes—as WE DO. Let your OWN PEOPLE wear it. THEY will tell you, that properly washed, it does not shrink, and on ALL other points is everything we claim for it.

This is the way to find out beyond question---THEN---you will KNOW that you are selling the public goods that cannot be excelled.