



The Fads of Fickle Fashion

make trouble for the dry goods man.

That stock of Dress Goods that was the pride of his heart is out of style before it's half sold.

There's no occasion, though, for losing a single penny on a single yard of it.

Send it to us to be dyed. No one will know it, except you and us.

The sharpest-eyed woman in your town will fail to detect the fact that those fresh, stylish, lustrous goods have been re-dyed.

It won't come out in the wear, either. Our dyes last until the fabric is worn out. They never crock.

We've saved lots of money for scores of the best merchants in Canada, and we haven't received a single complaint yet.

Can't we save money for you? Write us about it.

R. PARKER & CO.

787-791 Yonge Street, TORONTO.
1958 Notre Dame Street, MONTREAL.

F. C. DANIEL & CO. 3 Wellington St. West

We are now in larger and better premises, a bright and cheerful warehouse, and a convenient location for buyers.

Drop in and examine our FALL SAMPLES of

Children's Headwear,
Boas, Muffs,
Collarettes, Ruffs, etc.

A full assortment of

Veilings, Val. Laces,
Dress Trimmings,
Windsor Ties, etc.

Always on hand.

SPECIAL FOR THIS MONTH

PUFF TIES

in PIQUE, JAP SILK, and SATIN,
to sell at 25c. and 50c.

Immediate Delivery.

Sample dozen sent on application.

F. C. Daniel & Co. 3 Wellington Street West, Toronto.