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W. S. FOLEY, }
EDITOR AND PROPRIETOR.



MELISSA

Is the name of the New Process by which Tweeds and other Cloths are rendered entirely Rainproof without the slightest trace of the application being perceptible.

It is scarcely overstating the fact to say that no discovery of the present time, affecting wearing apparel, has supplied such a universal and long felt want as the "Melissa" process which makes cloth perfectly rainproof without

No more excluding the air. The old style of waterproof clothing has never been satisfactory, it is indeed an abomination, but has been tolerated simply because there was nothing better. True, it serves to shed the water, but it shuts out the air as well, and so generates a dampness which is not only uncomfortable in the extreme, but very unhealthy and positively dangerous.

Who has not often experienced the discomfort of being almost hermetically sealed in a rubber overcoat, and enveloped in that intensely disagreeable odor which pervades all rubber clothing. All this danger and unpleasantness may now be avoided by wearing outer garments which have been made rainproof by this new and really wonderful method. The trade mark, as above, stamped upon the garment

to be worn you buy, is the only visible or tangible evidence that it has passed through the Melissa process, and this endorsement is a positive guarantee that the article is absolutely rainproof, yet the air circulates through the material as freely as before; not the slightest perceptible odor has been imparted to it nor has the soft pliable texture of the goods been interfered with. Moreover, it is found that this treatment adds materially to the durability of the cloth and renders it perfectly mothproof. These goods are now being placed in the hands of the trade throughout Canada and should be found on the counters of every first-class dealer. Don't order a Waterproof of any kind until you see them.

THE MELISSA MANUFACTURING CO., MONTREAL.