



Photo By Darragh

MRS. WILLIAM PURDOM,
Representing Artistic Ladies' Wear Company

GO BACK TO OLD TIME STYLES

Designers Find Inspiration in
Famous Paintings of
French Court Life.

Claim Tired of Black, Fashion
To Make Use of Rain-
bow Colors.

BY MARIAN HALE.
If the celebrated beauties of the
old French court could revisit the
earth on which they exerted such a
tremendous influence, they would
probably feel quite at home.
For their favorite styles, preserved
in famous paintings and in old
French prints, are serving as the
inspiration for our most advanced
styles.

Combining Fabrics.
Fashion designers are studying
their little tricks of combining fab-
rics and lace, jewels and tissues.
Milliners are endeavoring to bring
back their quaint millinery.

Hairdressers are trying to revive
the elaborate coiffures, and have suc-
ceeded in bringing back into fashion
the old elaborate headresses and
turban effects of silks and jewels.

On the whole, we are facing a sea-
son of great luxury and splendor.
We have grown tired of black

frock, with their limited possibilities
and somber effects, and are going to
burst forth into rainbow colors, and
gold and silver fabrics and barbaric
displays of jewels, particularly for
evening.

The popular materials for gowns
are rich velvets, brocades, satin-
faced crepes and metal cloths.
Frequently these are quite plain,
with only slender shoulder straps of
diamonds or pearls, and slipper heels
studded with the same jewels.

Centered in Girdle.

Possibly the whole interest in the
frock is centered in the girdle, of
pearls or a rope of them, loosely tied
and ending in long tassels of jewels.
Costume jewelry this season is
more important than ever before.
Sometimes one has a girdle, head-
band and bracelet, of diamonds and
sapphires, or diamonds and emer-
alds, all following the same pattern.
Long chains of jewels or carved
metal hang nearly to the knees, and
necklaces are worn many times about
the throat.

Jet is made into most interesting
ornaments and sets, to be worn with
all-white costumes, giving the black
and white combination that is so
popular.

White velvet and silver cloth, black
velvet and gold are popular combina-
tions at the present time.
Designers say, however, that be-
fore we can properly wear these gor-
geous costumes, we must acquire the
dignity and the stately bearing of
the French beauties.

And that, of course, is more dif-
ficult than acquiring the clothes.

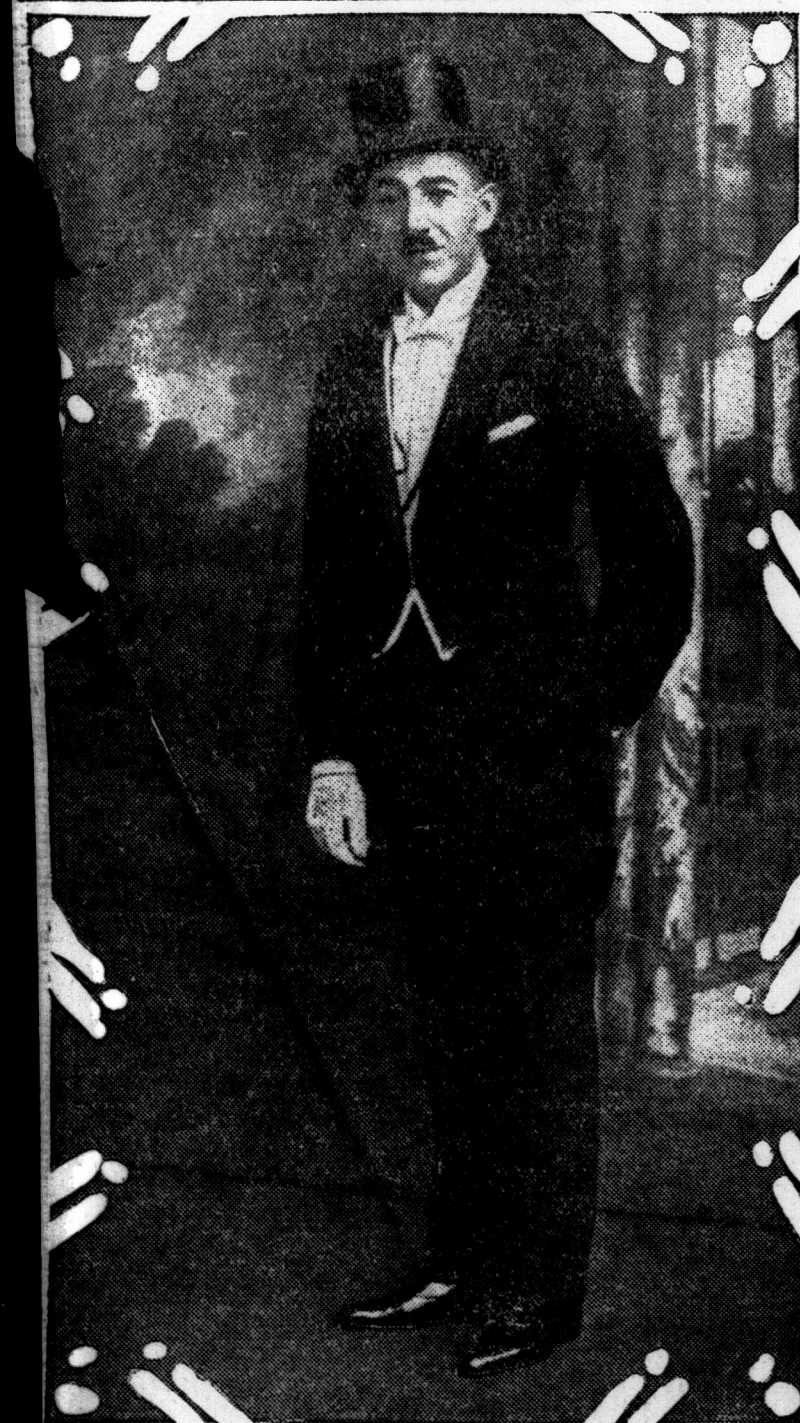


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B. C. JOHNSTON,
Representing Orth's, Limited.

THE FIRM FAMOUS
FOR FINE FURS AND
THE MANUFACTURE
OF LADIES' WEAR.

ROSS' LIMITED

LONDON ONTARIO

INTERIOR VIEWS OF FACTORY,
GIVING GLIMPSES OF WORK-
ROOMS, WHERE THE MER-
CHANDISE MADE REACHES
DIRECTLY FROM MANUFAC-
TURER TO THE CUSTOMER.

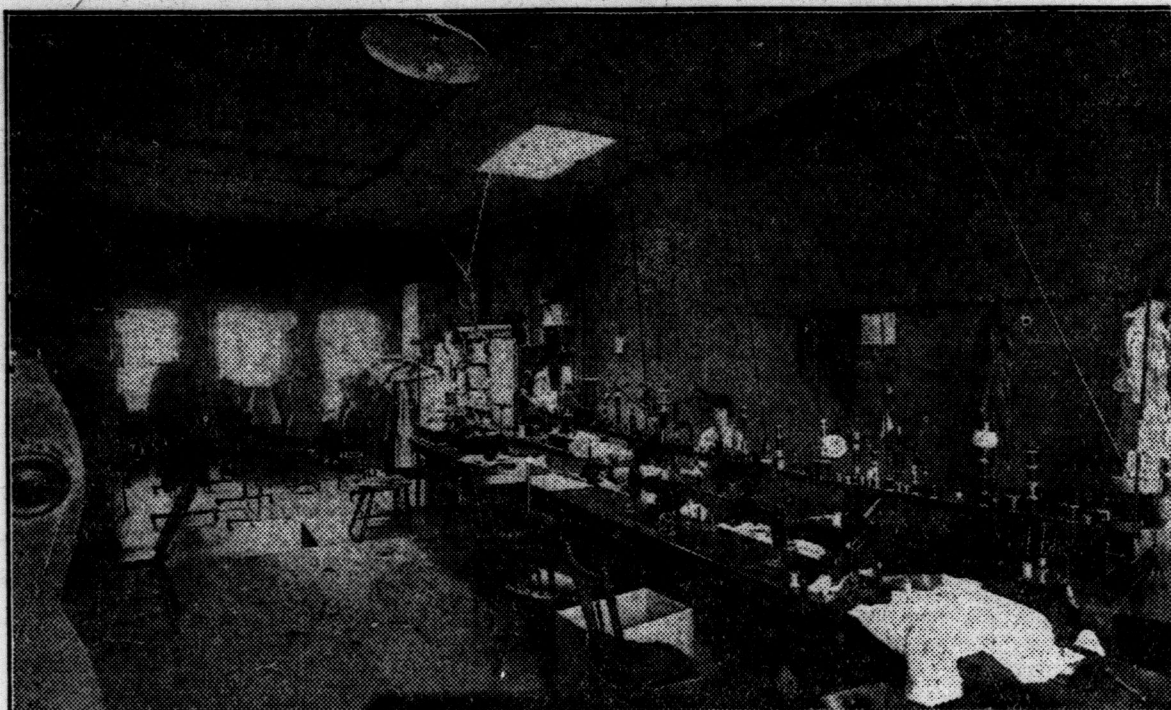
Two thousand years ago
it was asked: "Can any
good thing come out of
Nazareth?" Today, the
question is presented:
"Do home productions
equal in excellence foreign
manufactures?"

The firm of Ross' Lim-
ited gives an emphatic
and affirmative reply to
these two questions and
answers them along the
lines in which it special-
izes.

It is a law of gravita-
tion that, in proportion to
its ponderosity, is the at-
traction of anything. This
physical law holds good
only in relation to quan-
tity, not to quality. For
instance: A mountain of
marble is far less attrac-
tive in the mass than when
it blossoms into architec-
tural flowers of beauty. A
conglomerate rock greatly
surpasses the diamond in
size and weight, but the
Koh-i-noor is a stone more
precious and more to be
desired than a monster
monolith.

While science informs
the mind, art refines the
taste. For that reason,
the silent Sphinx excites
less admiration than the
classic eloquence of the Venus
de Milo. Again: Colossal piles
of brick and mortar are jarring
discord compared to the
frozen music of Gothic struc-
tures. The difference between
rude dogmas and symphonies
in stone is expressed in terms
of mind, not of matter.

The law of gravitation may
explain why some people are
prone to gravitate towards
large cities and away from
rural districts; but really, the
matter of mere preponderance
which attracts to commercial
centers should have no power
to weigh against the higher
and weightier considerations
of quality and excellence
which can be secured at less
cost right at home. This is no
vain boast.



CLOAK AND SUIT FACTORY NO. 1



DRESS FACTORY NO 2

The Manufacturing Department of Ladies' Wear

Into the artistic making
of ladies' wear there enter
many requirements that
call for skill and labor.
Few patrons realize, when
purchasing a garment
from the firm of Ross'
Limited how many opera-
tions are really necessary
to insure the style, fit and
finish that distinguish it
from any other.

Before a garment can
bear the label of this re-
liable firm it must first
pass through 11 hands,
each one of whom is an
expert along some particu-
lar line, thus imparting
originality and individu-
ality to each and every
garment.

No pains or expense
have been spared to equip
both of these factories
with every prerequisite
and facility. No fewer
than 11 different kinds of
sewing machines are in
constant use in these fac-
tories alone — machines
capable of making stitches
of almost every conceiv-
able description.

The underlying idea on
which such elaborate
equipment is based is the
idea of art and efficiency
which alone enables the
firm of Ross' Limited to
give the highest class of
service to its patrons—
service that renders satis-
faction to every customer.

A visit of inspection to these
factories would prove as in-
teresting as it would be in-
structive. Permission to visit
the several workrooms may
be secured by making appli-
cation to the president of the
firm of Ross' Limited.

FUR LORE THAT EVERY WOMAN BUYER OF FURS SHOULD KNOW

Since the early days of the
advent of the Gothic race
into Europe furs have been
fashionable in the western
world. This enterprising
people, who made so deep
and lasting an impression on
the realm of style in lan-
guage, architecture, litera-
ture and art, brought with
them from the manners and
customs of the East a taste
for luxurious furs common to
the aristocracy of China, Per-
sia and other lands, so that
fur fashions date from early
days, even from our first par-
ents, and were brought into
increasing prominence until
the Sacred Ark of our He-
brew friends was shielded
and decorated with a cover-
ing of the furs of that time.

Yet, in furs, art and fash-
ion, as in other things, must
grow or die. It must be ad-
mitted, however, that in furs
the fashions of the day find
more acceptance and ex-
pression than almost any
other article of ladies' ap-
parel.

Nothing lends more fasci-
nating softness and beauty
to a woman's face than an
artful setting of a suitable
fur. And no other article of
dress adds such distinction
and grace to the wearer than
a garment of fur, be it just
the simple neckpiece or the
rich, luxurious cape or coat.
The first cost of furs often

seems to deter the buyer
from spending the purchas-
ing price, but if a little con-
sideration is given the mat-
ter, it can be shown that,
owing to lasting wear,
scarcely any other article of
clothing is so cheap. Cana-
dians are a most highly-

valued people as far as furs
are concerned, for in var-
ety as well as quality we may
be said to lead all other
lands.

The great war has changed
the fur industry almost more
than any other. Fur markets
on this continent are among

the most important in the
trade.

The knowledge of dyeing,
dressing and manufacturing
fine furs, which was consid-
ered almost the property of
Europe, has found a new
home in Canada and the
United States. Now millions

of money find investment in
the industry on this side of
the Atlantic.

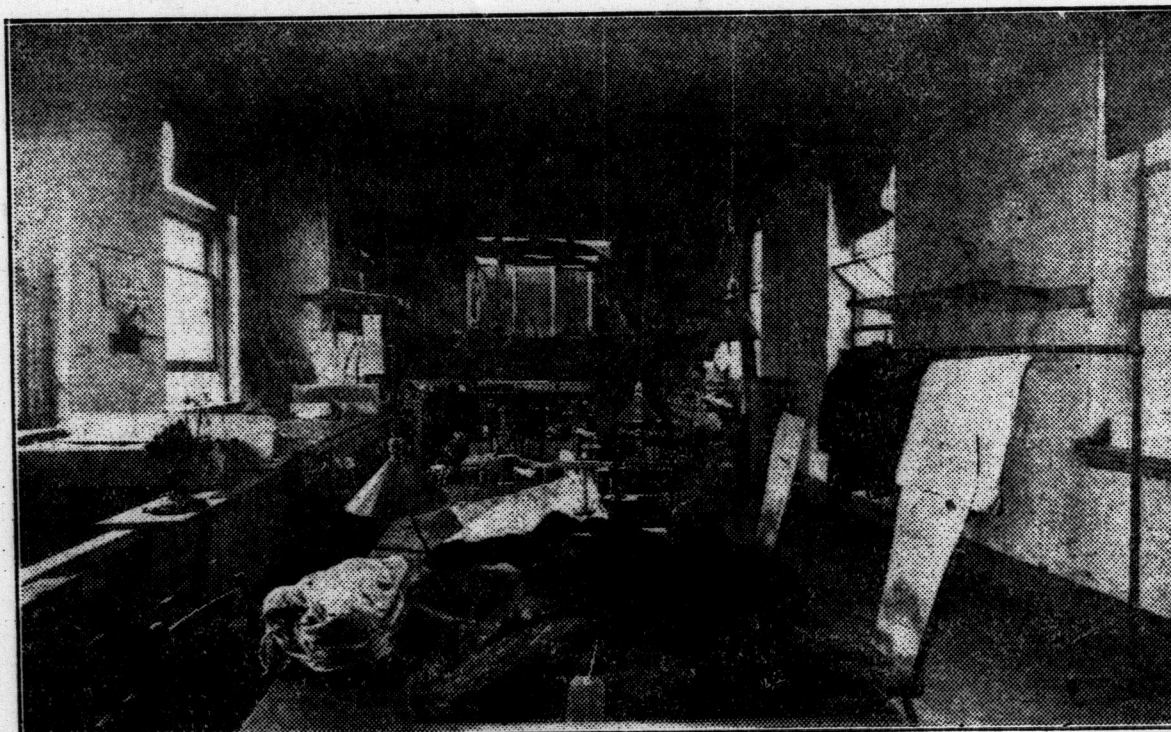
It must be said, however,
that in no other business are
there used such misleading
names and such deceptive
imitations as in furs. The
manipulations in manufac-
ture, supplemented by the
concealing properties of dye-
ing, deceive all except those
skilled in the business. So
that furs, like diamonds, can
only be safely purchased
from reliable people who
know all the processes
through which furs go before
being placed on sale.

Helpful information can
also be freely obtained from
such people regarding the
proper care of furs during
the unused months, which
saves many dollars as well
as preserving the beauty and
usefulness of fur garments.

Properly manufactured
furs now demand expert
labor combined with modern
machinery, which means the
investment of much money
in order that fur purchasers
can be protected against loss.

The firm of Ross' Limited are
meeting all requirements through
a thorough organization and per-
fect equipment in the fur busi-
ness.

The securing of raw furs de-
mands experience and care of the
highest order. Through years of
close attention our buyers have
become most efficient judges of
qualities and values, so that per-
fect protection is accorded all
patrons.



THE FUR DEPARTMENT

LONDON

ROSS' LIMITED

ONTARIO