

A HINT THAT MAY PROVE USEFUL.

THE great popularity of and wide demand for a Fibre Cham-
 ois interlining in fall and winter clothing is the best possible
 proof obtainable of the genuine merit of this fabric. It has been,
 and still is, extensively advertised as a poor man's comfort, not
 to be disdained by the rich, and its large sale last year was
 likely the direct result of the advertising. But the still increas-
 ing demand for it this season is certainly more directly due to
 the splendid satisfaction it gave when tested than to anything
 else. The public may try a thing once because an advertise-
 ment says it is a good thing, but if they are not pleased thereby
 no amount of advertising could persuade them to buy it again.
 So it is because last year's experience satisfied the people
 who used it of its worth, that Fibre Chamois has become in
 such demand that it seems now to be a staple article of neces-
 sity in all ordered or ready-to-wear clothing. Anyone who has
 once realized its weather-proof and warmth-giving qualities is
 certainly not going to do without this inexpensive protection,
 and the wise merchant will not only prepare to satisfy his cus-
 tomers by having on hand full lines of clothing interlined in
 this way, but will do a little advertising of it on his own account
 and will then derive personal benefit from all the profuse
 advertising done by the Fibre Chamois Co.

SLEEPING GARMENTS.

A new thing is sometimes a failure, but the sleeping gar-
 ment has come to stay. The thousands of dozen sold in the
 American market last year are a guarantee of the popularity of
 these goods. In fact, the factories were unable to supply the
 demand. Every underwear department should sell them.
 They can be sold at 35 to 50c. in six sizes. Boulter & Stewart
 are the sole agents for the "Crown" brand.

CORDED WAKEFIELD BINDINGS.

When merchants wish to receive the new corded Wakefield
 for fall and winter dresses, they should mention it to traveler,
 otherwise they will likely receive the old line without the
 stiffener. The heavy dresses, to stand out, must have this
 corded Wakefield. All patents are being fully protected, and
 those who are handling imitations are requested to accept this
 warning. Every yard is marked "Wakefield Patented." The
 stiffener is absolutely needed for heavy dresses.

THE OUTLOOK IN TRADE.

Wm. Agnew & Co., Montreal, report there is a good de-
 mand for tweed effects and fancy silk and wool mixtures.
 There is also a feeling for plainer fabrics, and indications point
 strongly to Henriettas. Trade with this firm has been up to, if
 not better than, last year, not only by the amount of goods
 sold, but by the prices being maintained as well; and as to the
 future, their hopes have been strengthened by the facts of an
 increased amount of exportations, as evidenced by the present
 boom in ocean freights outward, which further indicates that
 there will be an increased circulation of money in payment of
 these exportations.

WRAPPERS AND BLOUSES.

The attention of the trade is called to the many styles and
 latest patterns shown by the Singer Underwear Co. Their
 specialties in French flannels and flannelettes are made up by
 the best skilled workmen obtainable.

Save Double Freights...

Shipments to Western firms which have then to be
 reshipped North, South or East, can be economic-
 ally handled by us.

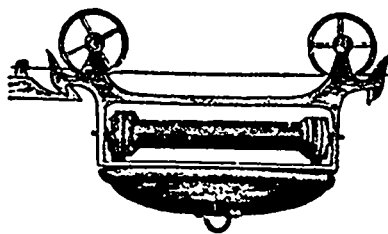
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 particulars

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HANBURY A. BUDDEN

Attorney and Solicitor

Office for *Patents, Trade Marks, Etc., Montreal.*

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 the very best Store Scales in
 the market. In use from P.E.I.
 to Victoria. Send for circular
 giving all particulars.

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World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
 ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.
 Sold everywhere.

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277 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

"Glove-Fitting," Long Waisted. Trade Mark.

CORSETS

At Popular
Prices.

The Perfection of Shape, Fit and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bear
 our Trade Mark, the Crown. No others are genuine.

B. & C. Corsets

Peerless Dress Stays
 Rubber Tipped Dress Stays
 Braided Wire Hip Pads
 Bustles and Dress Forms

Manufactured only by

BRUSH & CO. - TORONTO