

Spring, 1895



W. R. JOHNSTON & CO.  
Wholesale Clothiers

45 and 47 Front Street  
West

TORONTO, ONT.

W. R. JOHNSTON  
HERBERT LANGLOIS  
J. C. BLACK  
W. R. JOHNSTON, JR.

# W. R. Johnston & Co.

Manufacturers of

Clothing

Toronto, Ont.

SPRING  
— 1895

**I**T WILL BE generally conceded that the business outlook has greatly brightened, and a steady improvement in all branches of trade may fairly be expected, not only as the result of the modification of the restrictions hitherto hampering the exportation of many articles of Canadian production, but also as the result of the feeling of confidence now becoming universal.

In arranging our plans for the SPRING OF 1895, we have been guided largely by the foregoing considerations as general principles, a SPECIAL FACTOR, however, being that our stock of the preceding season—although much larger than any previously offered by us—had been almost entirely sold, and we were, therefore, free to make contracts with woollen manufacturers, untrammelled by the incubus of old goods.

Our preparations, then, have been on a much more extended scale than those of any former time. Not only is the volume very much greater, but THE RANGE OF FABRICS AND ASSORTMENT OF PATTERNS AND COLORINGS employed, much exceed numerically and excel in elegance and refinement. This large and choice range of fabrics has enabled us to give free scope to the development of our aims in the direction of FINE TAILORING. We have always made fine tailoring the pronounced feature of our garments; and the trade will recognize, upon examining our goods, that the cutters' art and the tailors' skill find their highest inspiration in ELEGANT MATERIALS.

In suitings, BLACK AND FANCY WORSTEDS, BLUE AND BLACK SERGES, from the best European looms, will have, as heretofore, a prominent place. We endeavor to keep our stock in these lines, which may be regarded as the staples of the trade when values and styles are right. AT ALL TIMES FULLY ASSORTED, thus enabling us to execute letter orders promptly. The duplicate orders which we are receiving are a gratifying endorsement of the CORRECTNESS OF OUR STYLES AND PRICES.

The Young Men's Suit Department, inaugurated last season to occupy the field opening for the sale of fine goods to YOUTHS AND YOUNG MEN, has proved in every way satisfactory. We have prepared for the ensuing season a much larger range, justified by the success already achieved, and, as spring cloths afford greater opportunities for the display of FINE WORK, we confidently anticipate that this department will specially interest our customers.

The demand for SPRING OVERCOATS has been constantly increasing, although not usually catered for with much earnestness by either manufacturers or dealers. We believe that the possibilities in these goods are very great, and regard the coming season as a favorable time for a special effort, owing to the heavy materials and heavy styles of winter overcoats at present so popular, rendering them altogether unsuitable for even early spring wear. We offer a thoroughly complete range, devoting special attention in this respect also to the requirements of young men, every garment having the style and tailoring of the custom tailors' best productions.

OUR RANGE OF HIGH CLASS NOVELTIES IN CHILDREN'S APPAREL embrace many original and exclusive designs. Our long experience has convinced us that a nice garment in CHILDREN'S ATTIRE is the result of a keen perception of what is really neat. We have, therefore, avoided showy designs and pronounced patterns, and submit a line which realizes our IDEAL STANDARD OF MERIT.

We have much pleasure in advising you that MR. W. H. BRASBIE, favorably known as a specialist in Children's Clothing, has become a member of our travelling staff, and will visit you about the usual time with our complete range of SAMPLES OF MEN'S, YOUTHS', AND CHILDREN'S GOODS. Requesting your critical examination of our stock as thereby represented, and assuring you of our best services, we are,

Yours faithfully,

W. R. Johnston & Co.

THE UNIVERSITY OF CHICAGO  
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