



The House Famed for Millinery



The D. McCall Co.
Limited
Toronto

Winnipeg
Quebec
Ottawa

1905

Fall
Season

Catalogue



SUCCURSALE A QUEBEC
74 rue St. Joseph
JEAN LEMIEUX, Gérant.

The
D. McCall
Co.
Limited

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Fall Season

1905

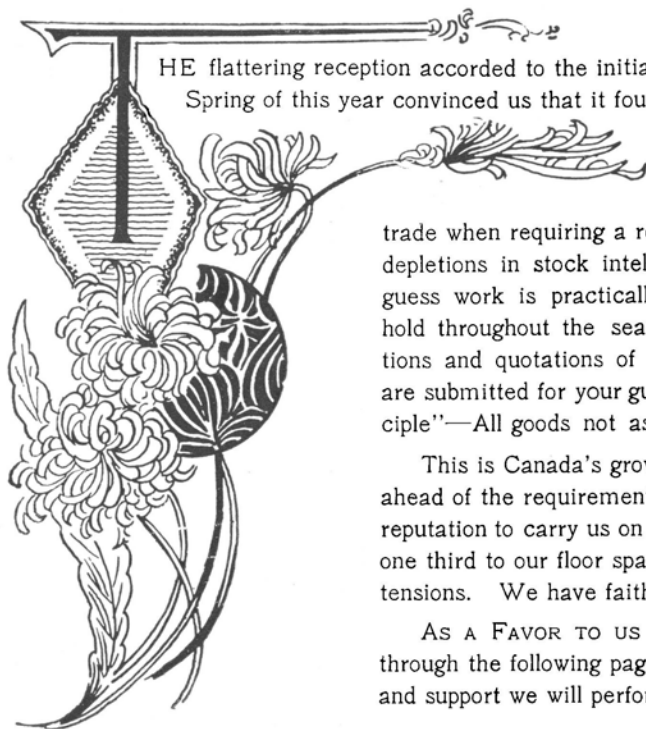
*The House Famed
for Millinery*

Introductory

THE
D. McCALL
COMPANY
LIMITED

TORONTO

WINNIPEG, QUEBEC, OTTAWA



THE flattering reception accorded to the initial issue of our regular catalogue in the early Spring of this year convinced us that it found a place in your estimation. For this we heartily thank you, and feel sure that the present number will prove equally, if not more, welcome to all our friends in the

trade when requiring a ready reference to enable the buyer to sort up depletions in stock intelligently. With its assistance the element of guess work is practically eliminated. The principal lines likely to hold throughout the season are illustrated, accompanied by descriptions and quotations of price. In all staple lines, widths and prices are submitted for your guidance. Back of all this "The McCall Principle"—All goods not as represented returnable at our expense.

This is Canada's growing time, and it is our aim to keep just a little ahead of the requirements of to-day, rather than trust to our goods and reputation to carry us on with the flood. A few months ago we added one third to our floor space, and already we are anticipating further extensions. We have faith in the country, in ourselves, and in you.

AS A FAVOR TO US we respectfully request you to take a look through the following pages. Should you favor us with your confidence and support we will perform our part to the best of our ability.

Four Forcible Facts

1st. **Our position in the Trade is Indisputable.** The business is one of the oldest established in Canada, and gains steadily with age. There is not a town or village of any importance from the Atlantic to the Pacific where our goods are not sold. In one day in August, of this year, we made shipments amongst others, to Halifax, N.S., and Dawson City, Yukon.

2nd. **Our Buying Facilities are Unequaled.** We maintain an office in London, England, with a resident buyer, who makes semi-annual trips to Canada to look over the stock, keep in touch with the trade, discuss new conditions with the heads of departments and travellers. Before entrusting him with this important position he graduated through every department in the house, and covered most of the Dominion as a traveller. His efforts are strengthened by auxiliary buyers, the heads of the different departments, who go to Europe and New York each season to bring expert knowledge to bear on the particular branch of which they are specialists.

3rd. **Our Travelling Representatives are Reliable.** It has ever become our endeavor to send out men who knew whereof they spoke, with the necessary training to serve you intelligently and well. Most of them have spent their whole business life with us. In this connection we do not believe in changes, and judging from the steady patronage of the clientele of each, neither do you.

4th. **Our Interests have always been yours.** It is "The Only Way." Trade relations that are not mutually satisfactory are positively harmful. To our loyal patrons we wish to apply the most helpful policy possible consistent with good business principles. If we fall short in your estimation let us hear from you. We overlook nothing that hints of better service or progress.

Trimmed Hat Depart- ment

ONCE upon a time, not so long ago either, the only trimmed hats required by the retailer and supplied by the wholesaler, were Pattern Hats, comprising the original imported models, supplemented by the more or less elaborate copies and adaptations of the same. We live in an age of progress, while our output of the higher grades is only limited by our capacity for producing them. We have built up side by side another department, turning out immense numbers of popular priced dress hats, all ready for the wearer. The reception accorded them is the best proof that they have met a growing want, and realizing their possibilities, we have worked with this end in view : To give better styles, better values ; to get bigger reputation, bigger sales.

By reciprocating every known improvement to reduce expense and increase efficiency in our work-rooms, the resulting saving represents our profit. A condition of things impossible in a small business, where trade fluctuates and perfect system is lacking. Many customers conducting a millinery department have learned to depend on this line for a considerable proportion of their stock hats, thus enabling them to get over the rush with less help. If you have not yet done so, try it once. We confidently await your verdict.

We also appeal to those who (realizing the coming tendency for everything in woman's apparel, "Ready-to-wear"), do not run a work-room, but sell stock hats only. To such we say: "You cannot afford to pass these hats by." Remember, we do not illustrate one-quarter of our low and medium-priced styles. The variety from \$1.50 to \$5.00 is all you could wish for. In higher-priced lines we can give you anything you require at the same unvarying good values.

Have you suffered from the "Importing Microbe"? In view of our values we are constrained to wonder why some people go further to fare worse.



No. 52

A striking hat for young girls, stitched brim, flop shape. Trimmed with folds of velveta, handsome rosette of liberty satin, and quills. All staple shades, each \$1.25



No. 86

Another stylish flop for misses' wear, stitched brim, draped with good quality velveta, smart rosette of liberty satin ribbon and wings, in staple colors, each \$1.35



No. 710

For a quite neat Turban this cannot be surpassed at the price. Trimmed with good quality liberty satin ribbon and military pom-pom, with draping round crown of velveta. To be had in staple colors, also black, each . . \$1.50

Do not Cut Plate—Order from Number or Name

Your orders will be filled by Experts not Experimenters



No. 732

A popular shape for young ladies, mushroom style, trimmed in soft folds of velveta, finished with rosette and quills, in staple shades, also black, each..... **\$1.50**



No. 40

A splendid design for misses' wear in pressed wool felt. Draping of best quality figured satin soleil, shirred knot of liberty satin ribbon, with two quills. A really good serviceable hat. Black and staple colors, each..... **\$1.50**



No. 8

A very effective Turban, handsomely draped around crown, best quality figured plush, trimming of shirred liberty satin ribbon, with breast to harmonize. Can be had in all staple colors, also black, each **\$1.75**

Do not Cut Plate—Order by Number or Name

With us all Mail Orders are rush orders



No. 75

A dressy shape of Black Mohair Felt, trimmed with figured plush satin ribbon and breast, in all staple colors. Can also be done in solid black, each..... **\$1.75**



No. 410

One of the season's popular shapes. Trimmed with best quality satin soleil, shirred liberty satin ribbon, entwined round two of the new pointed wings, in black and all staple colors, each **\$2.00**



No. 96

The new French Sailor effect, high back with graceful curves that give a very smart appearance. One of the season's best. Made of good quality velveta, handsome knot of liberty satin ribbon, finished with fancy wing mount, all staple colors and combinations, each **\$2.00**

Do not Cut Plate—Order from Number or Name

*If you lack space pile up your staples. You will sell
as many and it will not hurt them.
It is different with Hats.*



Style 405

For a nobby Polo Turban this is a *leader*.
Made of A1 quality plush, row on row of
taffeta silk set in crown, trimmed with novel
effect of shirred ribbon caught at side with
ancient ornament and wings, each\$3.00



Style 40

Something out of the ordinary in a particularly smart tailored hat of the new beaver cloth. Underbrim with three rows of handsome novelty trimming, wings on either side, cut steel ornament, and twist of duchess ribbon on right side, terminating in large choux of same. In all fashionable colors and combinations, each\$3.50



Style 325

A pleasing effect in all black Turban, crown of sequin, border and underbrim of chenille and sequin, with ruching of silk duchess ribbon, trimmed at left side with graceful knot of silk velvet, and new pointed wing, with another wing of same style drooping over back. Black only, each.....\$3.50

Do not Cut Plate—Order from Number or Name

*If you have a good milliner you have won half the battle.
With good buying, victory is assured.*



STYLE 38

One of our best medium priced matron shapes in tricorn style, brim of chenille laced with silk duchess ribbon, finished at back and side of crown with rosettes of same, and stylish osprey mount. Sells best in black, but can be had in all staple shades, each.... **\$3.75**



STYLE 435

A dressy hat for dressy people, brim and crown centre of chenille, outer rim of crown and under brim beautifully shirred with good quality of taffeta silk. Trimmed with novel design of shirred ribbon brought through divided wing and finished at left side with rosette effect. All fashionable shades and black, each **\$3.75**



STYLE 600

An exceedingly serviceable continental shape in the new amber plush and novelty braid in self colors to blend, finished on left side with effective double quill mount, in all fashionable colors, can also be had in solid black, each..... **\$4.00**

Do not Cut Plate—Order from Number or Name

*All great artists are not good milliners, but most good milliners are great artists.
We have the happy combination.*



STYLE 520

A particularly pleasing creation in the Maxime Elliott style in a combination of all silk duchess ribbon, shirred very full, upper, underbrim and crown edged with novelty braid. The back is particularly striking, having high rolling effect, trimmed with double wings and large rosette of all silk ribbon. All fashionable colors and black, each **\$4.25**



STYLE 524

A fine example of the new French Sailor of pure silk taffeta, particularly suitable for misses, beautiful chenille underbrim, trimmed high at back with two handsome all silk ribbon rosettes, two very nice quills and cut steel ornament, in black and all fashionable colors, each **\$4.75**



STYLE 380

A splendid effect in large tricorn shape, underbrim of fancy silk chenille, crown in soft folds of silk velvet, trimmed with handsome wing, cut steel buckle, finished at back with two very effective large rosettes of all silk ribbon, in black and all fashionable colors, each **\$5.25**

Do not Cut Plate—Order from Number or Name

Hat Depart- ment

THERE is perhaps no section of our business where the adage "Eternal vigilance is the price of safety" may be more fitly applied. Fickle fashion rings the changes quickly and often, proving the wisdom of to-day to be the folly of to-morrow. Materials, shapes, colors, that appeal to the taste of the consumer one season are neglected the next, and now with every indication of a lively demand we set ourselves to work out the problem—What shall we endorse as absolutely safe and correct?

In the following pages we submit only the most worthy representatives of lines, to which we have pinned our faith by placing large advance orders. For the different uses to which they are intended to be put, each has already proved its right to a prominent position.

In our introduction we lay stress on our buying facilities, and it may not be out of place to state here, that, recognizing the growing favor with which the American product is regarded, our hat buyer visits the New York markets almost weekly during the season. Keep in touch with us and there is no reason why you should not display the most advanced blocks, as early as the most exclusive emporiums on Fifth Avenue.

While we dislike the use of superlatives, it is only business to state that we are undoubtedly the largest Canadian buyers of women's hats on the American market to day. Besides this, we handle the larger part of the output of several leading factories in our own country. This is an age of progress in Canada, and several plants are turning out values in the more staple lines that defy all foreign competition.

Ready-to- Wear Hats

THIS modern evolution of the old-time sailor and walking hat has evidently gained increased headway. The early demand has been enormous, and gives no inclination of premature decline. Never have the styles been more varied or becoming, the trimming in better taste, or the values more consistent. Take a look at our leaders ; then order quickly. The early trade is the harvest time. Every woman is glad to discard her faded summer headwear with the approach of Autumn. Write us to-day ; it is yours. Yesterday is a shadow ; to-morrow a conjecture.

Beaver Hats

FOR our invigorating winter climate, next to the expensive fur hat (imitation fur is an abomination to the refined senses), comes the beaver, charmingly suggestive of warmth and comfort ; yet light with all, and always in good taste. We have styles that appeal to all ages, from the beautiful cream-white flop for the baby to the modist misses' and young ladies' blocks, and the more staid designs for young-old, and real old ladies. For a trimming, rich fur, good lace, warm tones in couche velvets, the gorgeous autumn tints in flowers or foliage, or a handsome ostrich plume. Fashion sanctions all ; your art is responsible for the rest.

In the Realm of Millinery all Roads Lead to "McCall's"



CHESTER

An extremely dressy tailor-made Turban, fine quality felt. Row on row felt and silk ruched ribbon, finished with effective double rosette and quill. A seller at sight. Black, brown, navy, cardinal, white, each. **\$2.65**



CEDARS

Handsome made Turban of tucked felt, velvet binding and rosette with large gilt cabochon in centre, and quills. Black, brown, navy, myrtle, cardinal, castor, per doz **\$17.40**
White **19.20**



CONCORD

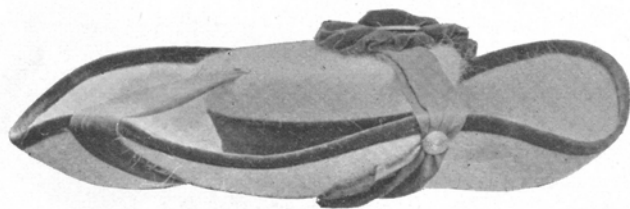
A representative Polo Turban, best quality mohair felt, two-piece crown, velvet bound, with kid strappings, silk velvet edge, silk pom-pom, gilt ornament. Black, brown, navy, champagne, per doz..... **\$27.00**



CHESTER, No. 501

A fine example of the latest tailored street effect, made of felt, tucked silk cord and cabochon ornament, trimmed with rosette and quills. Black, brown, navy, cardinal, castor, reseda, per doz..... **\$18.00**

Do not Cut Plate—Order from Number or Name



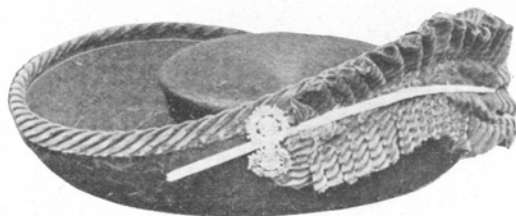
BRESLIN

Exceptional style and value in tricorner block, mohair felt, having strappings of silk from under brim to crown and two large velvet rosettes at back. Black, brown, navy, cardinal, champagne, per doz.....**\$13.80**

White, assorted trimmings, per doz**15.60**

Untrimmed, narrow binding. Black and colors, per doz... ..**8.40**

White, per doz**10.20**



SURPASS

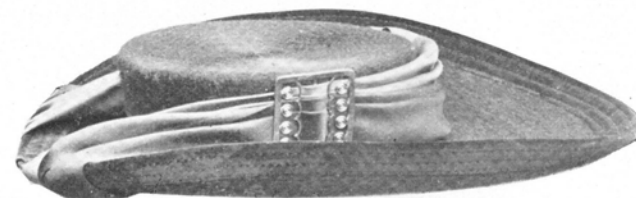
We have picked this for a big seller. Mohair felt, band round crown and edge of brim of corduroy velvet. Nicely made quill of same material, finished with ornament. Black, brown, navy, per doz.....**\$12.00**

*From Shipping-room to
Counting-house the
right man in the
right place*



MYSTIC

An exceedingly smart made Turban, polo effect, velvet binding, pleated rosettes, finished with gilt cabochons, and the new pointed wing drooping to back at each side. Black, brown, navy, myrtle, cardinal, castor, per doz.....**\$18.00**
White **19.80**



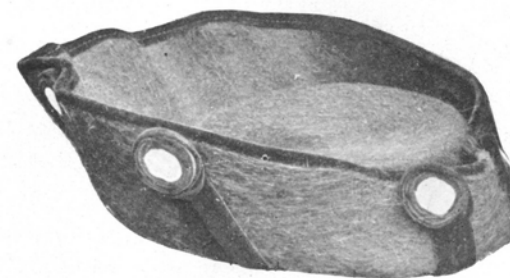
ST. REGIS

Full block, drooping slightly at back, good shape for those desiring a wide leaf. Mohair felt, wide velvet binding, with drape of pure silk in two tones, and handsome gilt buckle on either side. Black, navy, brown, champagne, cardinal, myrtle, per doz.....**\$18 00**

White, assorted trimmings, per doz..... **19.80**

Untrimmed, with velvet binding, same colors, doz.. **10.20**

White, assorted bindings, per doz**12.00**



LONDON

Full of style and value, very effective at price, mohair felt, bound velvet with straps and cabochons of same. Black, brown, navy, per doz..... **\$12.00**

Do not Cut Plate—Order from Number or Name

*While this kind of advertising oils the wheels of business,
we look to values and fair treatment for the motor power.*



ST. DENNIS

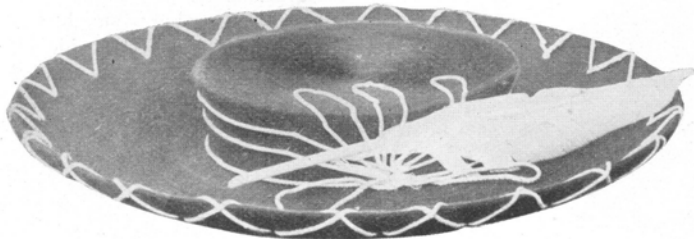
ST. DENNIS
A smart Misses' Hat, best quality mohair felt, wide velvet binding, trimmed with two bands velvet, fluted mohair and quills. Our biggest seller in a misses' ready-to-wear. Black, brown, navy, cardinal, champagne, per doz..... **\$13.80**
White, with assorted trimmings, per doz..... **15.60**

SINBAD

One of the best blocks in the new high back French Sailor, fine mohair felt, velvet binding, trimmed two tone velvet band, gilt ornament. A ready seller for young ladies. Black, brown, navy, cardinal, castor, myrtle, champagne, per doz..... **\$15.00**
White, assorted trimmings, per doz **16.80**
Untrimmed, velvet bound, same colors, per doz..... **10.20**
White,*per doz..... **12.00**

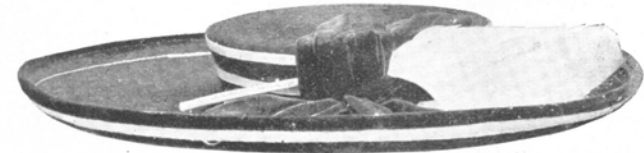


SINBAD



VICTOR

A strong favorite for young girls, in fine mohair felt, brim nicely laced and crown trimmed with white silk cord, finished with good quill. Black, brown, navy, champagne, cardinal, per doz..... **\$11.40**



PRISCILLA

This is hard to beat for a girl's ready-to-wear, mohair felt, bound with velvet and military braid, trimmed with artistic knot and quill. Black, brown, navy, cardinal, champagne, myrtle, per doz..... **\$13 80**
White, assorted trimmings, per doz..... **15.60**
Untrimmed, without bindings. All colors, per doz..... **6.00**
White, per doz..... **7.80**

Do not Cut Plate—Order from Number or Name.



LINWOOD

Beaver flop; nothing nicer or more dressy for children's or misses' wear. Black, brown, navy, cardinal, castor, reseda, myrtle, bluet, per doz....\$23.40



JAUNTY

Swell tricorner beaver, our best seller of the smaller blocks. Black, brown, navy, cardinal, myrtle, castor, per doz.....\$23.40



BEAUTY

This is a shape worthy of the name, has the new low round crown, high at left side, with double dent. Makes up effectively with very little trimming. Black, brown, navy, cardinal, myrtle, castor, per doz.....\$23.40



ALMONTE

One of our very best blocks in beaver, with the new high back, triple dents. A big seller. Black, navy, brown, cardinal, myrtle, castor, per doz.....\$23.40

Do not Cut Plate--Order from Number or Name

Silk and Velvet Made Hats

Untrimmed Dress Hats and Turbans

PRECEDENT is side-tracked by the strenuous demands of up-to-date business methods. To-day is the age of the specialist, the general practitioner has returned to well-earned rest and modest obscurity in a back street. In this age the wide-awake retail millinery store does not attempt to manufacture its entire product, as in the alleged "Good Old Days." Doing one thing all the time means perfection, a word that aptly fits the goods under discussion. It also means uniformity. Pick over a dozen of a line, you will not find a difference of a hair's breadth or the variation of a stitch. Then think of the time and worry you save. Good makers are scarce, uncertain, and high-priced; let us help you out. We are having big repeats already from our most fastidious customers. You will find the materials good, the designs satisfactory, the workmanship better than usual. Many milliners tell us we could not make them at the price, if we got the goods for nothing. A word to the wise is sufficient.

A CASUAL glance will reveal many radical departures from the tendencies of last winter. In the larger and medium shapes the high back reigns supreme. Do not be afraid of it. Already it has assured a future, and will stay with us till summer at least. They possess dash and style that affords positive relief from the brims drooping low and pinned down at back. Every shape shown will, with a minimum of trimming, plus a dexterous touch, make saleable Ready-to-wears. That is their proper sphere. The dress hat proper should always be a made hat.



No. 209

The best value in the trade, very chic.
Shirred silk toque. Black, brown, navy,
cardinal, per doz **\$18.00**



EVELYN

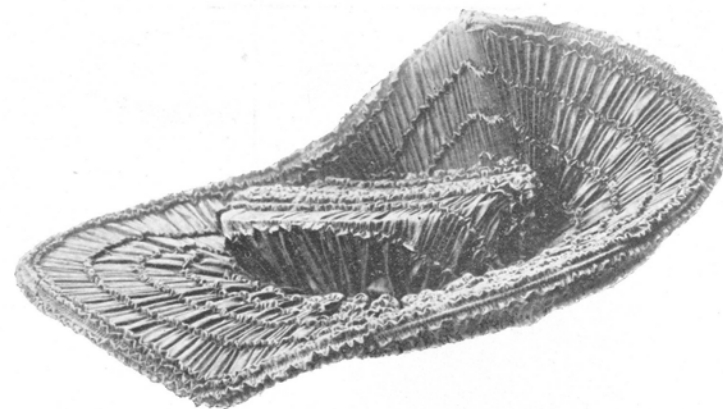
A splendid toque, made of narrow tucked
taffeta silk, with side knot of same mate-
rial. Black only, each **\$2.25**

*There is one best in everything,
even in the wholesale millinery
business. One guess is
sufficient.*



KING EDWARD

Very rich turban effect, can be
worn to advantage by young and
middle aged ladies. Fully tucked
silk rim with three rows shirred
ribbon, crown made of folds of
couche velvet. Black, brown,
navy, cardinal, each **\$2.75**



No. 210

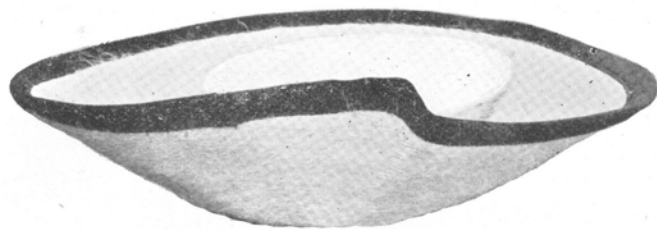
Our swellest shape and biggest seller, in a large silk hat.
Good material, beautifully shirred and up to the minute. Black,
brown, navy, reseda, per doz **\$24.00**



No. 200

Correct new Polo Turban, good quality. Shirred silk. Black,
brown, navy, cardinal, per doz **\$27.00**

Do not Cut Plate—Order from Number or Name

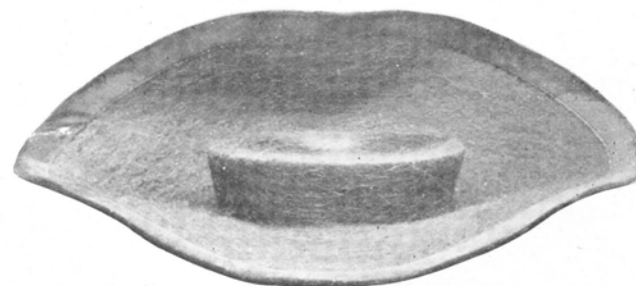


FANTANA

The smartest of the wide leaf dress hats, good quality, mohair felt, wide velvet binding. Black, brown, myrtle, navy, cardinal, champagne, per doz ... \$10.20

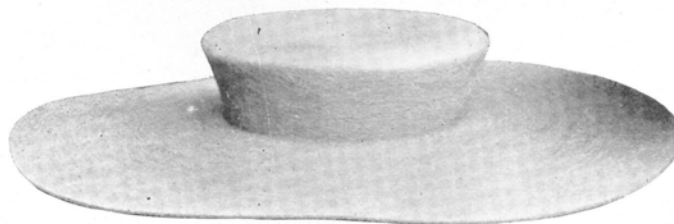
White, assorted binding, per doz 12.00

*We like the business, and
it seems to recip-
rocate nicely.
How about
you ?*



FRONTENAC

We present this as one of the most representative shapes, being a radical change from former seasons. Most striking and very becoming. Fine mohair felt, velvet bound. Black, brown, navy, cardinal, champagne, pearl, myrtle, per doz \$10.20
White 12.00



LAKEWOOD

Beautiful quality mohair flop, perfectly blocked and true brim. Black, brown, navy, cardinal, champagne, Alice blue, reseda, per doz \$10.20

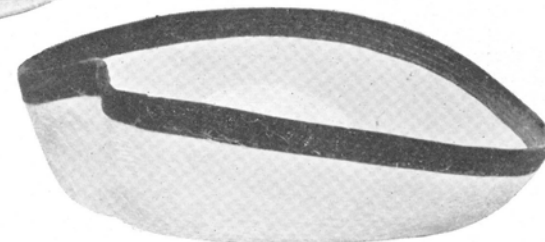
White, extra quality, per doz... .. \$15.00

We also carry stock or flop shapes from \$4.50 per doz. upwards both in plain and stitched brims.



SUZANNE

Perhaps the most dressy and newest of the season's hapes, good quality, mohair felt, wide velvet binding. Black, brown, navy, cardinal, champagne, per doz \$10.20
White, assorted bindings, per doz 12.00



ST. ELMO

One of the season's very smartest Turban blocks, makes swell ready-to-wear, low round crown, rolling brim, slightly higher at left side, deep dent at back. Black, brown, navy, cardinal, champagne, per doz. \$10.20

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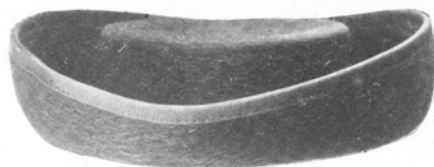


TURBINIA

Smart mohair Turban with velvet binding, high at left side. A good staple shape. Black, brown, navy, castor, cardinal, myrtle, champagne, per doz.....\$10.20

GEORGINA

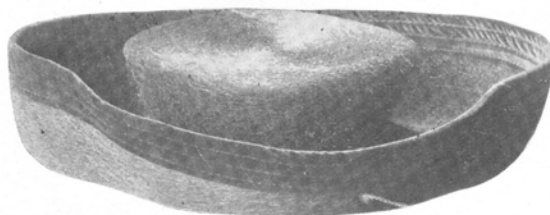
High back Torpedo Toque, mohair felt, wide velvet binding; very smart. Colors and price as Turbinia.



ASCOT

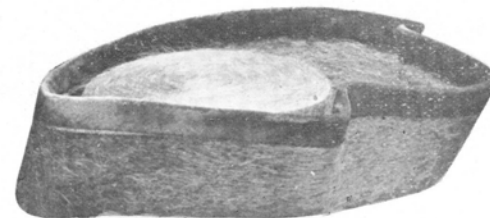
Beautiful quality mohair felt Turban, silk binding, in a fine standard block. Black, brown, navy, castor, per doz.....\$8.40

Yes! There are others, but they are still in the process of evolution.



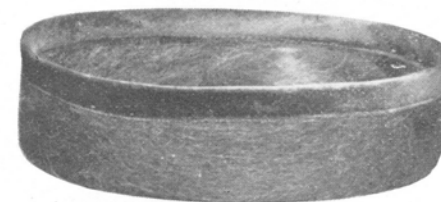
DEYO

Mohair felt tricorn Turban, velvet binding, three rows stitching. A splendid matron's block. Black, brown, navy, castor, cardinal, myrtle, per doz\$10.20
White, assorted edges, per doz 12.00



TOGO

Something decidedly new and natty in medium sized Turban. Fine mohair felt, couche velvet binding. Black, brown, navy, myrtle per doz..... \$9.00

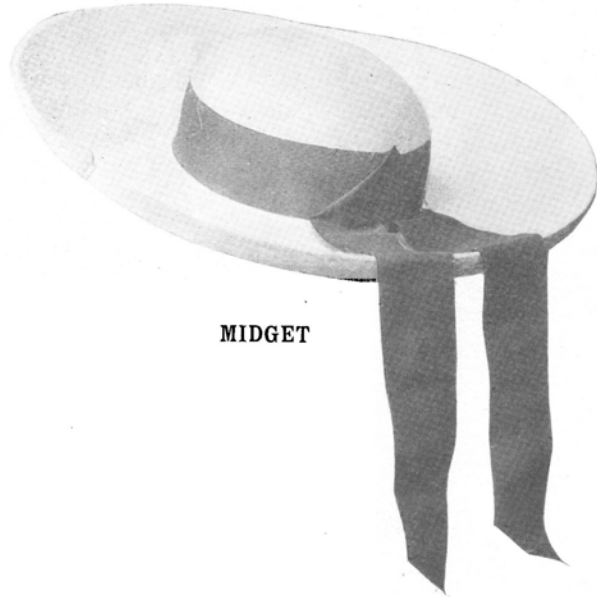


GOLF

A very natty new block, straight box brim, polo effect with low round crown, fine mohair felt, velvet bound. Black, brown, navy, myrtle, per doz..... \$9.00

Do not Cut Plate—Order from Number or Name

*If there is anything in your business
will bring bigger and quicker
returns, then we have not yet
been introduced to them.*



MIDGET

Child's Galatea Sailor, fine quality mohair felt. Heavy silk faille ribbon band and ends. Black, brown, navy, cardinal, champagne, myrtle, per doz..... **\$9.00**
In white. per doz..... **10.80**



No. 49

A splendid continental Child's Hat of good quality wool felt, trimmed with silk pompom, ribbon lacings and straps. Brown, navy cardinal, champagne, reseda, per doz..... **\$13.20**

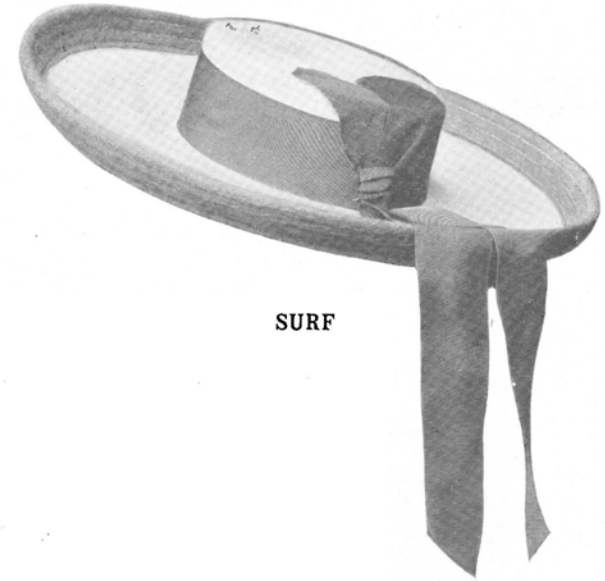
Can also be had in similar shape, slightly larger block, fine melusine felt, trimmed with silk, quills, etc. Velvet bound edge. In full range of colors, per doz... **18.00**

White, per doz.... **19.80**

Untrimmed, per doz..... **11.40**

White, untrimmed, per doz .. **13.20**

Do not Cut Plate—Order from Number or Name



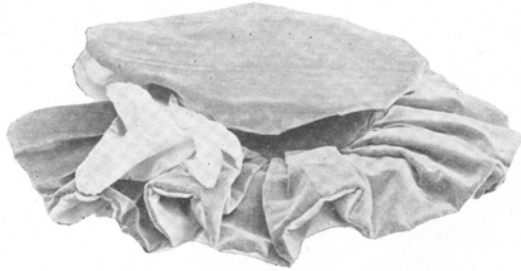
SURF

Child's Galatea Sailor, fine quality of mohair felt, bound edge, heavy silk faille ribbon band and ends. Black, brown, navy, cardinal, champagne, per doz... **\$10.80**

DRESSY HEADWEAR FOR CHILDREN

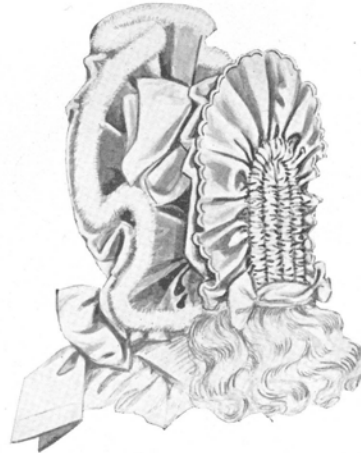
We show here our three *leaders* in Children's silk and velvet Hats. The quality of material employed is everything you would expect, while the workmanship is equal to the best milliner-made goods. They sell on sight, and it is only our immense output which makes our low quotations possible.

*Better a small account promptly settled than
a large bill working overtime*



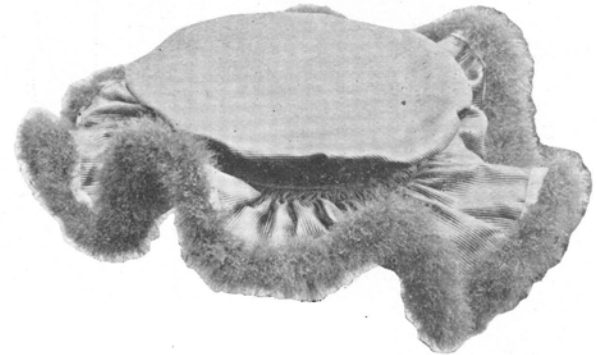
No. 147

Large velvet Tam shape, with full pleated crown, and brim faced with fine Jap silk, separate underbrim of shirred silk, well wired to retain form. Black, white, navy, cardinal, brown, per doz. \$18.00



No. 100

The nicest line we have been able to present in a Poke Bonnet effect, crown and upper brim of velvet, the former closely shirred and edge embroidered, the latter with double pleat trimmed with swansdown, facing of fine shirred Jap silk, with full frill, finished with large bow of duchess ribbon. Black, navy, white, brown, cardinal, per doz. \$24.00



No. 150

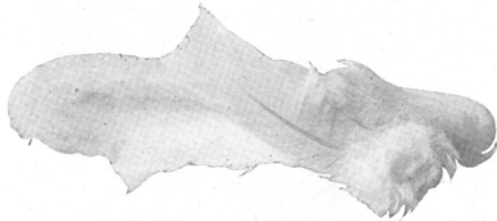
In heavy ottoman cord silk, full Tam crown, wide crinkled brim, edged with swansdown to match. More suitable for an older child than No. 147. Black, white, navy, brown, cardinal, per doz. \$24.00

Do not Cut Plate - Order from Number or Name

CHILDREN'S WINTER HEADWEAR

The art of the engraver has its limitations, and in this instance does not do justice to the effect of lines illustrated. The material is of a beautiful silky texture, particularly suitable for children's wear. This is a department that is often neglected in the retail trade. Have you stocked in this line? If not we are satisfied a trial order would bring pleasure to your juvenile patrons and profit to yourself.

*The old House. The old Staff.
The old Stand*



No. 82

Child's white bearskin Tam, turned over at side, edged with silk cord, trimmed with rosette and quill, per doz. \$7.25

No. 81

Plain white bearskin Tam, per doz. \$6.00



No. 77

Infant's white bearskin Bonnet with full silk ruche rosette and ties. White only, assorted sizes, per doz. \$7.50

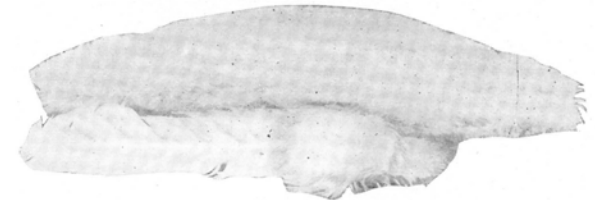
Similar lines in different styles of trimming, per doz. \$6.00, \$8.25, \$10.50

Storm collars to match, per doz. 12.50

Gauntlets in children's assorted sizes, doz.. 6.50

Gauntlets in misses' assorted sizes, doz., 10.50

*New Goods. New Methods.
New Ideas*



No. 83

Child's white bearskin Napoleon, finished in front with rosette of same material and white quill, per doz. \$7.50

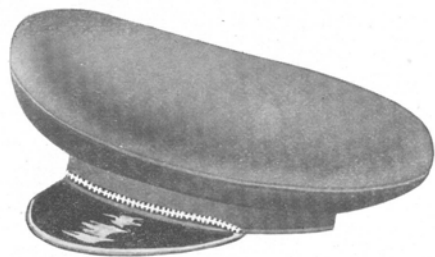
No. 84

Same shape, better material, finished with fancy knot of silk cord, per doz. \$8.50

Do not Cut Plate—Order from Number or Name

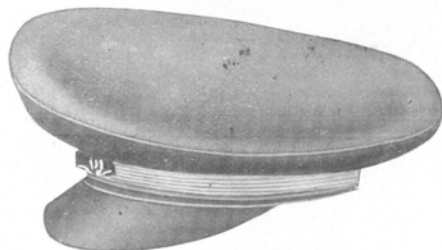
TAMS AND MOTOR CAPS

We find a growing demand each season for this class of headwear. They meet with ready sale, and can be handled to advantage in any Dry Goods or general store. We illustrate here a few leaders from a very complete range. All Motor Caps can be supplied in either self or glazed peaks.



No. 1423

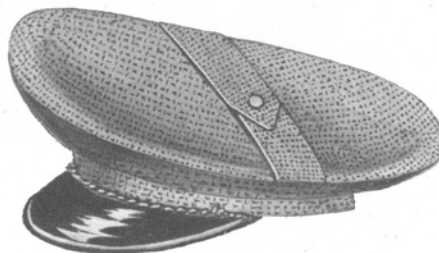
Misses' Cloth Motor Cap. Black, brown, navy, cardinal, myrtle, white, per doz. **\$3.50**
Can also be had in serge, black and navy only, per doz **4.50**
Larger block, same colors, per doz **6.00**



No. 1497

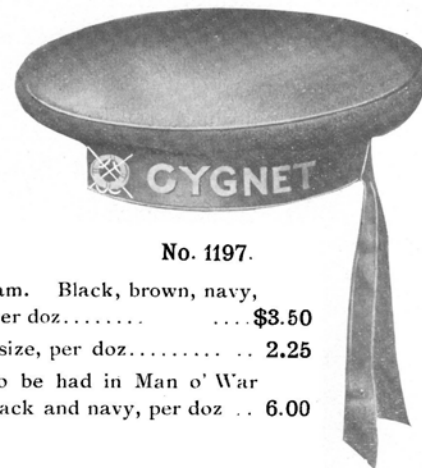
Ladies' Broadcloth Motor Cap. Black, brown, navy, cardinal, myrtle, per doz **\$4.50**
Corduroy Velvet, same colors, per doz **6.00**

*Order now, by next week your customer
may have been supplied by your
opposition across the way.*



No. 1435

Ladies' Motor, in Assorted Tweeds, per doz. **\$6.00**
Can also be had, plain top, per doz **6.00**



No. 1197.

Cloth Tam. Black, brown, navy, cardinal, per doz **\$3.50**
Smaller size, per doz **2.25**
Can also be had in Man o' War style, in black and navy, per doz .. **6.00**



No. 1074

Velvet Tam. Black, brown, navy, cardinal, myrtle, per doz **\$4.50**
Similar style, larger block, same colors, per doz **6.00**

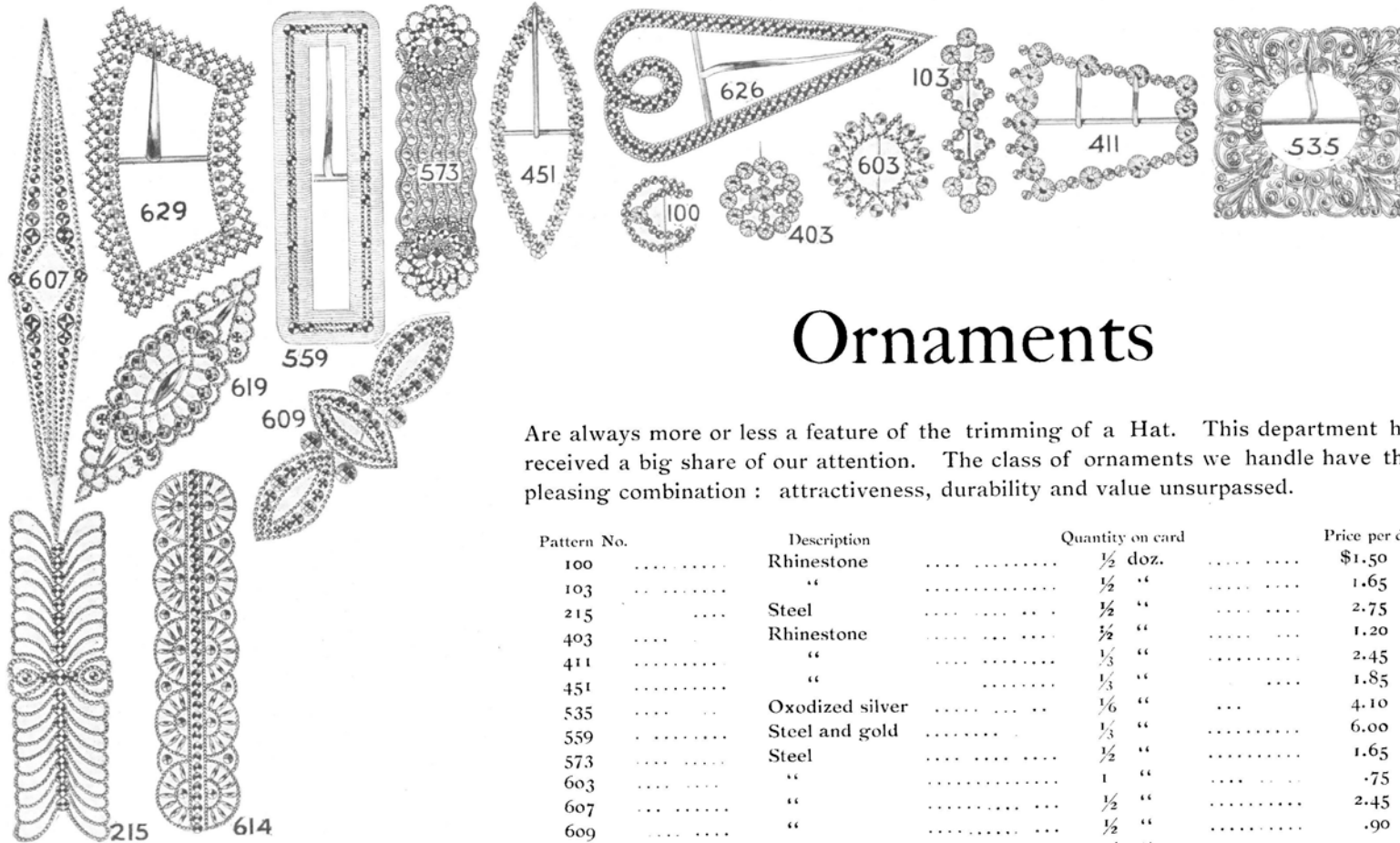
Do not Cut Plate—Order from Number or Name

Chenille and Novelty Braids

IT is difficult to specialize in this line, handling as we do hundreds of patterns in a season. To-day the trade realizes that they are as indispensable in Fall as straw trimmings are in Summer. We have them in all fashionable colors, also two-toned Ombre and shot effects, prices vary from 75c. per piece of 12 yards to \$3.00 per piece of 6 yards. The higher price lines coming in 6 yard ends.

Chenille Cords are particularly strong, some very good ideas being shown in entire hats of this material, while for combination purposes they can be used to advantage in a dozen different ways. Black 40c. per piece of 24 yards. Colors, 45c. per piece of 24 yards.

All over Chenille for draping purposes, good variety of patterns in solid Chenille. Chenille and Chiffon and Chenille and Sequin combination, in black and all staple shades. Average 14 inches wide. Price, 65c. a yard upwards. Lengths three to six yards.

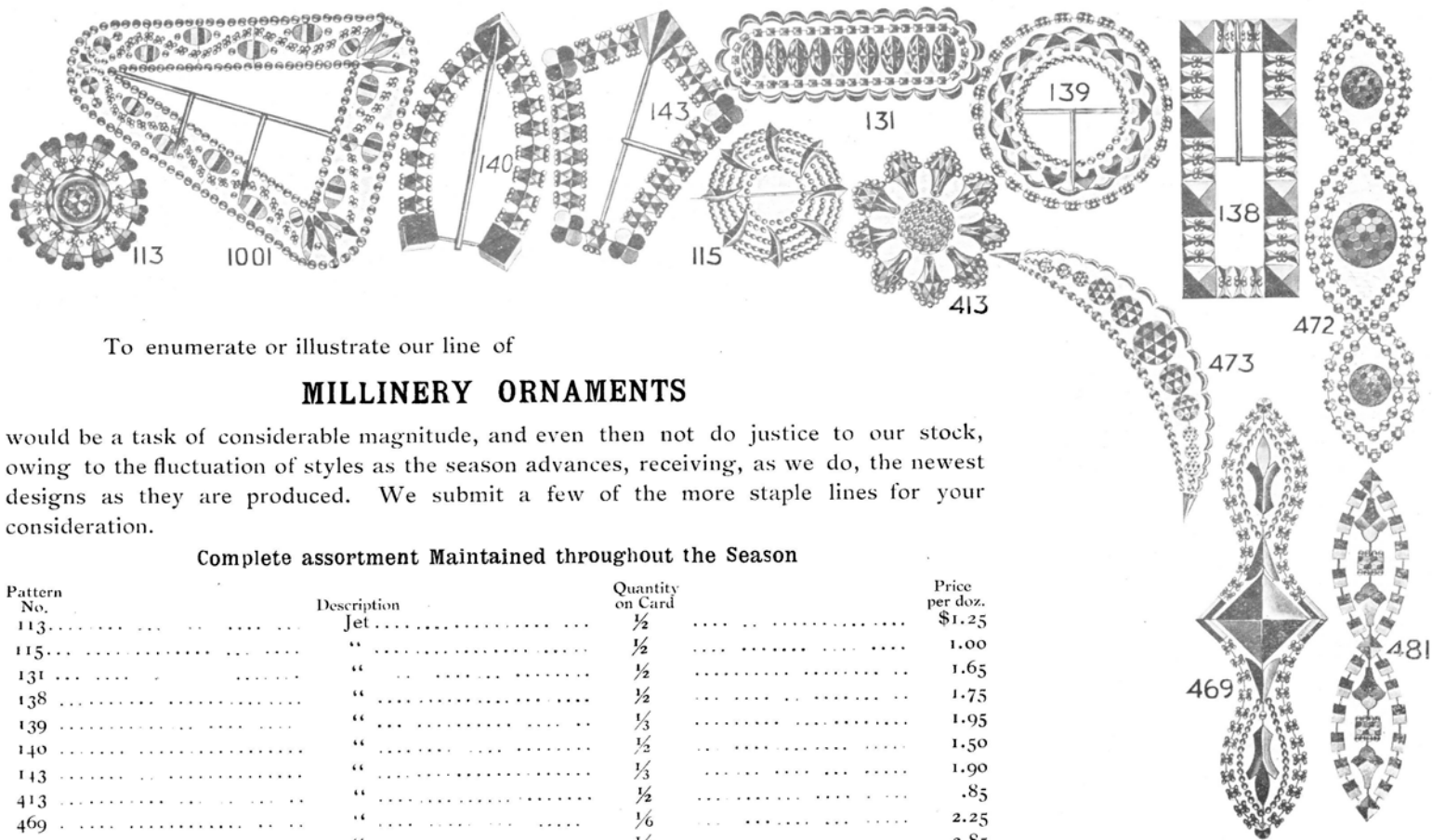


Ornaments

Are always more or less a feature of the trimming of a Hat. This department has received a big share of our attention. The class of ornaments we handle have that pleasing combination : attractiveness, durability and value unsurpassed.

Pattern No.	Description	Quantity on card	Price per doz.
100	Rhinestone	$\frac{1}{2}$ doz.	\$1.50
103	"	$\frac{1}{2}$ "	1.65
215	Steel	$\frac{1}{2}$ "	2.75
403	Rhinestone	$\frac{1}{2}$ "	1.20
411	"	$\frac{1}{3}$ "	2.45
451	"	$\frac{1}{3}$ "	1.85
535	Oxodized silver	$\frac{1}{6}$ "	4.10
559	Steel and gold	$\frac{1}{3}$ "	6.00
573	Steel	$\frac{1}{2}$ "	1.65
603	"	1 "	.75
607	"	$\frac{1}{2}$ "	2.45
609	"	$\frac{1}{2}$ "	.90
614	"	$\frac{1}{2}$ "	1.10
619	"	$\frac{1}{2}$ "	1.30
626	"	$\frac{1}{3}$ "	3.90
629	"	$\frac{1}{3}$ "	3.75

Do not Cut Plate—Order from Number or Name



To enumerate or illustrate our line of

MILLINERY ORNAMENTS

would be a task of considerable magnitude, and even then not do justice to our stock, owing to the fluctuation of styles as the season advances, receiving, as we do, the newest designs as they are produced. We submit a few of the more staple lines for your consideration.

Complete assortment Maintained throughout the Season

Pattern No.	Description	Quantity on Card	Price per doz.
113.....	Jet.....	$\frac{1}{2}$	\$1.25
115.....	"	$\frac{1}{2}$	1.00
131.....	"	$\frac{1}{2}$	1.65
138.....	"	$\frac{1}{2}$	1.75
139.....	"	$\frac{1}{3}$	1.95
140.....	"	$\frac{1}{2}$	1.50
143.....	"	$\frac{1}{3}$	1.90
413.....	"	$\frac{1}{2}$	.85
469.....	"	$\frac{1}{6}$	2.25
472.....	"	$\frac{1}{6}$	2.85
473.....	"	$\frac{1}{3}$	1.35
481.....	"	$\frac{1}{3}$	.95
1001.....	"	$\frac{1}{6}$	3.65

Do not Cut Plate—Order from Number or Name

Birds and Wings

Following the dictates of fashion, ample provision must be made for the trimming of the "Character Hat"—the smart and universally popular hat. A nicely assorted stock of Birds and Wings is indispensable this fall. The demand is already very strong and for the better part of the season is sure to continue.

Wings

The new pointed wing is very much in evidence. Perhaps more in favor than for some years. It has already claimed a good share of popular fancy. It is a distinct feature in itself, from its effectiveness in producing that appearance of grace and elegance so much desired.

Large and varied assortment of all fashionable shades in Wings, including the new Ptarmigan and Grouse Wings.

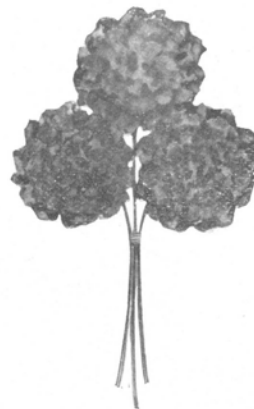
Black and White Wings, per pair, 25c., 37½c., 45c. 60c.
 Colored Wings in various shapes from, per pair, 25c. to..... 65c.
 Ptarmigan Wings in black, white, navy, green, tabac and the new nacre colorings, per pair 45c.
 Grouse Wings in new emerald, plum and natural effects, per pair, 40c. and..... 45c.
 French Wings in newest shadings and styles at all prices.

Birds

Gray Gulls, each, \$1.20, \$1.35..... \$1.65
 Sea Swallows, each, 82½c. and..... .90
 Dominoes in natural gray only, each..... .90
 Pigeons in natural shadings, each 1.00
 Made White Birds, 40c., 50c., 75c. 1.00
 Black Birds from, each 12½c. to.... .65
 Natural Green Parrots, each 1.00

Do not Cut Plate—Order from Number or Name





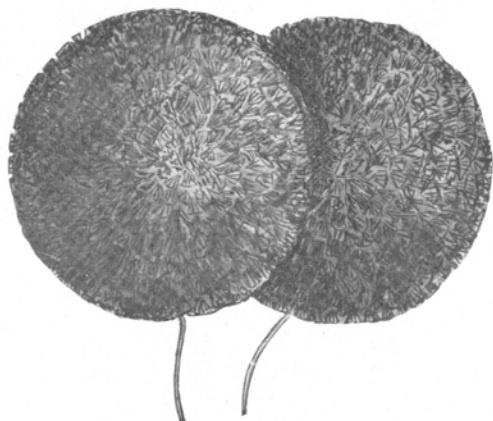
Flowers

A feature of the season's trimmings that many will welcome is the strong showing of flowers and foliage. These come mostly in Velvet and silk combinations, the shades leaving nothing to be desired. Never in the history of the Millinery trade has the dyer so unquestionably earned the title of artist. To describe the colors as exquisite leaves much unsaid. Autumn tones in deep reds and wines, greens in the new bronze effects harmonizing with the deeper tones in velvet, used also with laces and furs. The effect will be such as to make the demand right through the season. Our stock comprises everything new and novel from the dainty rosebud to the more elaborate creations. Prices from **\$3.00** per dozen upwards.

An article of importance in a great many instances overlooked, that no Millinery establishment should be without, is the staple lines in **Black Flowers**, suitable for mourning purposes. Orders for these goods require promptness. Does your stock need replenishing? Black flowers require to be made of material sufficiently good to take the strong dyes, and unless this is maintained you have a grayish cast so much abhorred. **Ours are Jet Black**, the result of constant adherence to these two important points. We carry full assortment in roses, violets poppies. Prices from **\$1.50** per dozen upwards.

Do not Cut Plate—Order from Number or Name



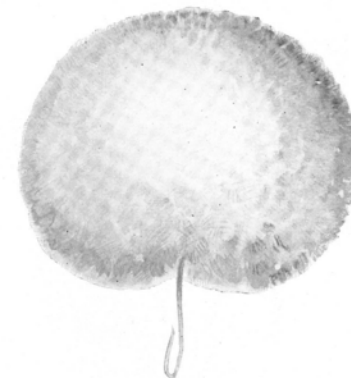


When we call your attention to Quills and Pompoms we must of necessity refer to what is known as "The Street and Serviceable Hat," moderately priced and neat in appearance, popular in every household. Prominently displayed on this particular hat will be found the Quill or mayhap the Feather Pompom.

Pompoms

Black, white and colored Pompoms in all fashionable colors and combinations.

Prices, 20c . 25c., 37½c., 47½c., 57½c., 82½c., \$1.00.



Quills

Large assortment of Quills in black, white and natural colors.

Black, per doz., 10c , 25c., 40c., 55c., 75c.....	\$1.00
White, per doz., 40c., 60c., 75c., \$1.00.....	2.00
Natural, per doz., 45c., 75c., \$1.00	1.50



The Leading Fall Novelty. Feather Bandeaux

Coque Feather Bandeaux, in natural green and black. Length 36 inches, each.....	\$1.45
Hackle Feather Bandeaux, in brown-castor, brown-paradise, blue-green, blue-paradise. Length, 36 inches, each	2.15
Pheasant Bandeaux, in gray, brown and green. Length 36 inches. Each ...	1.80
Ostrich Bandeaux, in brown, navy, black and white, each.....	2.15

Do not Cut Plate—Order from Number or Name

Yard Goods

“A CHAIN is only so strong as its weakest link.” The weakest link in the chain of values of most wholesale millinery houses is the staple department. We realized this when our business was in its infancy, and set ourselves to remedy any defect, so that the whole fabric might be true and uniform. We have proved ourselves the victors, and in such lines as Velvets, Velveteens, Ribbons, Chiffons, Laces and Veilings, we are getting the trade in face of the keenest competition of the best staple dry goods houses. The others ceased to bother us long ago. If you are not yet advised of our leadership, all we ask is a careful comparison. Even if you do not require anything at present you are sure to later on, and a good impression once made will stay by you, and result eventually to our mutual satisfaction and benefit.

In this class of goods we have got as close to the producer as the biggest firm, wholesale or retail, at home or abroad. We place large orders many months ahead, insuring prompt deliveries and every advantage in price ; and not resting content on past achievements, are ever on the alert to secure even more worthy productions and better values.

Silk Velvets

No.		Per Yard
50	—Black German Velvet..... 18 inch	45c.
55	— “ “ 18 “	52½c.
55X	— “ “ 18 “	55c.
60	— “ “ 18 “	60c.
65	— “ “ 18 “	70c.
70	— “ “ 18 “	75c.
75	— “ “ 18 “	85c.

Pieces of about 25 yards.

A small extra charge per yard for cut lengths.

90	—Black English Velvet..... 18 inch	60c.
100	— “ “ 18 “	70c.

Pieces of about 25 yards.

A small extra charge per yard for cut lengths.

110	—Black Chiffon Velvet..... 18 inch	92½c.
120	— “ “ 18 “	95c.
125	— “ “ 18 “	60c.
130	— “ “ 18 “	67½c.
135	— “ “ 18 “	80c.

Pieces of about 25 yards.

A small extra charge per yard for cut lengths.

150	—Black Couche Velvet..... 18 inch	65c.
160	— “ “ 18 “	72½c.
170	— “ “ 18 “	90c.

Pieces of about 25 yards.

A small extra charge per yard for cut lengths.

1	—Black Lyons Velvet..... 18 inch	\$0.70
2	— “ “ 18 “	.77½
3	— “ “ 18 “	.85
1060	— “ “ 18 “	.80
1061	— “ “ 18 “	.85
1062	— “ “ 18 “	.90
1063	— “ “ 18 “	1.00
1064	— “ “ 18 “	1.10

Pieces of about 25 yards.

A small extra charge per yard for cut lengths.

Empress	—Colored Silk Velvet..... 18 inch	50c.
Quality 85	— “ “ 18 “	67½c.
Special	—Colored Couche Velvet..... 18 “	45c.
	—Velours de Lyon Panne Velvet..... 18 “	75c.
465	—Shot Velvets..... 18 “	85c.

The above colored Velvets in all staple and fashionable shades.

In pieces of about 25 yards.

A small extra charge per yard for cut lengths.

Fancy Velvets and Plushes

Twelve distinct patterns in fancy velvets and plushes. Each line in a good range of shades. Prices from 45c to 75c. yard. Particularly effective for trimming ready-to-wear hats.

Do not Cut Plate—Order from Number or Name

Velveteens

No.			Per Yard
190—	Black Velveteen	22 inch	20¾c.
200—	“ “	22 “	26½c.
205—	“ “	22 “	28¾c.
210—	“ “	21½ “	35c.
215—	“ “	23½ “	32½c.
220—	“ “	23½ “	36½c.
225—	“ “	23½ “	40c.
230—	“ “	23½ “	44c.
135—	“ “	32 “	55c.

Pieces of about 25 yards.

A small extra charge per yard for cut lengths.

75—	Colored Velveteen	22½ inch	35c.
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In all staple and fashionable shades.

Pieces of about 15 yards.

A small extra charge per yard for cut lengths.

Beaver Cloth

1303—	Beaver Cloth	17 inch	50c.
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In all staple shades.

A splendid article for draping purposes.

Silks—Colored

No.			Per Yard
8337	—Japanese Silks	20 inch	20c.
836	— “ (In black, white and cream only)	27 “	37½c.
350	—Marceline Silks	18 “	23c.
20	—Louisine “	18 “	42½c.
	—Louisine “	20 “	57½c.
15	—Tamaline “	19½ “	32½c.
105D	—Taffeta “	19½ “	45c.
25	—Taffeta “	19½ “	57½c.
203	—Satin “	24 “	32½c.
3773	—Satin Duchess Silk	24 “	60c.
	—Shot Louisine “	19 “	50c.

A full range of all staple and fashionable shades.

Silks—Black

No.			Per Yard
40	—Black Taffeta	18½ inch	\$0.25
99	— “	19¾ “	.32½
50	— “	20 “	.32½
675	— “	20 “	.37½
112	— “	22 “	.55
GII	— “	22½ “	.57½
400	— “	22½ “	.60
T9	— “	22½ “	.62½
Vienna	— “	22 “	.65
425	— “	22 “	.72½

Do not Cut Plate—Order from Number or Name

Silks—Black—Continued

1573 —Black Faille	19½ inch	.92½
1542 — “	20 “	1.05
1 —Black Peau de Soie	21 “	.42
525 — “ “	20 “	.48½
350 — “ “	19½ “	.52½
582 — “ “	19½ “	.55
5 — “ “	20¼ “	.75
264 —Black Satin	23½ inch	.60
284 — “	23½ “	.65
304 — “	23½ “	.70
L — “	23½ “	.76½
790 —Black Moire	19½ “	.65
911X — “	19½ “	.70
546 — “	19½ “	.75
3609 —Black Armure	20½ “	.65
3875 —Black Surah	20½ “	.52½
4 —Black Lusterine	23 “	.60

Mousseline d'Soie

No.		Per Yard
300—Mousseline d'Soie	42 inch	12¾c.
90— “	42 “	16½c.
305— “	42 “	18c.
310— “	42 “	35c.
315—Fancy “	42 “	24½c.

All staple shades in stock.

Pieces of about 15 yards.

A small extra charge for cut lengths.

Chiffons

No.		Per Yard
90—Silk Chiffon, soft finish	42 inch	13¾c.
*100— “ “	42 “	18½c.
175— “ “	42 “	23½c.
120— “ “	42 “	26½c.
*200— “ “	42 “	30c.
200 JF— “ stiff finish	42 “	30c.
125— “ soft finish	48 “	44c.
150— “ “	48 “	55c.
20248—Brilliant Chiffon “	42 “	37½c.

*Nos. 100 and 200 in all staple and fashionable shades. All other numbers in black, white and cream only.

Pieces of about 30 yards.

A small extra charge for cut lengths.

Counter or Staple Ribbons—Colored

No.		Price
DMC/ 1—Colored Taffeta, 1st quality, piece of 18 yards		24c.
DMC/ 2— “ “ “		37½c.
DMC/ 3— “ “ “		49c.
DMC/ 5— “ “ per yard		4½c.
DMC/ 9— “ “ “		7½c.
DMC/16— “ “ “		10½c.
DMC/22— “ “ “		15½c.
DMC/40— “ “ “		20c.

Do not Cut Plate—Order from Number or Name

Counter or Staple Ribbons—Colored—Continued

No.		Price
Eclipse / 3—Colored Taffeta, 2nd quality, piece of 18 yards	33½c.	
Eclipse / 5—	“ “ per yard	3¼c.
Eclipse / 9—	“ “ “	5¼c.
Eclipse / 16—	“ “ “	7¼c.
Eclipse / 22—	“ “ “	12½c.
Eclipse / 30—	“ “ “	14¾c.
Eclipse / 40—	“ “ “	17c.
Rex/ 3—Duchess Satin, 1st quality	“ “ “	3¼c.
Rex/ 5—	“ “ “	4⅝c.
Rex/ 9—	“ “ “	7¼c.
Rex/ 16—	“ “ “	10⅝c.
Rex/ 40—	“ “ “	20c.
Royal/ 5—Duchess Satin, 2nd quality	“ “ “	3¼c.
Royal/ 9—	“ “ “	4⅞c.
Royal/ 16—	“ “ “	7⅞c.
100 / 5—Colored Faille, heavy cord edge	“ “ “	1⅞c.
100 / 9—	“ “ “	3½c.
100 / 16—	“ “ “	5¾c.
210 / 5—Colored Moire	“ “ “	3¼c.
210 / 9—	“ “ “	4⅞c.
210 / 16—	“ “ “	7⅞c.

In all staple shades, 18 yard lengths.

Millinery and Neck Ribbons—Colored

No.		Per Yard
DMC/22—Colored Taffeta	3 inch	15½c.
DMC/40—	4¼ “	20c.
Eclipse / 22—	3½ “	12½c.
Eclipse / 30—	4 “	14¾c.
Eclipse / 40—	4¾ “	17c.
450/39—	3½ “	9½c.
450/51—	4½ “	13¼c.
475 —	Loop Edge 4¼ “	14⅝c.

In all staple and fashionable shades, 18 yard lengths.

4001—Colored Duchess Satin	5 inch	32½c.
Rex/40—	4¼ “	20c.
167/60—	4 “	16¼c.
167/80—	5½ “	22¾c.
195/60—	4 “	10¼c.
195/80—	4½ “	12½c.
175/60—	4¾ “	10c.
175/80—	6¼ “	13¼c.
125—Colored Brilliant Satin	4¾ “	14c.
150—Colored Shot Liberty Ribbon	5¾ “	26½c.
166—Colored Epingline	5¼ “	22¼c.
340—Colored Brilliant	4¾ “	15c.

In all staple and fashionable shades. Nos. 4001, 167/80 and 150 come in 9 yard ends, all others in 18 yard ends.

1000—Colored Moire	5 inch	23¼c.
140—	4 “	19c.
999—	5 “	11¼c.

In all staple and fashionable shades, 18 yard lengths.

Do not Cut Plate—Order from Number or Name

Baby Ribbons

No.				
1600—Taffeta Baby Ribbon	36 yards for	31c.		
DMC/ 1—	18 "	24c.		
DMC/ 2—	18 "	37½c.		
DMC/ 3—	18 "	49c.		
Eclipse / 3—	18 "	33½c.		
2966—Corded Baby Ribbon	18 "	19c.		
1385—Cord Edge	18 "	35c.		
1024—Double Satin Baby Ribbon	18 "	31c.		
3804—Single "	18 "	37½c.		
2030/2—Single "	36 "	37c.		
1700—Moire Baby Ribbon	18 "	33c.		
509/1—Colored Velvet & Satin Baby Ribbon	18 "	27½c.		
509/1½—	18 "	37½c.		

The above lines in a full range of staple and fashionable shades.

No.

Per Yard

665/ 22—Black Taffeta	3½ inch	16c.
665/ 60—	4¼ "	20c.
645/ 5—	1 "	3¾c.
645/ 9—	1½ "	6½c.
645/ 16—	2¼ "	9¼c.
645/ 22—	3 "	13c.
645/ 60—	4 "	17c.
645/ 80—	5¼ "	22½c.
645/100—	6¼ "	33c.
3055/22—	3 "	15c.
3055/ 40—	3½ "	19½c.
3055/ 60—	4½ "	22c.
3055/ 80—	6 "	27c.

Lengths of 18 yards, except widths 80 and 100, 9 yards.

Black Taffeta Ribbons

No.			Per Yard
368/ 5—Black Taffeta	1 inch	3½c.	
368/ 9—	1½ "	4¾c.	
368/ 16—	2 "	7c.	
368/ 22—	3 "	10½c.	
368/ 40—	3¾ "	12¾c.	
368/ 60—	4½ "	15¼c.	
368/ 80—	5½ "	19¼c.	
368/100—	6¾ "	21½c.	
665/ 5—	1 "	4¼c.	
665/ 9—	1½ "	7¾c.	
665/ 16—	2½ "	9¾c.	
665/ 20—	3 "	13½c.	

Black Liberty Satin Ribbon

No.		Per Yard
382/ 5—Liberty Satin Ribbon	1 inch	3¾c.
382/ 9—	1½ "	5¾c.
382/ 16—	2¼ "	8¾c.
382/ 60—	4 "	16¾c.
382/ 70—	5¼ "	21c.
382/ 80—	6 "	26½c.
382/100—	7 "	30¾c.
384/ 16—	2¼ "	15¾c.
384/ 22—	3¼ "	20c.
384/ 60—	4 "	25c.
384/ 70—	4¾ "	30c.
384/ 80—	5¾ "	36c.

Widths 70, 80 and 100 in 9 yard lengths, all others 18 yards.

Do not Cut Plate—Order from Number or Name

Black Double Faced Satin Ribbon

No.			Per Yard
500/	5—Satin Ribbon	1 inch	4c.
500/	9—	1 $\frac{3}{8}$ "	5 $\frac{1}{2}$ c.
500/	12—	1 $\frac{3}{4}$ "	7c.
500/	16—	2 $\frac{1}{4}$ "	9c.
500/	22—	2 $\frac{1}{2}$ "	10 $\frac{1}{2}$ c.
500/	30—	3 "	12 $\frac{3}{4}$ c.
500/	40—	4 "	17c.
341/	5—	1 "	5 $\frac{1}{2}$ c.
341/	9—	1 $\frac{1}{2}$ "	7 $\frac{5}{8}$ c.
341/	12—	1 $\frac{3}{4}$ "	9 $\frac{1}{2}$ c.
341/	16—	2 $\frac{1}{4}$ "	11 $\frac{1}{4}$ c.
341/	20—	2 $\frac{5}{8}$ "	13 $\frac{1}{2}$ c.
341/	22—	3 "	15 $\frac{1}{2}$ c.
341/	60—	4 "	22 $\frac{1}{2}$ c.
650/	5—	1 "	5 $\frac{1}{2}$ c.
650/	9—	1 $\frac{1}{2}$ "	8 $\frac{3}{8}$ c.
650/	16—	2 $\frac{1}{4}$ "	12 $\frac{1}{2}$ c.
650/	20—	2 $\frac{5}{8}$ "	14 $\frac{5}{8}$ c.
650/	30—	3 "	17 $\frac{1}{2}$ c.
650/	60—	4 $\frac{1}{8}$ "	23c.

Lengths of 18 yards.

Black Faille Ribbon

No.			Per Yard
95/	5—Black Faille Ribbon	$\frac{7}{8}$ inch	3 $\frac{1}{4}$ c.
95/	9—	1 $\frac{1}{4}$ "	5 $\frac{1}{4}$ c.
95/	12—	1 $\frac{3}{4}$ "	7 $\frac{1}{2}$ c.
95/	16—	2 $\frac{1}{8}$ "	9 $\frac{1}{4}$ c.
95/	20—	2 $\frac{1}{2}$ "	11 $\frac{1}{2}$ c.

No.			Per Yard
95/	22—Black Faille Ribbon	3 inch	13 $\frac{1}{2}$ c.
95/	30—	3 $\frac{1}{2}$ "	15 $\frac{1}{2}$ c.
100/	5—	1 "	6 $\frac{1}{2}$ c.
100/	9—	1 $\frac{1}{2}$ "	9 $\frac{1}{2}$ c.
100/	16—	2 "	13 $\frac{1}{2}$ c.
100/	20—	2 $\frac{5}{8}$ "	16 $\frac{1}{2}$ c.
100/	22—	3 "	19 $\frac{1}{2}$ c.
100/	40—	3 $\frac{3}{4}$ "	25c.
100/	60—	4 $\frac{1}{4}$ "	29 $\frac{1}{2}$ c.
250/	3—	$\frac{3}{4}$ "	5c.
250/	5—	1 "	6 $\frac{7}{8}$ c.
250/	9—	1 $\frac{5}{8}$ "	11 $\frac{1}{2}$ c.
250/	12—	1 $\frac{7}{8}$ "	13c.
250/	16—	2 $\frac{3}{8}$ "	15c.
250/	20—	2 $\frac{7}{8}$ "	18 $\frac{1}{2}$ c.
250/	22—	3 $\frac{1}{4}$ "	22c.
250/	60—	4 $\frac{1}{4}$ "	30c.

Lengths of 18 yards.

Black Peau de Soie Ribbon

No.			Per Yard
947/	40—Black Peau de Soie	3 $\frac{1}{2}$ inch	17 $\frac{1}{2}$ c.
947/	60—	4 $\frac{5}{8}$ "	22 $\frac{1}{2}$ c.
900/	5—	1 "	6c.
900/	9—	1 $\frac{7}{8}$ "	9 $\frac{3}{4}$ c.
900/	16—	2 $\frac{3}{8}$ "	15c.
900/	22—	2 $\frac{3}{4}$ "	17 $\frac{1}{2}$ c.
900/	30—	3 $\frac{1}{4}$ "	20c.

Particularly suitable for mourning purposes.
In 18 yard lengths.

Do not Cut Plate—Order from Number or Name

Black Moire Ribbon

No.			Per Yard
329/ 5—Black Moire	1 inch	5¼ c.	
329/ 9—	1⅝ "	8⅞ c.	
329/ 16—	2⅛ "	11¼ c.	
329/ 20—	2¾ "	13¾ c.	
329/ 30—	3 "	16¼ c.	
329/ 40—	4 "	22½ c.	
329/ 80—	5¼ "	30 c.	
787/ 60—	5 "	21½ c.	
787/ 80—	6 "	26½ c.	

The above in 18 yard lengths, except 787/80 in 9 yard lengths.

Colored Velvet and Satin Ribbons

No.			
503/ 3 —Colored Velvet and Satin Ribbons, piece of 18 yards			\$1.10
503/ 5 —	"	per yard	.10½
503/16 —	"	"	.16½
503/22 —	"	"	.22½

In all staple and fashionable shades.

Black Velvet and Satin Ribbon

No.			
300/ 1—Black Velvet and Satin Ribbon, piece of 18 yards			\$0.33
300/ 1½—	"	"	.40
300/ 2 —	"	"	.55
300/ 3 —	"	"	.60
300/ 4 —	"	"	.70

No.

300/ 5 —Black Velvet and Satin Ribbons, per yard	.5
300/ 7 —	.7½
300/ 9 —	.9
300/12 —	1.0½
300/16 —	1.2½
300/20 —	1.4½
300/22 —	1.6½
330/ 1 —	piece of 18 yards .50
330/ 1½—	" .60
330/ 2 —	" .70
330/ 3 —	" .90
330/ 5 —	per yard .8
330/ 7 —	" 1.0½
330/ 9 —	" 1.2½
330/12 —	" 1.4
330/16 —	" 1.7½
330/20 —	" 2.1
330/30 —	" 2.4
333/ 1 —	piece of 18 yards .65
333/ 1¼—	" .85
333/ 1½—	" .95
333/ 2 —	" 1.25
333/ 3 —	" 1.35
333/ 5 —	per yard 1.1
333/ 7 —	" 1.3½
333/ 9 —	" 1.6
333/12 —	" 1.8½
333/16 —	" 2.2
333/20 —	" 2.9½
333/60 —	" 5.2½

Do not Cut Plate—Order from Number or Name

Cotton Back Velvet Ribbons

No.			
2—	Cotton Back Velvet Ribbon, piece of 18 yards		\$0.25
4—	“	“	.28½
6—	“	“	.32½
8—	“	“	.35
10—	“	“	.38½
12—	“	“	.42½
16—	“	“	.47½
20—	“	“	.57½
24—	“	“	.62½
30—	“	“	.67½
40—	“	“	.87½
60—	“	“	1.10
80—	“	“	1.35
90—	“	“	1.55
110—	“	“	1.95
130—	“	“	2.25
150—	“	“	2.65

Chiffon Draw Ribbon

No.			
273/3—	Chiffon Draw Ribbon, black and white, piece of 18 yards		45c.
273/5—	“	“	per yard 3¼c.
273/9—	“	“	“ 4¾c.

Laces

All the standard makes and many novelties, including all widths from narrow insertions and edgings to 18 inch allovers. In silk and cotton. Black, white, cream, butter and Paris. We do not cut samples of laces, but will be pleased to send you selection on approbation. We do not cut laces.

Chiffon Ruchings

No.				
900—	Chiffon Ruchings, black and white only, dozen yards			\$0.75
901—	“	“	“	.90
902—	“	“	“	1.20
903—	“	“	“	1.50
904—	“	“	“	2.00
905—	“	“	“	1.75

Crapes

No.				Per Yard
1—	Black Crape		28 inch	\$0.50
5—	“		28 “	.80
8—	“		28 “	.90
9—	“		28 “	1.00
10—	“		35 “	1.10

In lengths of 15 yards.

Widow's Bonnet Borders

No.				Per Doz.
500—	White, single row		16 inch	\$0.75
501—	“		16 “	1.25
503—	White, double row		16 “	1.50
511—	White, single row, Lisse Bordering			1.25
1286—	“	“		1.60
3376—	“	“		1.80

Do not Cut Plate—Order from Number or Name

Veilings

Fifty different patterns, all this season's. Plain nets and chiffon, also chenille and fancy borders. Black, white, brown, navy, and white with black spot, and some striking novelties in *the new Ombre Shades*. Prices range from 9½c. to 35c. per yard. Pieces of from 12 to 20 yards, according to quality. We do not cut.

Mourning Veiling

No.			Per Yard
39—	Black Chiffon Veiling, fancy border.....	18 inch	\$0.25
30—	White “ “	18 “	.25
31—	Black Grenadine Veiling, Solid 2 inch Border ..	14 “	.14½
32—	“ Striped 2 “	14 “	.13½
33—	“ “ 2 “	14 “	.15
34—	“ Solid 2 “	18 “	.17½
35—	“ Striped 2 “	6 “	.22½
36—	“ Solid 2 “	16 “	.34
37—	“ Fancy 2 “	18 “	.40
38—	“ Plain Edge	18 “	.54
40—	“ 3 inch Border ..	32 “	1.05

Communion Veils

No.		Per Doz.
278—	White Net	72 inch \$6.75
280—	“	54 “ 6.35

Widow's Veils

No.		Each
600—	Solid Border, black grenadine	36 x 48 \$1.50
601—	“ “	42 x 54 2.00
602—	“ “	45 x 56 2.75
603—	“ “	38 x 40 2.00
604—	Hemstitched Border “	40 x 54 2.45
605—	“ “	40 x 72 3.25
		Per Doz.
606—	“ “	18 x 44 6.25

Millinery Nets

No.		Per Yard
*100—	Colored Maline ..	27 inch 17c.
*3275—	“	27 “ 22c.
	68—Black and White only	27 “ 9½c.
69—	“	36 “ 14½c.
70—	“	36 “ 16½c.
71—	“	36 “ 21½c.
72—	“	36 “ 23½c.
73—	“	36 “ 27½c.
74—	“	36 “ 32½c.

*Nos. 3275 and 100 in all popular shades.

Pieces of about 15 yards.

Do not Cut Plate—Order from Number or Name

Millinery Nets—Continued

No.		Per Yard
78—Black Silk Brussels Net	36 inch	30c.
79—“	36 “	35c.
80—“	36 “	40c.
81—“	36 “	45c.
82—Black Cashmere Net	24 “	40c.
83—Black Cambray Net	30 “	35c.
84—Black Fancy Point d'Esprit	24 “	30c.
85—White Cotton Brussels	36 “	14c.
86—“	36 “	17c.

No.		Per Yard
87—White Bretonne Net	24 inch	9½c.
88—“	24 “	12½c.
89—“	24 “	24c.
90—White Point d'Esprit	24 “	13½c.
91—“	24 “	16½c.
92—“	24 “	18½c.
93—Black Silk Point d'Esprit	27 “	50c.
94—White Bridal Net	72 “	48c.
95—“	7 “	55c.

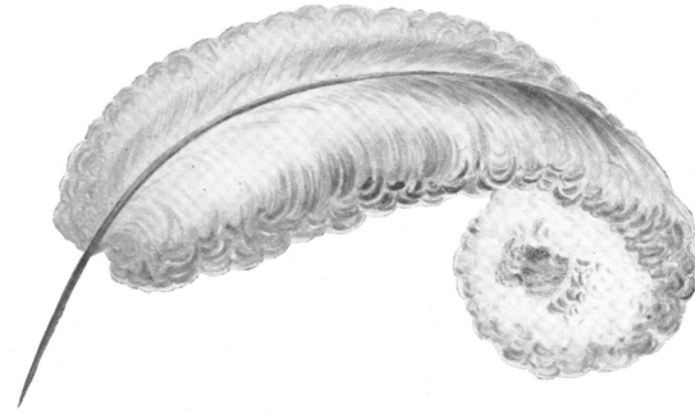
Pieces from 18 to 24 yards.



Do not Cut Plate—Order from Number or Name

Ostrich Feathers

Feathers vary as much in intrinsic merit as the apparel of the individual. Ours belong to the well dressed variety. Imperfections and irregularities conspicuous by their absence. Nothing short of perfection satisfies us, and we are getting very near it. The range listed herewith are all standard brands which we have handled for some time with increasing confidence. We assure you prices quoted are as low as is consistent with the quality. We could not sell them lower and maintain the grade.



White "Imperial" Plumes

No.					Price each
42—	Length,	13 inches,	$\frac{1}{2}$ dozen in box		\$1.30
43—	"	16	" $\frac{1}{2}$	"	2.10
44—	"	18	" $\frac{1}{2}$	"	2.75
103—	"	20	" $\frac{1}{2}$	"	3.65
113—	"	21	" $\frac{1}{4}$	"	4.85
114—	"	22	" $\frac{1}{4}$	"	5.50

Do not Cut Plate—Order from Number or Name

White "Duchess" Plumes

No.					Price each
299—	Length, 15 inches,	$\frac{1}{4}$	dozen in box		\$3.50
300—	" 17 "	$\frac{1}{4}$	"		4.50
301—	" 20 "	$\frac{1}{4}$	"		5.50
302—	" 21 "	$\frac{1}{4}$	"		7.00
303—	" 22 "	$\frac{1}{4}$	"		9.00



Black "Imperial" Plume

Black "Imperial" Plumes

No.					Price each
99—	Length, 13 inches,	$\frac{1}{2}$	dozen in box		\$1.60
100—	" 15 "	$\frac{1}{2}$	"		1.80
101—	" 16 "	$\frac{1}{2}$	"		2.10
102—	" 18 "	$\frac{1}{2}$	"		2.75
103—	" 20 "	$\frac{1}{2}$	"		3.65
113—	" 21 "	$\frac{1}{4}$	"		4.85
114—	" 22 "	$\frac{1}{4}$	"		5.50

Black "Duchess" Plumes

Superior Quality

No.					Price each
299—	Length, 15 inches,	$\frac{1}{4}$	dozen in box		\$3.50
300—	" 17 "	$\frac{1}{4}$	"		4.50
301—	" 20 "	$\frac{1}{4}$	"		5.50
302—	" 21 "	$\frac{1}{4}$	"		7.00
303—	" 22 "	$\frac{1}{4}$	"		9.00

Black "Empire" Tips

Fleur Make

No.					Price each
51—	Length, 9 inches,	$\frac{1}{2}$	dozen in box		\$0.60
52—	" 10 "	$\frac{1}{2}$	"		.75
53—	" 11 "	$\frac{1}{2}$	"		1.00
54—	" 12 "	$\frac{1}{2}$	"		1.25
55—	" 13 "	$\frac{1}{2}$	"		1.50
56—	" 13 "	$\frac{1}{2}$	" specially selected		1.80
57—	" 13 "	$\frac{1}{2}$	"		2.10

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Black "Mogodor" Plumes

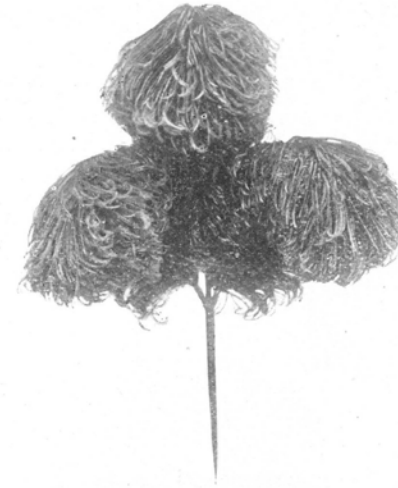
Specially Selected

No.	Price each
200—15 inches	\$4.85
201—20 "	7.00

Our "Leader" in Long Showy Black Plumes

No.	Price each
45—Length, 14 inches, 1 dozen in box	\$0.60
46— " 15 " 1 "	.75
47— " 16 " 1/2 "	1.00
48— " 17 " 1/2 "	1.35
49— " 18 " 1/2 "	1.80
50— " 19 " 1/2 "	2.10

This line is specially adapted for medium class trade.



"Prince of Wales" Black Tips

(3 in Bunch)

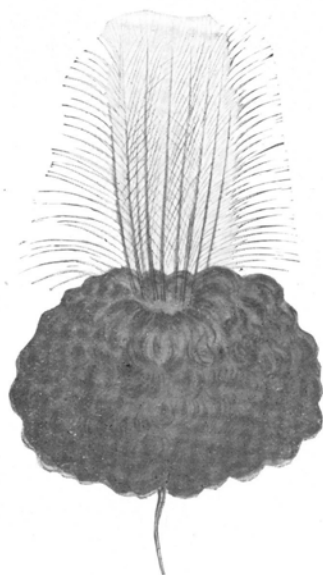
No.	Price per bunch
78..	\$0.30
79.....	.40
80	.50
81.....	.60
82	.75
83.....	1.00
84.....	1.25
85	1.50
86.....	1.70

Showy Black Plumes

"Excelsior Range"

No.	Price per Doz.
10 —Length, 10 inches, 1/2 dozen in box	\$4.00
11 — " 11 " 1/2 "	5.00
12 — " 12 " 1/2 "	6.00
12X— " 13 " 1/2 "	7.00
13 — " 13 " 1/3 "	9.50
14 — " 14 " 1/3 "	12.00
15 — " 15 " 1/3 "	15.00

Do not Cut Plate—Order from Number or Name



Our Special Lines in Aigrettes

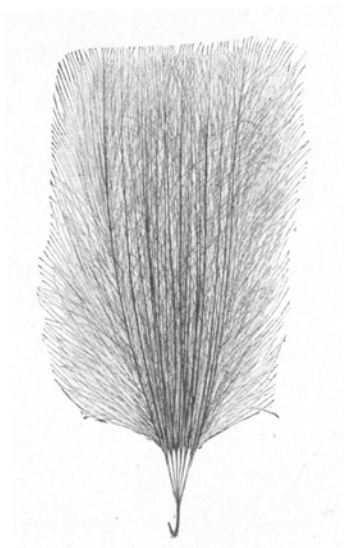
No.		Price each
303—	With Soft Osprey, black only, ½ dozen in box	\$0.45
304—	“ black and white “	.60
305—	Brush “ “	.75
306—	“ “ “	1.50
308—	“ “ “	2.00

Full range of colors in No. 305—75c. line.

Two Odd Clearing Lines in White Tips

No.		Price per Doz.
26—	9 inches, ½ dozen in box	\$6.00
27—	10 “ ½ “	7.00

Do not Cut Plate—Order from Number or Name



Ospreys



Brush Ospreys

No.		Price per bunch
134—	Black and white, 3 sprays	\$0.45
135—	“ “	.90
132—	“ “	1.35
133—	“ “	2.10

Soft Bonnet Ospreys

No.		Price per bunch
129—	Black and white, 3 sprays	\$1.00
130—	“ “	1.25
131—	“ “	2.10

Paradise Ospreys

No.		Price
136—	Per Packet of 3	\$0.90
137—	“	1.35
138—	“	1.80
139—	“	2.70

Choice assortment of fashionable shades in above lines.

Do not Cut Plate—Order from Number or Name

Workroom Supplies and Sundries

Paris and Stiff Nets, 24 inches, white and Black, at 11c., 12½c. and ... 17c.
 Book Muslins, in black and white, at per yard, pieces of about 12 yds. 6c.
 Sarsnet Hat Linings, 18 inch, at per yard, 8½c., 12½c. and ... 22½c.
 Devonshire Hat Linings, in black and white, per yard ... 10c.

Wires

Cotton Shape Wire

No.		Per Gross
436	—Black and white, medium	\$0.40
219	—“ heavy	.45

Silk Shape Wire

6	—Black and white, medium	.45
7	—“ heavy	.65
8	—“ “ “special”	.45
20½—	“ for edging shapes.....	1.25
12/12—	“ heavy	3.00

Colored Shape Wire

All staple shades at 75c., \$1.50 and ... \$3.00

Ribbon Wire

3 strand, black and white, ½ gross in packet, per gross.... \$1.00
 Mounting Wires, black and white, per spool of 150 yards30

Needles

At current prices

Hat Pins

No.
 397—Steel Hat Pins, in black and white, 8 inch, gross in box..... 65c.

Lace Pins

	Per Gross
316—With bright or dull heads, plain	45c.
351—“ fancy.....	45c.
928—Rhinstone	75c.

Do not Cut Plate—Order from Number or Name

PLEASE NOTE

*References required on opening accounts,
otherwise goods will be shipped*

C. O. D.

Our Representatives :

F. H. WHYTE

A. CRUICKSHANK

J. F. L. DUBREUIL

J. B. LEMIEUX

A. H. MITCHELL

H. McCALL

THOS. BOYD

D. SUTHERLAND

W. T. RUPERT

W. R. SHERRING

JOHN MUNRO

W. J. WILSON

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