

"Lanura" pure undyed wool : the family flannel : medically recommended / Fredk. Smith.

Contributors

Frederick Smith (Firm)

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PAM
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“LANURA”
PURE UNDYED WOOL

THE
FAMILY FLANNEL
MEDICALLY
RECOMMENDED

ALF. COOK & CO. PRINTED, 1899.

FREDK. SMITH,
General Draper, &c.,
4, GROVE STREET, BOSTON.

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QT 245

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FRED^{K.} SMITH,

General Draper, Tailor & Outfitter,

4, GROVE STREET, BOSTON.

DRESSES.—We hold a large and well assorted stock of Stylish Materials. Prices from 10½d. to 3/6.

COSTUMES.—Newest Styles and Colours. Prices from 15/- to 30/-

MANTLES and JACKETS in great variety.

CORSETS from 1/9 to 5/6.

UMBRELLAS, VELVETEENS, SILKS, and SATINS.

SERVANTS' APRONS and CAPS. FURS and HOSIERY.

Ladies' and Gent's COLLARS and CUFFS. DRESS BUTTONS.

FLANNELS, FLANNELETTES, Wool & Union and Oxford SHIRTINGS.

BLANKETS, SHEETS, and QUILTS in great variety.

CARPETS, LINOLEUMS, STAIR & FLOOR CLOTHS. HEARTH RUGS.

CURTAINS and CRETONNES. TABLE BAIZES and DAMASKS.

PRINTS, SATEENS, and LINENETTES.

GLASS CLOTH and TOWELLINGS.

CALICOS in Grey, Half-bleached, and White, from 2½d. per yard.

Ready-made Clothing and Tailoring.

MEN' SUITS = from 21/-

YOUTHS' SUITS - ,, 12/6

BOYS' SUITS - ,, 5/6

BLOUSE SUITS - ,, 3/6

MEN'S TROUSERS from 6/6 to 12/6

YOUTHS' do. ,, 4/6 to 10/6

CORD and CLOTH KNICKERS

from 1/11.

MEN'S Lined and Unlined BLUE SERGE, BLUET and DRABET JACKETS.

MEN'S CORD, BLUET, and DRABET TROUSERS.

Tailor-made Garments in Latest Materials & Styles,

MEN'S SUITS from **35/-** TROUSERS from **10/6.**

Hats, Caps, Ties, Hosiery, Silk H'dkerchiefs, Shirts, Braces in great variety.



22501492907

General Postal Information.

Raymond Honey

Honey

Rates of Postage.

TO and from all parts of United Kingdom, for PREPAID LETTERS:—

For a weight not exceeding 4ozs.	...	1d.
Exceeding 4oz. and not exceed. 6oz.	1½d.	
do. 6oz.	do.	2d.
do. 8oz.	do.	2½d.
do. 10oz.	do.	3d.

and so on at the rate of ½d. for every additional 2oz. A letter posted unpaid will be charged on

delivery with DOUBLE postage, and a letter posted insufficiently prepaid will be charged with DOUBLE the deficiency.

An Inland Letter must NOT exceed 1ft.6ins. in length, 9ins. in width, or 6ins. in depth.

Postage Stamps

ARE now issued for the following amounts:—½d., 1d., 1½d., 2d., 2½d., 3d., 4d., 4½d., 5d., 6d., 9d., 10d., 1s., 2s., 5s., 10s., £1, and £5. These stamps are also available for Telegrams, and those of the value of 1d., 2d., 3d., 6d., 9d., 1s., and 2s. for Inland Revenue purposes, Receipts, Agreements, Bills of Exchange, &c.

Spoiled Stamps.

STAMPS inadvertently and undesignedly spoiled will be allowed, and other stamps of the same denomination and value given in lieu thereof. Application for allowance must be made at Somerset House, between the hours of 11 a.m. and 3 p.m., on Monday, Tuesday, Wednesday, Thursday, and Friday, and between the hours of 10 a.m. and 1 p.m. on Saturday. Application can also be made at the Inland Revenue Offices, Great Winchester Street, for the allowance of Marine Policy and general Spoiled Stamps, on Monday, Wednesday, and Friday, between 11 a.m. and 3 p.m.

Book Post.

THE Book-post rate is ½d. for every 2ozs. or fraction of 2ozs. A Packet posted wholly unpaid will be charged with DOUBLE the Book Postage; and if posted partially prepaid, with DOUBLE the deficiency.

No Book Packet may exceed 5lbs. in weight, or 1ft. 6ins. in length, 9ins. in width, and 6ins. in depth.

A Book Packet may contain not only books, paper, or other substance in ordinary use for writing or printing, whether plain, written or printed upon (to the exclusion of any written letter or communication of the nature of a letter), photographs, when not on glass or in frames containing glass or any like substance, and anything usually appertaining to such articles in the way of binding or mounting, or necessary for their safe transmission by post, but also Circulars when these are wholly or in great part printed, engraved, or lithographed.

NOTE.—Inland Sample Post merged in Letter Post.

Postage on Registered Newspapers.

PREPAID RATES.—For each Registered Newspaper, whether posted singly or in a packet, ½d.; but a packet containing two or more Registered Newspapers is not chargeable with a higher rate of postage than would be chargeable on a Book Packet of the same weight, viz., ½d. for every 2ozs. or fraction of 2ozs.

UNPAID RATES.—A Newspaper posted unpaid, or a packet of Newspapers posted either unpaid or insufficiently paid, will be treated as an unpaid or insufficiently paid Book Packet of the same weight. The postage must be prepaid either by an adhesive stamp or by the use of a stamped wrapper. Every Newspaper or packet of Newspapers must be posted either without a cover or in a cover open at both ends, and in such a manner as to admit of easy removal for examination; if this rule be infringed, the Newspaper or Packet will be treated as a Letter.

No Newspaper, whether posted singly or in a packet, may contain any enclosure except the supplement or supplements belonging to it. If it contain any other, it will be charged as a Letter.

No packet of Newspapers may exceed 14lbs. in weight, or 2ft. in length by 1ft. in width or depth.

Stamped Newspaper Wrappers.

WITH HALFPENNY STAMP:

1	¾d.	3	1¼d.	5	3d.	7	4d.	21	1/-
2	1¼d.	4	2½d.	6	3½d.	14	8d.		

and so on at the rate of 4d. for every 7 wrappers, or 480 for 22/10.

WITH PENNY STAMP.

1	1¼d.	3	3¼d.	5	5½d.	7	7¾d.	16	1s.
2	2¼d.	4	4¼d.	6	6½d.	8	8¾d.	24	2/11½

and so on at the rate of 8½d. for every 8 wrappers, or 240 for 21/3.

Parcel Post.

PARCELS must not exceed 11lbs. in weight. For an Inland Postal Parcel, the rate of postage (to be prepaid in ordinary postage stamps) will be:—

Parcels not exceeding 11lb. in weight, 3d.					
1lb. to 2lb.	- 4d.	4lb. to 5lb.	- 7d.	7lb. to 8lb.	- 10d.
2lb. to 3lb.	- 5d.	5lb. to 6lb.	- 8d.	8lb. to 9lb.	- 11d.
3lb. to 4lb.	- 6d.	6lb. to 7lb.	- 9d.	9lb. to 11lb.	- 1/0

Maximum length, 3ft.6ins.; maximum length and girth combined, 6ft.

EXAMPLES:—A parcel measuring 3ft. 6ins. in its longest dimensions may measure as much as 2ft. 6ins. in girth, i.e., around its thickest part; or, a shorter parcel may be thicker, thus if measuring no more than 3ft. in length, it may measure as much as 3ft. in girth, i.e., around its thickest part.

The regulations under which certain articles are prohibited from transmission by the Letter Post will, with a few exceptions, apply equally to the Parcel Post. For instance, Gunpowder, Lucifer Matches, anything liable to sudden combustion, bladders containing liquids, and live animals, will be excluded from the Parcel Post. But Glass Bottles, Fish, Game, Meat, and all other articles not above mentioned, now excluded from the Letter Post, will be admitted to go by Parcel Post conditionally upon their being packed and guarded in so secure a manner as to afford a complete protection to the contents of the Mails and to the Officers of the Post Office.

Postal Notes.

THE following are the amounts for which Postal Orders are issued, together with the poundage payable in respect to each order:—

1/0	...	1½d.	3/0	...	1d.	5/0	...	1d.	15/0	...	1½d.
1/6	...	1½d.	3/6	...	1d.	7/6	...	1d.	20/0	...	1½d.
2/0	...	1d.	4/0	...	1d.	10/0	...	1d.			
2/6	...	1d.	4/6	...	1d.	10/6	...	1d.			

Telegraph Money Orders.

MONEY may be transmitted by Telegraph Money Order between all Offices in the United Kingdom authorised to transact Telegraph and Money Order business.

For sums not exceeding £3	...	4d.
For sums exceeding £3, and not exceeding £10	...	6d.
No Order issued above £10.		

A charge is also made at the ordinary Inland rate for the Office of the Telegram authorising payment at the office of payment and for repetition thereof, the minimum being 9d.

Money Orders

ARE granted in the United Kingdom as follows:—

For sums not exceeding £3	...	3d.
For sums exceeding £3, and not exceeding £10	...	4d.

Above which none are granted, but Orders can be multiplied to amount.

FOREIGN AND COLONIAL.

For sums not exceeding £2	...	6d.
For sums exceeding £2, and not exceeding £6	...	1/0
do. £6,	do. £10	1/6



THE RAW MATERIAL.

LANURA FLANNEL

IS MADE OF THE

Purest Undyed Wool.

FREE FROM EVERY PARTICLE OF
VEGETABLE FIBRE, AND FROM
MINERAL DYES, OFTEN SO INJURIOUS
TO THE SKIN.

*It is now a modern axiom of Health,
that to ensure the greatest amount
of vitality, PURE NATURAL WOOL
CLOTHING MUST BE WORN.*

THE use of Clothing made of Cotton or any mixture of Cotton and Wool, owing to its very slight power of absorption, renders the wearer liable to contract sudden chills, and thereby lay the foundation of serious and often fatal diseases.

Night Dresses.

THERE seems no reason why those who have been educated up to the free use of pure wool clothing during the daytime, and have experienced its undoubted benefits, should be content at night to clothe themselves in cotton or linen. The luxury of donning a warm woollen nightgown on a cold winter's night is an agreeable contrast to the chilly reception afforded by a calico garment under the same circumstances. Such comfort must tend to sound refreshing sleep. LANURA is made in an extra width (33in.) for this purpose, and in various thicknesses.

"MOST SUITABLE for nightdresses, &c., for delicate persons."—*British Medical Journal.*

"THE PURITY and softness of this beautiful material render it especially suitable for underclothing and nightdresses."—*Hearth and Home.*



Combinations, Dressing Jackets, &c.

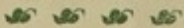
WE can with the utmost confidence recommend LANURA for all articles of underclothing worn next to the body; and, for Ladies' wear, nothing will be found more soft and kindly, even to those of most sensitive skin.

"LANURA will be found particularly appropriate for morning gowns and dressing jackets."—*Ladies' Pictorial.*



Framsen-finished Lanura

By this Special Process of Finishing, the possibilities of Shrinking are reduced to an absolute minimum, whilst at the same time the intrinsic beauty of the fabric is materially enhanced.



NOTE.—STAMPED EVERY YARD ON THE SELVEDGE.

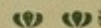
Children's Nightgowns & Sleeping Suits.

ALL that can be said in favour of woollen garments for night wear for adults may be urged with additional force for their use for children. Mothers and nurses are only too much aware of the difficulty of keeping many children in bed before drowsiness overtakes them, or in the early morning. Under such circumstances the danger of exposure to the night air is very greatly reduced by the use of LANURA nightgowns or sleeping suits.

"LANURA is particularly suitable for children's sleeping suits."—*Queen.*

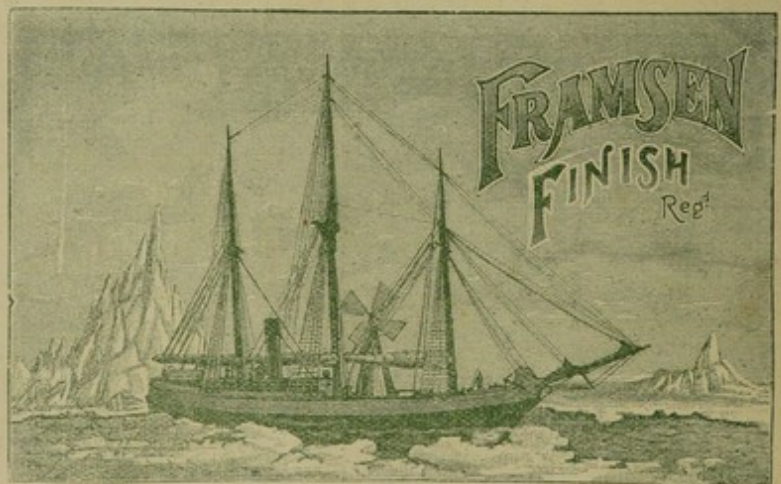
"IT is all very well for grown-up people to practise asceticism, but it should not be forced upon children. Our age smiles approval on LANURA nightgowns, made so long that cold little feet can be tucked up in them on a cold winter's night."—*Household Words.*

"THE GREAT THING for babies, while very young, is plenty of flannel, and the modern flannel for which mothers and nurses can hardly be too thankful is fine LANURA."—*Young Ladies' Journal.*



Children's Suits and Costumes.

LANURA will be found a capital material for making children's seaside frocks, as it is not always safe or advisable to have cotton. The air is generally bracing, and children sitting about are apt to take a chill, when, by wearing wool, they are protected from damps and cold breezes, besides having no extra weight to carry."—*Journal des Modes.*



20

Handwritten signature or initials in the top left corner.

Handwritten text, possibly a signature or date, located in the lower right corner of the page. The text is faint and difficult to decipher, but appears to consist of several lines of cursive or semi-cursive writing.

THE FINISHED ARTICLE IN THE HOUSEHOLD.



Tennis and Boating Costumes.

THE use of LANURA for suits and costumes for all outdoor exercises, such as tennis, cricket, yachting, or boating is strongly recommended, and one of the most important qualifications for these purposes is that it is entirely uninjured by either fresh or salt water.

"LANURA is manufactured from undyed wool, and, therefore, will be fast and not effected by exposure to the sun. It is made in a special weight for tennis—in stripes and checks. The colouring is very soft and cool looking, and will be a charming contrast to foliage and grass."

Schild's Magazine of Fashion.

"VERY pretty costumes for yachting have been made of LANURA, and we think will be quite the thing for this purpose, and will be very much used as it is not damaged by sea-air or water, and gives the necessary warmth required."

Schild's Monthly Journal.

Lanura Sheets.

THE use of LANURA sheets is strongly recommended.

(1) For their delicious warmth and comfort.

(2) As a safeguard against chills.

"THOSE who are tortured with rheumatism should patronise the LANURA sheeting."—*Queen.*

"ABSORB the moisture from the body whilst being non-irritating to the most sensitive skin."—*Myra's Journal.*

"BY the use of LANURA sheets, in place of the usual calico or linen ones, the heat is evenly distributed over the body, and a more healthful and refreshing sleep thereby induced."—*Leach's Family Dressmaker.*

as now so largely worn.

DIVIDED SKIRTS

as now so largely worn.

No material can be more suitable for this purpose. Ladies will do well to inquire for our Latest Range in FANCY LANURAS, made in charming patterns, checks, and fancies. We also supply these GARMENTS READY MADE—High-class Cut and Finish.

Coroner Condemns Flannelette.

AN inquest was held recently in respect of the death of Mrs. L. E. LEWIS, of Clutton. It appears that the lady had for some time been subject to epilepsy, and one night, whilst reclining in an easy chair by the fire, attired in a nightdress and flannelette dressing gown, an attack of the malady came on. The unfortunate lady fell forward, and her dressing gown caught fire. She lingered some hours, and then succumbed to the effects of the burns.

THE CORONER said that flannelette, which had now come into universal use, should be made unflammable. It was one of the most combustible fabrics in general use—far more so indeed than linen. It would, to a certain extent, explode like gun cotton. The fact, he thought, ought to obtain publicity.

THE FOREMAN (Mr. J. H. Medway) said he was not cognisant of this before.

THE CORONER: It is a most dangerous material in case of fire. Only a short time ago an old lady at Twerton met with her death through wearing flannelette.

DR. MARTIN concurred that flannelette was of most rapid consumption. The deceased's dressing gown was reduced to a cinder.

A verdict was then returned of "Death from shock to the system, caused by being severely burnt through her flannelette dressing gown having caught fire," and a vote of condolence passed with the deceased's family.—*Drapers' Record.*

The Dangers of Flannelette.

A CORONER'S Court is not the place where one would, as a rule, seek information of interest to the readers of this column, but some remarks made by Mr. SMELT, at Manchester, recently, in connection with the fatal burning case, are of sufficient importance to be recorded. A child, aged 3½ years, was left playing with other children in a bedroom where there was a fire, and it is supposed that a cotton pinafore which he was wearing was wafted against the fire by a draught from the window. At all events, the garment caught fire, and the child was so severely burned that he died from his injuries.

THE CORONER, in his remarks to the jury, took occasion to say that the wearing of cotton and flannelette had been the cause of a great increase in the number of burning cases. He was convinced that if woollen was worn outside by children, fifty lives would be saved a year in Manchester. Out of forty-seven children who had died from burns in one winter month last year, forty-three were wearing flannelette clothing, and it was the experience at the infirmary that burning cases had become far more serious since flannelette had been so generally worn.—*Warehouseman and Draper.*

WEAR LANURA ONLY AND AVOID UNNECESSARY RISKS.

NOTE.—STAMPED EVERY YARD ON THE SELVEDGE.

Lanura

FOR

GENT.'S WEAR.

Shirts and
Vests.



For these purposes, LANURA is made in a variety of serviceable cloths, both in plains and fancies.

In the latter the patterns are produced by weaving alone, not by the introduction of injurious dyes.

For SHIRTING use LANURA; is also supplied thoroughly shrunk.

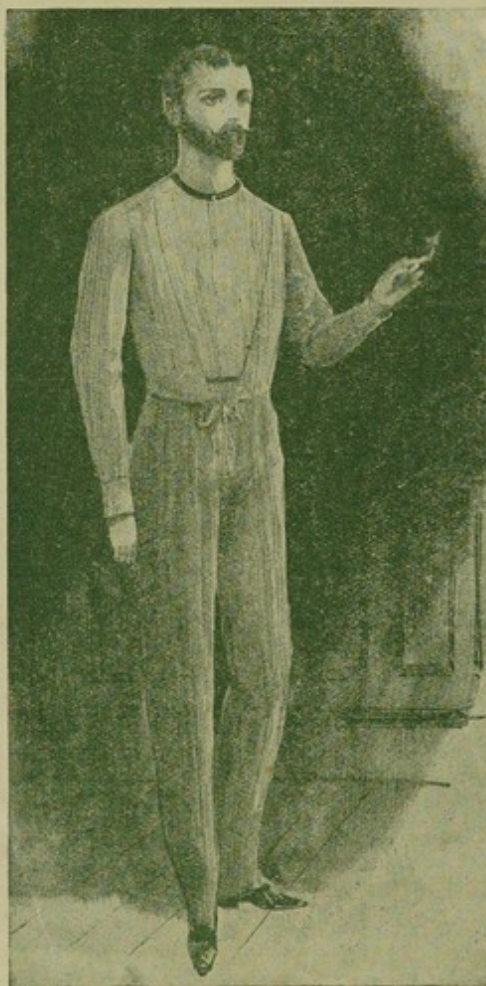
Ready-made LANURA SHIRTS may be obtained from leading outfitters.



Pyjamas.

A form of garment for night wear becoming increasingly popular with Gentlemen is the Pyjama. The distinctive feature of this is: That, as distinguished from the ordinary nightgown, the lower as well as the upper limbs are entirely enclosed, thus being, in fact, a sleeping suit.

The great advantage of such a garment to all who are liable to occasional or frequent exposure to night air must be apparent. This is especially so during sea voyages, yachting, camping out, etc. LANURA PYJAMAS, under such circumstances, form a reliable and comfortable protection against the risk of chills caused by sudden exposure to night air.



Nightshirts.

LANURA
Nightshirts

may be regarded as a SINE QUÂ NON in cold weather, when the comfort and warmth secured by their use is inestimable.

At all seasons they will be found a desirable safeguard against chills, especially by those subject to rheumatism.

NOTE.—STAMPED EVERY YARD ON THE SELVEDGE.

Diary for SEPTEMBER, 1900.

1	S			
2	S			
3	M			
4	T			
5	W			
6	Th			
7	F			
8	S			
9	S			
10	M			
11	T			
12	W			
13	Th			
14	F			
15	S			
16	S			
17	M			
18	T			
19	W			
20	Th			
21	F			
22	S			
23	S			
24	M			
25	T			
26	W			
27	Th			
28	F			
29	S	MICHAELMAS DAY.		
30	S			

Diary for NOVEMBER, 1900.

1	Th			
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8	Th			
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10	S			
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17	S			
18	S			
19	M			
20	T			
21	W			
22	Th			
23	F			
24	S			
25	S			
26	M			
27	T			
28	W			
29	Th			
30	F			

Diary for OCTOBER, 1900.

1	M			
2	T			
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4	Th			
5	F			
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7	S			
8	M			
9	T			
10	W			
11	Th			
12	F			
13	S			
14	S			
15	M			
16	T			
17	W			
18	Th			
19	F			
20	S			
21	S			
22	M			
23	T			
24	W			
25	Th			
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27	S			
28	S			
29	M			
30	T			
31	W			

Diary for DECEMBER, 1900.

1	S			
2	S			
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5	W			
6	Th			
7	F			
8	S			
9	S			
10	M			
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13	Th			
14	F			
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16	S			
17	M			
18	T			
19	W			
20	Th			
21	F			
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24	M			
25	T	XMAS DAY.		
26	W			
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28	F			
29	S			
30	S			
31	M			



LANNURAT

HYGIEA

LANNETTE

WORTHLESS

IMITATION