

## Do You Sell Boomerangs

in the  
shape of  
imitations  
of Fibre  
Chamois?  
If so, you  
are foolish.



**FIBRE CHAMOIS** has an established good name.  
**IMITATIONS** have not.

**FIBRE CHAMOIS** has the confidence of every  
consumer. . . .

**IMITATIONS** are disappointing.

*Will a Customer . . .*

have the same respect for you and confidence  
in your goods if she has once been persuaded  
to use the "just as good" imitations that are  
bound to be disappointing?

Build up a reputation for honesty and reli-  
ability. Always work for the next sale in pre-  
ference to the present. That is the sort of  
trade that will carry you safely through dull  
times and panics.

## The New Woman



is pretty much like the old one. She wants her dresses to  
be exactly right. Last season's shade won't do.

### FADED GOODS WON'T DO

To be sure you can sell off  
color goods, but you must  
take a loss to do it. Pay  
us one-fourth what your "bargain counter" loss would be  
and we'll re-dye and re-finish your old "stickers"—make them  
actually new again.

We are the leaders in this work, and our prices are as right  
as our work. Circulars and price list on request.

## R. PARKER & COMPANY

WHOLESALE DYERS AND FINISHERS

Head Office and Works, 787-791 Yonge Street

Branches at Hamilton, Brantford, London,  
St. Catharines, Galt and Woodstock, Ont.

**TORONTO**