

Do You Sell Boomerangs

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

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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.

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