

# Hermsdorf Dye made black hosiery bearable for summer wear

Until the virtues of Hermsdorf dye became known and popular, people wore bleached and unbleached stockings during the warm weather; they were afraid of black—it crocked, stained, did everything but stay fast. They shunned black hosiery because it wasn't reliable. Now it's different. Fast black hosiery of Hermsdorf dye has a sale every day in the year; it isn't a matter of seasons; the great mass of hosiery wearers trust Hermsdorf dye for Summer wear, and their trust is not misplaced. Hermsdorf dye is not affected by perspiration; it can hang on the line exposed to the hottest rays of the sun and not lose an iota of its color—the washtub has no terrors for it. Keep your stock of Hermsdorf Dyed Hosiery constantly before your customers; their eyes need only to catch this trademark *Louis Hermsdorf Dyer* and you have hit the mark; it means more to the average hosiery buyer than any other sign or symbol known.

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BUREAU of LOUIS  
HERMSDORF,  
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Street, New York.

*Louis Hermsdorf*  
*Dyer*

Selling Office  
of Hermsdorf  
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