



HATS, CAPS & FURS.  
Millinery & Clothing.

REVIEW.

The Best is the Cheapest



This is a business maxim which the most frequent and most erroneous interpretation is "The cheapest is the best." It has been our mission, and still is, to convince the trade and the public of this mistake, and our success is attested by the greatly increased popularity of and demand for our goods during the past fall season. The trade are rapidly realizing that to sell one article and retain a customer is better than to sell two articles and lose future trade. While the public are learning that it is always best to get the best, what will you save?

BEST SATISFACTION

Moist. When you want anything in underwear for Ladies or Children Buy "Health Brand."

The Montreal Silk Mills Co.

LIMITED

MONTREAL