THE MAIN POINT

is to supply your customer with an article which will please and satisfy her, and at the same time give her the best possible value for her money. In selling an inferior article (which is dear at any price), you don't do so.

In regard to Skirt Bindings, the letters

"S·H·& M·"

stamped on the back of every yard, or printed on the label, indicate the BEST Skirt Bindings it is possible to produce. AND WHY ?

BECAUSE they are manufactured from a velveteen especially made for skirt binding purposes.

BECAUSE they are made by a firm who make a specialty of skirt bindings and who manufacture nothing else.

BECAUSE the plant in which they are made is the largest of its kind in the world, and is fitted with the most modern, up-to-date improvements, and these facts, coupled with the S. H. & M. Co.'s extensive and exclusive experience in this line, is the reason why the S. H. & M. Skirt Bindings are far and away ahead of all others.

To please your customers and increase your business, you should carry the S. H. & M. lines. **If you don't, your competitors will.**

Write at once for sample and shade cards, and price list.

WE CARRY THE FOLLOWING LINES IN STOCK AT OUR TORONTO WAREHOUSE:

S.H.·M. REDFERN Bias Corded Velvet, 1¾-in. wide.

S.H.·M. BELLE Plain Velveteen 1¾-in. wide.

The STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen Skirt Bindings,

24 Front St. West, Toronto, Ont. Manchester, England.