

VICKERMAN'S

Permanency of Color

It matters very little how fine the yarn may be, how even the weave or how perfect the finish on a piece of cloth, if the dye is inferior there is inevitable disappointment in store for the wearer. When the color fades the suit becomes shabby—the dressy appearance is gone.

"Absolutely guarantee all Blacks and Blues. Our standard maintained throughout despite increased cost."

VICKERMAN.

This statement issued recently by B. VICKERMAN & SONS, Ltd. indicates the policy that they have followed for a century and a quarter. The standard they set is invariably the highest, and that standard is maintained absolutely in spite of difficulties.

**The Guarantee remains the same
because the quality is the same.**



NISBET & AULD, Limited, TORONTO
Canadian Selling Agents

BLUE BLACK GREY
SERGES AND CHEVIOTS