

Taking Advantage of Every Point—

This signature



is a GREAT POINT in favor of profitable hosiery selling. It stands for perfection in the fast black world. Some very clever jobbers and importers of black hosiery are fortifying their brands by having this signature



stamped on the sole or heel of each stocking.

that's good business.

When they are Hermsdorf dyed why lose an advantage by failing to have the dyer's name stamped thereon ?

It gives confidence to have this signature on fast black hosiery because *everybody trusts it implicitly* and it settles all questions that might arise in the customer's mind.



American Bureau of Louis Hermsdorf

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