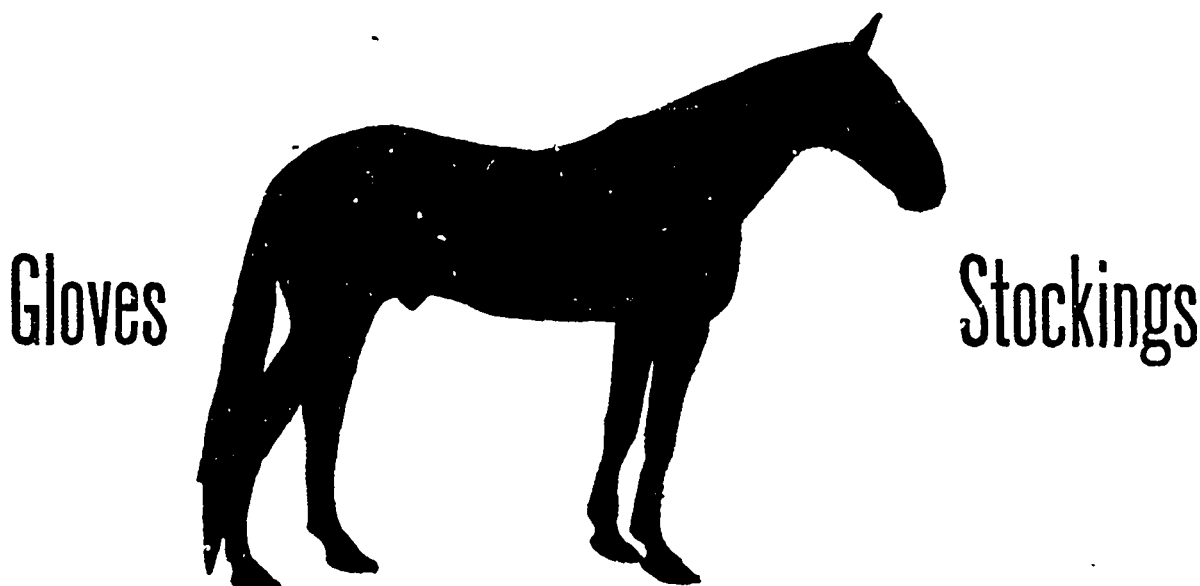


A Fast Black.

Always First. Never Second. A sure winner, and never without backers. So with . . .



DIRECTUM. Record 2.05½.

No Seconds. No Returns. Always reliable—backed by all intelligent customers—a sure (trade) winner.

Remember this.

“Your record as a business man depends entirely upon the quality of goods you sell.”

The best goods to the best customer is the best policy for best retailers.

Always keep these goods in stock and ladies will come back to your store.

The American Bureau of Louis Hermsdorf

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