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July 12/97

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THE



BRAND

Temporary success may be gained in many ways, but a success to be lasting must rest on solid merit. Instance the ...

# HEALTH UNDERWEAR

It has stood the test of experience. It has never failed to meet expectation. It has promptly established itself in favor where once introduced, and its merits are to-day known to the great majority of dealers. This is not the result of accident or chance, but because the goods are carefully manufactured from superior fabrics, with due attention to full and correct sizes and proper proportions.

This has given them their present prestige, and made the name "HEALTH" synonymous with the best practical values in Men's Undergarments.

MANUFACTURED BY ...

## The Montreal Silk Mills Co.

MONTREAL.



## Reliability has a Value

It saves time, energy and money. Your confidence in our goods will not be misplaced. You can perpetuate our lines, and you will want to do so. They will sell and **MAKE YOU FRIENDS.** That is why we urge you to

# BUY Diamond Brand Underwear

### HERMANN H. WOLFF & CO., MONTREAL.



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