

LOUIS HERMSDORF---THE PRINCE OF BLACK DYERS.

LOUIS HERMSDORF, of Chemnitz, Saxony, to fast black dyeing, is what Shakespeare is to poetry, Edison to electric, and the Hermsdorf fast black is as immovable as the Egyptian Pyramids. Such comparisons may seem odious to the uninformed, but no less a personage than the King of Saxony received this giant in the art of dyeing, and gave him audience to speak of his benefit to the Saxon realm. In order to show his appreciation this King of the Saxons appointed him to the distinguished office of Commercial Chancellor.

Fifty four years mark the mile stones of his successful life, and it is gratifying for him to know that in households all over the civilized world the name of Louis Hermsdorf is daily upon countless tongues. This benefactor to the human race sprang from the common people, and starting in a small way soon became one of the self-made men of the century. For years he experimented with colors, but realizing that only a specialist could hope to gain renown he determined to concentrate the knowledge of centuries in producing a fast black. Believing that chemistry would supply a torch to light his footsteps, he retained the best chemists known to modern times, and successfully gave to the world an absolutely fast black long before other dyers produced ordinary results.

His establishment at Chemnitz, Saxony, has a daily capacity of fifty thousand dozen, exceeding the output of all others combined. Two thousand five hundred people are on his pay roll, and indirectly ten thousand persons are given employment in preparing hosiery and gloves for the dyeing establishment and distributing them therefrom. With the advent of Hermsdorf fast black applied to hosiery, came its immediate adoption. In the American market it was everywhere demanded, and its praise is spoken by mothers innumerable. Remarkable as it may appear, repeated washing intensifies this black, and on account of positive freedom from poisonous chemicals, demonstrated by scientific analysis, stockings are not destroyed by this dye, and it does not poison the flesh. This remarkable combination has led to its general adoption from babies to grandmas and boys to bearded men.

How to tell a good black stocking. Take hold of the leg with both hands and pull sidewise. If resistance is marked and the threads are distinct it is of good stock, and if stamped "Hermsdorf" dye the color will not forsake home for the feet. Washing a stocking increases the wear one quarter by shrinking the yarn, thus solidifying the threads. The best is none too good, and there is but one best in black dye. This rule has caused many to insist on having the name of Louis Hermsdorf on every dozen of hosiery purchased. Hosiery is an important item in the family supplies, and merchants can increase their general business by giving superior value for the money. This can be accomplished by securing the Hermsdorf fast black.

SOMETHING NEW IN QUILTS.

The Toronto Feather & Down Co. advertise in this issue their special "Snowflake" quilt, which can be sold much cheaper than a "down" quilt, though many would mistake it for such, to judge by its lightness.

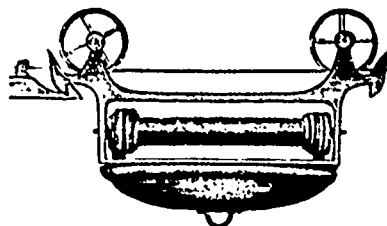
As it can be had in all the choice coverings which the best down quilts are sold in, sharp buyers would do well to examine it before completing their arrangements for fall.

R. FLAWS & SON Dry Goods Commission Agents **Toronto**
Manchester Bldg., Melinda St.SPECIAL SALE OF *Real Brussels Point Lace.*

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24 " 6 " Lace	20 "	\$5 00
1 Lace Handkerchief		10 00
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Lake Winnipeg	" June 10
Lake Huron	" " 17
Lake Ontario	" " 24
Lake Superior	" July 1
Lake Winnipeg	" " 15
Lake Huron	" " 22
Lake Ontario	" " 29

SALOON Per SS. Lake Winnipeg, single ticket, \$40 and \$45; round trip, \$80 and \$85. Per SS. Lake Huron, single ticket, \$30, round trip, \$60. Lake Superior and Lake Ontario, single ticket, \$50 and \$60; round trip, \$100 and \$110. Clergymen and their families at Special Rates.

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