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Sometimes the hair is not properly nourished. It suffers for food, starves. Then it falls out, turns prematurely gray. Ayer's Hair Vigor is a

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hair food. It feeds, nourishes. The hair stops falling, grows long and heavy, and all dandruff disappears.

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We have been preparing for this event for sometime, and conditions in the manufacturing and wholesale districts of the east have enabled us to secure immense quantities of the most desirable merchandise at prices which would be impossible in any other way or in any other store. We save you money on everything you buy. A Few Facts to Give You an Idea How Big this Store is

Our store covers half a city block in length, half a city block in depth, half a city block in width. Five floors, all full. It's fireproof. Our own special telephone system. In addition to immense amount of stock we have in the store, we have outside warehouses that are always overcrowded with merchandise. We employ between 600 and 1,000 people all the year round. We have our own electric light plant.

We operate our own bank under government supervision. We have resident buyers in the east, and our regular buyers go everywhere. Our millinery buyer goes to Europe twice a year. We control the entire production of certain factories and mills. Any one of our departments carries more stock, a better variety, and finer qualities, than any ordinary store.



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for children; safe, sure. No opiates

NEW YORK FASHIONS

Pattern For Lady's Apron Designed by Martha Dean



Every woman, whether she is her own housekeeper or not, knows that a blue apron is a real aid in preserving a tidy appearance. From the little blue apron of our grandmother's time it has become a "thing of beauty" as well as for service.
Such an apron is an unspeakable comfort to the woman who must go to the kitchen after she has once put on her best "bliss and tucker." The blouse waist and the long sleeves are full enough to prevent wrinkling the waist under it, and the skirt is wide enough to swallow the dress skirt. There is a certain charm about these home-aprons. Made of pretty checked or plaid in two color or checked twill, they are not only durable, but add a dash of color to the home landscape.
Gingham, holland in dark shades, with pipings of white or red braid, cross barred muslin and common crash toweling are to be recommended.
Pattern No. 6186
Sizes, 32, 34, 36, 38, 40, 42 and 44 inches bust measure.

DIRECTIONS FOR ORDERING
Send 10 cents to this office, give number of this pattern, No. 6186, and state size desired. It will then be sent to you by mail postpaid. Be sure to write plainly and always give full address. Several days must be allowed for delivery of pattern.

NEW YORK FASHIONS

Pattern For Lady's Shirt Waist Designed by Martha Dean



One of the latest designs that is sure to find many admirers is the new broad shouldered military effect in your blouse shown here in the development of five lines and scalloped outline gives the drooping shoulder line, and the blouse, embellished by tucks, has the full puff at the waist line. Another attractive feature of the waist is the scalloped gannet cuff, and, by the way, this style cuff will be worn a great deal on new shirt waists. The back of the blouse has a fanciful yoke shaping which gives a good line to the figure. This style blouse is very becoming to most figures and is exceedingly attractive in any of the linens, using contrasting color or thread for scalloped edge and dots. If desired, the yoke may be simply stitched at the edges with machine stitching for decoration. The pattern also includes the stock collar, an illustration. A pretty development for spring wear would be in mercerized cotton, which is quite the latest thing for shirt waists, using white or colored thread in the stitching, which may be either hand or machine work. If desired, the shoulder straps may be omitted, thus giving a pretty tucked waist. Serge, cashmere, silk, cotton or linen will develop satisfactorily. Material required for medium size, 3/4 yards 36 inches wide.
Pattern No. 6185
Sizes, 32, 34, 36, 38, 40, 42 and 44 inches bust measure.

DIRECTIONS FOR ORDERING
Send 10 cents to this office, give number of this pattern, No. 6185, and state size desired. It will then be sent to you by mail postpaid. Be sure to write plainly and always give full address. Several days must be allowed for delivery of pattern.

NEW YORK FASHIONS

Pattern For Child's Frock Designed by Martha Dean



Quaint and pretty is the little frock shown here in bishop style and with deep shoulder cape. The fullness in front and back is taken up by clusters of tiny tucks, although if one desires just an every day dress, fullness could be used instead. The style is one that is most becoming to the little tots. Many mothers never make any other style until the age of five years is reached. It is cool, comfortable, quickly made and easily laundered. The model is suitable for the finest Paris make, where one may employ a little hand embroidery, or for daintily colored wash dresses at 10 cents a yard and simply brier stitch the tucks.
Pattern No. 6165
Sizes, 1, 2, 3, 4, 5 and 6 years.

DIRECTIONS FOR ORDERING
Send 10 cents to this office, give number of this pattern, No. 6165, and state size desired. It will then be sent to you by mail postpaid. Be sure to write plainly and always give full address. Several days must be allowed for delivery of pattern.

NEW YORK FASHIONS

Patterns For Lady's Costume Designed by Martha Dean



Although we are still having warm weather, our thoughts must turn to the cooler days when the heavier suit will be required. Every woman should have a suitable street gown, for once after the days are cool there is nothing so "out of place" as a gown that is entirely "out of season." The smart little blouse suits that were worn so much the past season will be included in the fall wardrobe. It is such a practical suit for general wear, and besides the mode is exceptionally good for the lighter weight cloths that are always worn before the coldest weather comes. The design shown here has a deep collar effect extending down the front in stole effect. The jacket portion may be drawn down or bloused all the way around. It is gathered in the round yoke which comes over the sleeve in drop shoulder effect, thus making the model desirable for a jacket in that style, without the stole collar. The skirt is one of the newest shaping, in plaited seven gone style. The plaits are forward, turning over a very narrow front gore and forming a box plait in the back. The tucks are deeper than are usually seen and are very effective. Any of the new fall materials such as velveteen and checked wools, silks and mohair combine well to the mode. Pattern No. 6180 and 6181. Sizes for waist, No. 6180, 22, 24, 26, 28, 30 and 32 inches bust measure. Sizes for skirt, No. 6181, 22, 24, 26, 28, 30 and 32 inches waist measure.

DIRECTIONS FOR ORDERING
Send 20 cents to this office, give numbers of these patterns, Nos. 6180 and 6181, and state sizes desired. They will then be sent to you by mail postpaid. Or either of the patterns will be sent for 10 cents. Be sure to write plainly and always give full address. Several days must be allowed for delivery of pattern.

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