

Your Greatest Desire is to . . Retain Your Customers

THEREFORE

Your aim should be to supply them with the best of everything.

The Unprecedented
Popularity of . .

The New Idea

10^c. Pattern

is proof of the fact that it is undoubtedly

**THE BEST PATTERN and
THE LOWEST PRICED.**

Have you a Pattern Department in your store? If not, write to us and we will prove to you that a stock of our Patterns, displayed, advertised, and sold by OUR MODERN, IMPROVED METHODS, will INCREASE YOUR BUSINESS.

REMEMBER THIS!

Satisfied Customers Advertise your store by talking of Bargains bought there.
Our Display Methods Economize Space.
Our Show-Cards and Artistic Signs are most Attractive.
Our Fashion Sheets are the Best Advertisement possible.
Our terms are Easy and the most Generous.



The Mermod and Jaecard Building,
Broadway and Locust St., St. Louis, Mo.
636-638 Broadway, New York City.
232-234 Fifth Ave., Chicago, Ill.
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■ **The New Idea Pattern Co.**