

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 Leont St., St. Louis, Mo.
636-638 Broadway, New York City.
232-234 Fifth Ave., Chicago, Ill.
75-77-79 Victoria St., Toronto.



The New Idea Pattern Co.