

Don't Overlook This

IT'S INVALUABLE ADVICE.

WHY DOES ONE MERCHANT PROSPER where another
(with the conditions apparently equal) fails?

Because--

The prosperous one recognizes the necessity of employing **expert, intelligent sales-people**, and of giving his customers

THE BEST VALUE FOR THE LEAST MONEY.

A well-conducted Pattern Department is a necessity for every progressive Dry Goods store. With a stock of **THE POPULAR PATTERN**

The New Idea

10c. Pattern

managed intelligently by a capable, expert sales-lady, it is a **great advertisement and introduces and sells goods** in every department in the store. It will pay you, but don't put a child in charge.

OUR SUCCESS HAS BEEN PHENOMENAL

because our pattern is the best and the lowest-priced.

Particulars cost—a post card.

THE . . .

New Idea Pattern Co.

636-638 Broadway,
NEW YORK.

232-234 Fifth Ave.,
CHICAGO, ILL.

75-77 Victoria St.,
TORONTO, ONT.

