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Girls! Save Your Hair and Make It Abundant!



Immediately after a "Danderine" massage, your hair takes on new life, lustre and wondrous beauty, appearing twice as heavy and plentiful, because each hair seems to fluff and thicken. Don't let your hair stay lifeless, colorless, plain or scrag-gly. You, too, want lots of long, strong, beautiful hair.

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## A Helpful Hint for Housekeepers

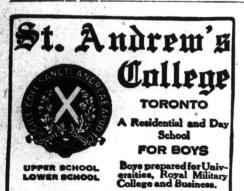
Whether you do your washing in the old fashioned tub, or in a new electric washing machine-



is indispensable, and produces a pure snowy 3344

3362

Insist on Keen's. MAGOR, SON & CO..



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## Our Home Monthly

The distinctive characteristics of Fall Fashions are the brevailing straight lines for day and evening wear. Shorter skirts at from 10 to 12 inches from the floor. Sleeves long and set in at regulation armscye. Wraps and other outer garments long and cut on straight lines or in dolman fashion. Suit coats in either three quarter length and half fitted, or, in wrist length and cut on box lines.

Colors in pile fabrics for suits, coats and dresses, are subdued shades of henna, rust, brown, blue and black.

Soft satins, twills and duvetyn will be popular for street dresses. Lace, especially chantilly is smart for trimming on afternoon dresses.

Much embroidery is used.

Hats of felt, velvet, duvetyn and brocades are shown. Both large and small hats Many of the autumn suit models will be simply finished and show very little ornamentation: variety will be achieved through the medium of color, odd jacket lengths, flares and shapings.

Plaited skirts and plait effects in general will continue in favor, even plaited lingerie is bromised; one will note, however, that the plaits are wider than the accordeon plaitings of our summer styles, more in kilt effects.

Beads and passementerie in beads will figure largely as trimming for evening and dance frocks, for which the chiffons, tulles and mousselines are very attractive.

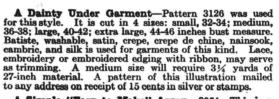
Cut steel and jet is again revived for gowns of black satin and lace. Frocks of taffeta are trimmed with wooden beads.

Linings are shown in wonderful contrasting color combinations, but, of course, the conservative woman will prefer the one-toned linings.

Velvet and velveteen are popular materials and will be used extensively during the

coming season. The little dress is again with us with new features in finish and cut, belting and

sleeves, also color and combinations of color. One may have a one-piece dress in kimono style or with set-in sleeves and with tucks or frills or borders or a plain hem finish.



A Simple "Easy to Make" Apron—3054—This is a good model for drill, gingham, chambray, percale, lawn, sateen or alpaca. The pattern is cut in one size, medium. It will require 1½ yard of 27-inch material, without tie strings. A pattern of this illustration mailed to any address on receipt of 15c in silver or 1c and 2c stamps.

A Youthful Popular Style—Pattern 3364 is here illustrated. It is cut in 3 sizes: 16, 18 and 20 years. Size 18 will require 5 yards of 27-inch material. Serge, duvetyn, tricotine, velveteen, satin, taffeta and wool mixtures, likewise linen and other wash fabrics are good for this model. The closing is effected at the side under the front panel. This dress measures about 1¾ yards at the foot. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

A Practical, Attractive Blouse Suit—Pattern 3370 is A 12 year size will require 3½ yards of 38-inch material. Gingham with facings of linen would be nice for this design. Or, taffeta trimmed with satin or foulard. Serge gabardine, poplin, and velveteen, are also attractive. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

A Popular Model—Pattern 3173, was used for this model. It is cut in 4 sizes: 4, 6, 8 and 10 years. A 10 year size will require 2¾ yards of 44-inch material. Serge, cheviot, velvet, cord-



A Stylish Costume for Street or Calling—Blouse Pattern 3359 and Skirt Pattern 3349 are combined in this model. The Blouse is cut in 7 sizes: 34, 36, 38, 40, 42, 44 and 46 inches bust measure. The skirt in 6 sizes: 24, 26, 28, 30, 32, and 34 inches waist measure. The width of the skirt at its lower edge is about 1½ yard. Gray serge is here shown with trimming of mottled silk in contrasting tones, and soutache braid. This is a good style for satin, or velveteen, also for gabardines, velours and duvetyn. To make the costume for a 38-inch size will require 7¾ yards of 38-inch material. This illustration calls for TWO separate patterns which will be mailed to any address on receipt of 15 cents FOR EACH pattern in silver or stamps. receipt of 15 cents FOR EACH pattern in silver or stamps.

A Popular "Cover-All" Apron—Pattern 3361 was employed to make this design. It is cut in 4 sizes: small, 32-34; medium, 36-38; large, 40-42 and extra large, 44-46 inches bust measure. A medium size will require 634 yards of 27-inch material. Striped seersucker with facings of white pique would be good for this, or one could have percale, gingham, drill or lawn. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

A Seasonable Top Garment—Pattern 3346 is here A Seasonable Top Garment—Pattern 3340 is nere illustrated. It is cut in 5 sizes: 4, 6, 8, 10 and 12 years. A 6 year size will require 3 yards of 44-inch material. Chinchilla, cheviot, mixtures, plush, velvet, corduroy and other pile fabrics may be used for this design. The facing may be omitted or it may be of contrasting material. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps. receipt of 15 cents in silver or stamps.

A Neat and Becoming Dress for Work or Porch A Neat and Becoming Dress for Work or Forch Wear—Pattern 3344 was employed to make this style. It is cut in 7 sizes: 34, 36, 38, 40, 42, 44 and 46 inches bust measure. A 38-inch size requires 6 yards of 36-inch material. Checked gingham in blue and white with trimming of white linen and fancy braid is here shown. Linen, percale, lawn, poplin, seersucker and sateen are good for this design. The skirt with plaits extended measures about 134 yard. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps. stamps.

A Dainty Dress for the Little Miss—Pattern 3356 is here depicted. It is cut in 4 sizes: 4, 6, 8 and 10 years. A 6 year size will require 25% yards of 36-inch material. As here shown, white wash silk was used with plaitings of organdy and motifs embroidered in silk floss. Gingham, calico, unbleached muslin, lawn, poplin, repp, batiste, taffeta and woolen materials, all are attractive for this style. A pattern of this illustration mailed to any address on receipt of 15c in silver or stamps.





