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## We Sell The

## New McCall Pattern

"The Pattern With The Puzzle Taken Out"

Designed by artists of superior skill and genuine creative ability, the new McCall pattern is in every way up to the minute as to style-exclusiveness, and is so clearly explained by the printed directions that even the most amateur dressmaker cannot fail to understand it.

Nowadays when so many women are beginning to realize the economy of home dressmaking, patterns are taking on an unusual amount of importance.

If your knowledge of sewing is somewhat scanty, a pattern with such clear directions as this new McCall printed pattern, is sure to make it easy for you to cut and make even complicated garments without any other assistance.

The directions have the advantage of being printed right on the pattern, so that you cannot fail to see them and take advantage of them.

The new McCall patterns for October are now on sale in our Pattern Department, and the October McCall's Magazine goes on sale tomorrow, September 10th.

## J. B. Ivey \& Company

