

The Last Word

Twenty alert and clever women trained shoppers, in different parts of the United States were recently employed to go into the largest and the small exclusive shops at the last moment each month, pick up the shoicest, newest ideas they could find in the way of woman's novelties for her person, her home, her child, or her kitchen, and send them by quickest mail to Phila delphia. There they are instantly photographed, put on the fastes printing presses, and quickly bound into the latest issue of The Ladies Home Journal as the last pages.

This insures from 40 to 60 of the newest ideas in each number of the magazine gathered at the last moment and gives one of the quickest and most up-to-date services that a magazine has ever attempted.

It is the new idea that women want in these days, and this new department will be what is called department will be what is called
"The Last Word"-a pictorial postscript bristling with new ideas. See if it isn't so. Just try a copy of

## The Ladies' HOME JOURNAL

It's only 15 cents

WOMEN ARE NOT EXILED
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MOOSE MAY SII JUNE 7
NEW YORK GROWS PURER


## OCEAN OMY PRIEIIO

Chamberlain Warns Again
Trusting Other Nations.
ROAD SUPERVISORS NAMED

POULTRY LOAN FUND PLAN

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STEEL MILL TO RESUME

$-5$

Wife Charging Neglect
Liquor Turns on Gas.
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HAITIEN PLOT WIDESPREAD





#### Abstract

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HAAR FELL OUT
Big Flakes of Dandruff Would Peel
Off. Hair Dry and Lifeess. In Six Weeks Completely
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HEALED BY CUTICURA
SOAPAND OINTMENT



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